

City of Newport, OR

Strategic Planning Services FY2013-14

Prepared for: Newport City Council

Prepared by: Chase Park Grants

12/1/14

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Consultant Team

SERVING AS THE CITY'S...



**... "VIRTUAL GRANTS OFFICE"
SINCE 2012**

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Accomplishments: FY2013-14

**\$533,304 IN
GRANTS**

**60% Hit Rate for
Grants**

**Overall ROI =
537:1**

**INVESTMENT
OF \$279K**

**\$8.9M loan
2.5% APR**

**COST SAVINGS
OF \$1.24 M**

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Approach: FY15-16

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Approach: FY14-15

1. Identify & Pursue External Funding Sources

2. Develop Funding Strategies

3. Cultivate Relationships with targeted funders

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Types of Funding Sources To Target

**1. Low-interest Loans
(Leverage)**

**2. Government Grants
(Free Money)**

**3. Corporate Sponsorships
(Discretionary Funds)**



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Funding Source #1: Low-interest Loans



\$8-9M
1% APR

Interest savings
of \$2M+

Point Source +
NPS + Fish
Passage

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Funding Source #2: Grants

"Free" Money

**Secured in
FY13-14**

\$533,304

**Pending in
FY15**

\$1.5 M

\$1 M

\$750,000

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Grants for Dam Planning & Design

TARGETED FUNDERS



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Grants for Water Infrastructure

\$1M WATERSMART GRANT



AUTOMATED METERING

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\$1 M grant for:

- Equipment
- Contractor
- Consultants

Deadline =
Jan 2015

Funding
every year

RECLAMATION

Managing Water in the West

Funding Opportunity Announcement No. R15AS00002

WaterSMART: Water and Energy Efficiency Grants for FY 2015

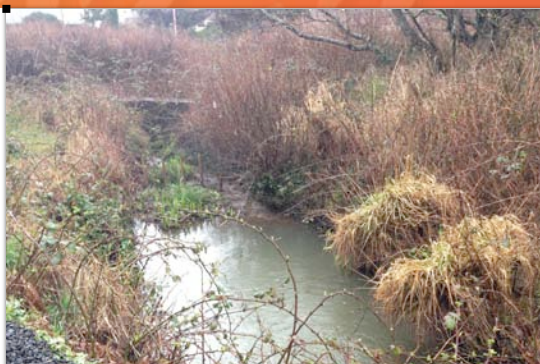


U.S. Department of the Interior
Bureau of Reclamation
Policy and Administration
Denver, Colorado

October 2014

Grants for Water Quality Projects

SAM
MOORE
CREEK



**INCORPORATING GREEN INFRASTRUCTURE
AS A STRATEGY FOR FUNDING**

Targeted Grants for Sam Moore Park



Oregon LWCF
\$250,000

319 NPS Grant
\$30,000

OPRD Grant
\$750,000

Sponsorships
\$50,000

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Community Engagement



MORE VOICES. BIGGER IDEAS.
Better Communities.
MINDMIXER IS MAKING IT HAPPEN

Learn more at the APA National Conference (booth 517) — and register to win a tablet.

The go-to engagement platform for more than 300 communities nationwide.

 **mindmixer**

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Types of Community Engagement



