Public Grants
Private Grants
Naming Rights

Donated / In-Kind Services
Donor Recognition

Impact Mitigation
Commercial Fund Raisers
User Fees / Lease Fees

Public Private Partnerships
Corporate Donations
Professional Fundraisers
Presentation Outline

- Municipal Funding and Revenue Options
- Grant Programs
- Public / Private Partnerships
- Naming Rights / Corporate Sponsors
- Other Funding Sources
- Questions and Discussion
Conventional Municipal Funding Options

- Appropriations / Town Meeting
- Capital Project and Dedicated Funds
- Municipal Bond

Holyoke Municipal Stadium – 2002
Potential Public Grant Programs

- Land and Water Conservation Fund
- Urban Parks and Recreation (UPARR)
- EPA Brown/Greenfield’s Program
- HUD – Community Development Block Grant
- MA PARCS Grants
- MA School Building Assistance Bureau (Fields)
- MA Community Preservation Act
- Federal Re-leaf Grant
Private Grants

- National Football League
- US Soccer
- Major League Baseball
- USA Track & Field
- US Tennis Association
- National Hockey League
- Endowments / Foundations
Sport Federation Grants

- Must be new Facilities
- Competitive grant writing
- Preliminary design / schematics

Mass Youth Soccer Complex, Lancaster
US Soccer Funding
Massachusetts Youth Soccer Association – Sport Federation Grant

Contact Information:

Mike Singleton
Executive Director
978-466-8812 ext. 228
msingleton@mayouthsoccer.org

U.S. Soccer Foundation
(202) 872-9277
www.ussoccerfoundation.org
Brewster Tennis Complex – Sport Federation Grant

- Youth “quick start” courts
- Rigorous design preview

Brewster Tennis Complex, 2010
Brewster Tennis Complex – Sport Federation Grant

- U.S. Tennis Association contact information: Shannon Hatton (914) 696-7291 technical@usta.com

Brewster Tennis Complex, 2010
Private Funding

- Booster Clubs
  
  Achieve Legal Status

- Lease Town / Adult Leagues

- Lease Semi-pro

- League / User Fees

- Paver / Seat Sales

- Donor Recognition

- Concessions Proceeds

- Youth Sport Fees
Naming Rights / Donor Recognition / Advertising

- Branding / naming rights
- Unit pavers / named seating
- Advertising (scoreboard panels, fence placards, etc.)
Private Funding (through Booster Group)

- Can involve licensing agreement
- May be bid using private procurement
  - No prevailing wage
  - No general advertisement
  - No low bid award
- Cannot involve any public funds – unless publicly bid

King Philip Regional High School, 2008
Private Funding (through Booster Group)

- Booster Group is contracting entity
- Can fragment portion of larger project
  - Unlikely to be same contractor
  - Must carefully define project limits
  - Turf is a good choice to segment
    - Get intended products
    - Well defined project limits

Defazio Park, Needham, MA
DeFazio Park Reconstruction
Needham Parks and Recreation, Needham, MA
Lincoln-Sudbury High School Field Improvements

- Community Preservation Funds
- School Building Assistance Bureau
- Private Donations
Public – Private Partnerships

• Increasingly Important Funding Source

• Two Basic Types

  Institutions / For Use

  Businesses / For Profit
Public / Private Partnerships (Schools)

- Private school / institution – “landlocked”
- Public school – “land rich” and “dollar poor”
  - Unprogrammed / float time
- Private school is contracting entity
Gaudet Middle School, Middletown, RI
Public / Private Partnerships (Schools)

- Cannot typically include public funds for related improvements
- Scheduling / Use Memorandum of Understanding (MOU)
- If college – high school, design standards vary (i.e. goal posts, track and field events)
- Procurement is a PRIVATE solicitation
Gaudet Middle School, Middletown RI
Salve Regina University, Newport, RI
Boston / Emerson College Partnership

- 25-year Lease Agreement
- City Furnished Site
- Emerson College Constructed Facility
- Shared Facility Use (70/30)
- Emerson Maintains and Manages
- Special Lighting System