Community Engagement Process

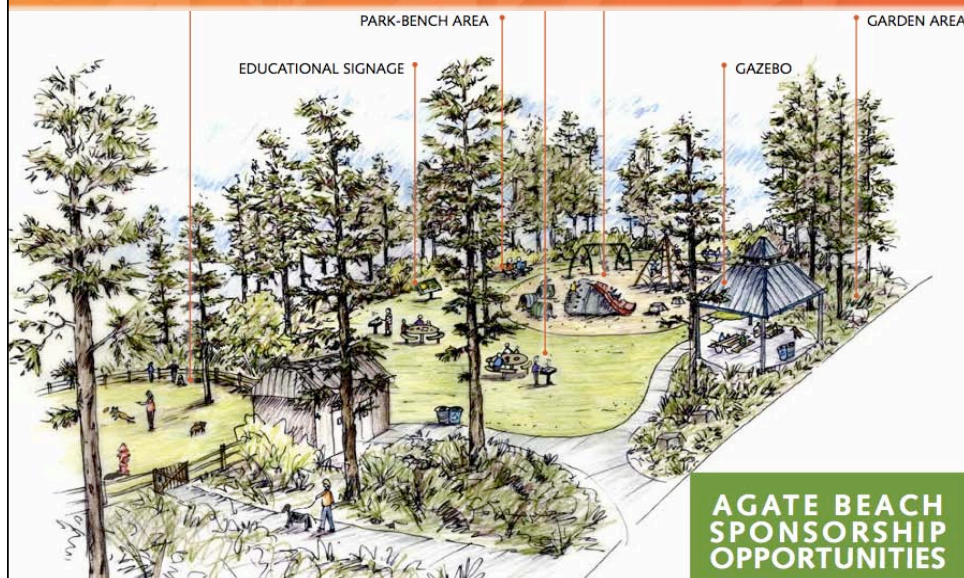
<u>Phase</u>	<u>Type of Engagement</u>	<u>Method</u>
Planning Phase	Collecting Ideas	Soliciting
Design Phase	Informing design	Dialoguing
Construction Phase	Increasing awareness	Directing
Functional	Collecting responses	Soliciting
Daily Operations	Asking "how's it going?"	Soliciting

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Funding Source #3: Corporate Sponsorships

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Agate Beach Sponsorship Opportunities



Sponsorship Pilot Test

REPLENISHING NEWPORT'S PARKS

SPONSORSHIP OPPORTUNITIES FOR PARKS IN THE CITY OF NEWPORT

OVERVIEW

The City of Newport boasts many beautiful parks, trails, playgrounds, ball fields and outdoor spaces for the enjoyment of the entire community. The Parks and Recreation Department regularly evaluates park amenities to ensure quality and safety standards are met. Due to age, weather, and overall use, park amenities occasionally need to be repaired or replaced.

The City is offering several sponsorship opportunities to local businesses, individuals and groups to help cover the rising costs of these repairs. Participating sponsors receive exposure and support the City's commitment to its residents of our community.

For information, please contact Tim Goo at timgoo@newportoregon.gov or the City of Newport at newportoregon.gov.

NEWPORTOREGON.GOV

AGATE BEACH PARK SPONSORSHIP OPPORTUNITIES

REPLENISHING NEWPORT'S PARKS

AGATE BEACH PARK SPONSORSHIP OPPORTUNITIES

OBJECTIVE

Recently, the City had to remove the playground equipment from the Agate Beach Park because the equipment had deteriorated beyond repair. By funding to replace the playground equipment, the City can provide a safe and enjoyable environment for all children and families.

Local citizens have joined together to raise money to replace the park. As part of this effort, the City is offering sponsorship opportunities to contribute to the restoration fund.

AGATE BEACH PARK SPONSORSHIP OPPORTUNITIES

Sponsorship	Fee	Available to City Residents	Shade Structure	Playground Equipment	Restroom Building	Ball Field
Shade Structure	\$1,000	✓	✓			
Playground Equipment	\$1,000	✓		✓		
Restroom Building	\$1,000	✓			✓	
Ball Field	\$1,000	✓				✓
New Playground Structures	\$25,000	✓	✓	✓	✓	✓

NEWPORTOREGON.GOV

Recognition Benefits for Sponsors

SPONSORSHIP RECOGNITION BENEFITS						
Sponsorship	Fee	Featured on City Website	Public Notices	Publication Postings	Permanent Signage	Named Space
Park Bench	\$5,000	✓	✓			
Educational Signage	\$5,000	✓	✓			
Picnic Area	\$7,500	✓	✓			
Dog Park Playground	\$10,000	✓	✓	✓		
Garden Area	\$15,000	✓	✓	✓		
Gazebo	\$20,000	✓	✓	✓	✓	
New Playground Structures	\$25,000	✓	✓	✓	✓	✓

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Discussion About Sponsorship Program

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