*Acknowledgement to CDM
Public / Private Partnerships (For Profit)

- RFP process by Town for development proposals
- Developer designs, permits, builds, operates, and maintains
- Typical 50-year lease
- RFP defines town’s interests
  - Development standards
  - Hours available
  - Fee/rate structure
Public / Private Partnerships (For Profit)

- Basis of award is “Best Value” to Town
- Town requires design consultant / legal advice to prepare RFP and oversee permitting and development

Red Tail Golf Club, Devens, MA
Laurell Farm, Sherborn, MA
Developer Off-Site Impact Mitigation

• Can result in either a public or private project
• Decision should stipulate design, permit, build
• Decision should stipulate that project completed before Certificate of Occupancy

Cutting Athletic Field – Sudbury, MA  2005
Developer Off-Site Impact Mitigation

- Levied as a permit (zoning / planning) condition
- Intended to mitigate impacts of residential or commercial development on recreation infrastructure / schools
- Town-owned parcel or carve off open space from development itself
Southfield Recreation Complex Master Plan
Southfield Recreation LLC, Weymouth, MA

- O-2 Sports Group
- Duquette Sports Camps
In-Kind Services / Donations

- Local site contractors and material suppliers (e.g. Aggregates, Inc.)
- Stone, concrete, earth work, clearing
- Top soil, asphalt, seeding / Grow In
- Who are the players in town?
In-Kind Services / Donations

- Very difficult to coordinate
- Often does not meet expectations
- Still requires public funding for design / permitting
- Work often prosecuted without contract
- DPW, Army Corps of Engineers Units, Mass Highways
Emerald Street Athletic and Recreation Complex Wrentham, MA

Self Help Usually Accomplished in Many Phases

Actual Buildout - 2008

Full Buildout Master Plan
Reasons to Consider Hiring a Professional Fundraiser

• Capital campaigns are complex and require:
  – Prospect research
  – Preparation of case statements
  – Volunteer recruitment and training
  – Donor tracking and pledge-collection systems
  – Major gift expertise
  – Knowledge of sequential giving
  – Superior understanding of the philanthropic marketplace
  – Advanced communication skills
How to Choose a Professional Fundraiser

- Contact other non-profit groups in your area for information and referrals (i.e. hospitals, colleges)
- Contact your local chapter of professional fundraisers (e.g. [www.afpnet.org](http://www.afpnet.org))
- Review their background information:
  - Request a sample contract
  - How they would conduct your campaign (phone, mail, door to door, or a combination)?
  - What portion of the profits would go directly to your campaign?
  - Ask to see financial data from their other campaigns
Will a Professional Fundraiser Ensure Success?

- No matter how adept your new fundraiser is, they will need tools, information and a base of operations to succeed.
- The board and staff still need to provide constant and active support.
- Percentage-based compensation is frowned upon by most professional fundraisers because it is considered unethical.
- To find a list of consultants, go to:
  - www.aafrc.org (The Giving Institute, formerly the American Association of Fundraising Counsel)
  - www.afpnet.org (Association of Professional Fundraisers)
Vendor Financing

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turf®
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• Results in Proprietary Specification

Bill, visit your Funding Resource Center at www.fundmylights.com/BillSeymour to get started today!
Conclusions:

- Conventional Funding, Bonds & Appropriations
- Public Grants
- Private Grants
- Public Private Partnerships (Institutions)
- Public Private Partnerships (For Profit)
- Corporate Sponsorships / Naming Rights
- Donor Recognition / Naming Rights
- Offsite Project Impact Mitigation
- Donated In Kind Services & Goods
- Vendor Financing
- Private Fund Raising & User Fees
- Professional Fund Raising for Fee
Conclusions:

• Public owners continue to accomplish projects with non-traditional funding

• Non-traditional funding is often multi-faceted

• Fundraising committees need to work down multiple, parallel paths

• Partnering is a growing trend, both “for use” and “for profit”

• Designers and Builders can facilitate funding
  “If they have a project, we have a project”