

Austin Parks and Recreation Department | Partnership Levels

Partnership Configuration A (Non-profit Public Partnership NP3)

Partnership A - Definition

A 501(c)(3) Non-profit partner mission closely aligns with PARD mission, vision, and values; aligns to the public land/public facility owned by the City of Austin Parks and Recreation Department. Partner within configuration A seeks a level of autonomy to construct, operate, maintain, and/or program projects on parkland.

Parks partnerships successfully combine the assets of the public and private sectors in novel ways to create new and refurbished parks, greenways, trails, and other public assets in our community. Partnerships between public agencies and private nonprofits can help effectively build, renovate, maintain, and program parks. By teaming up, parks agencies and nonprofits can help cities do a better job of meeting citizens' demands for more and better parks in the face of limited public resources.

PARD review and oversight is meant to ensure Partners within Configuration A demonstrate the following values:

- ✓ **ORGANIZATIONAL GOVERNANCE/CONSTITUTION**
- ✓ **DEMONSTRATION OF CAPACITY**
- ✓ **INCLUSIVITY**
- ✓ **TRANSPARENCY**
- ✓ **PUBLIC BENEFIT**

Common attributes for Partnership A include:

- Partner has history of collaborating with PARD to lead major capital improvement projects on parkland, has co-collaborated with recognized entities to lead a major capital improvement project on parkland and/or has successfully independently led a major capital improvement project. (Demonstration of Capacity)
- Partner can support project management for design and construction projects or has capacity to financially support third-party project management. (Demonstration of Capacity)
- Partner has previously demonstrated integration of maintenance considerations into capital or Community Activated Park Projects. (Demonstration of Capacity)
- Partner has a minimum 7-year history of collaboration with the City of Austin, with all levels of engagement recognized in the historical collaboration. (Demonstration of Capacity)
- Partner maintains annual 990s. (Governance)
- Partner has favorable Charity Navigator and Guidestar ratings. (Governance/Government Oversight)
- Partner is committed to cooperative community engagement with PARD and has integrated community engagement into their organization's goal(s). (Inclusivity/Transparency/Public Benefit)
- Partner clearly articulates the public benefit from the organization's role and mission. (Public Benefit)

PARD Partners are integral to PARD and help further the mission and reach of the Department. PARD seeks to fully develop the umbrella program for partnerships within the Department's Community PARKnerships program.

Partnership A - Criteria

This level of partnership requires a formal partnership review process. The review process will take up to four months beginning on receipt of required documentation. The organizational review will include:

- In alignment with Council Resolution 20120405-052-Park Master Planning Resolution, a Master plan, capital improvement design plan, ecological restoration plan, visioning plan, interpretive plan, or similar planning document must exist for the parkland/facility, or the organization must have the capacity to support development of such plan(s).
- Assessment that the partner organization:
 - Is in alignment with CoA and PARD mission, vision, and values.
 - Has a minimum 7 year history of collaboration with PARD/CoA. All levels of partnership are recognized in the historical collaboration.
 - Has a minimum 5 years of proven philanthropic fundraising with sustained and/or year-over-year growth related to specific master plan projects, operational items, maintenance, and/or program activation.
 - Maintains level of Liability Insurance.
 - Salary of CEO/ED and Development Director of partner organization to be funded exclusively by private philanthropic dollars and not through revenue earned from the usage of park space.
 - Uses revenue earned utilizing park space for event rentals, third party rentals and concessions to directly benefit the park via operations, maintenance, programming, or park improvement.
 - Has robust professional fund accounting practices, including:
 - Separate dedicated Fund Accounts
 - Annually audited financial statements
 - Audits submitted within 6 months after the end of the fiscal year
 - Demonstrates sufficient organizational reserves (three months, or another agreed upon time period, worth of funding) at all times, and reserves for six months of funding for park operations at or above the level maintained by the city.
 - Has a Capital Project Fund (funds for capital maintenance and repair based upon the city's asset management assessment).
 - Leads community engagement that includes coordination and cooperation with PARD with regular reporting requirements and is consistent with the City of Austin's Public Participation Principles, and coordinates outreach with PARD's Communications & Engagement Unit.
- A feasibility study completed for proposed improvements, programming, operations, and maintenance. PARD will not require a third party to draft the feasibility study but will require the partner organization's board of directors vote to approve.
- A Resiliency Plan drafted and adopted by the organization's Board of Directors. The Resiliency plan will include an organizational and operational plan in event of a major catastrophe that could affect the ability of the organization to program or provide revenue earning services at the site.
- A Business Plan and/or Strategic Plan.
- Organization's governance practices reviewed for the following:
 - Board Inclusion Matrix
 - Alignment with CoA and PARD Goals (SD2023/Long Range Plan/Strategic Plan)
 - Conflict of Interest policy
 - Maintenance of corporate minutes
 - Gift/Donor Policy alignment with PARD policy
 - Disclosure to the public the nonprofit's three most recently filed annual returns with the IRS.
 - Annual Reporting Requirements/Performance measurements per PARD Director
 - Bylaws/Organizational Documents include:
 - Monthly meetings with the PARD Director and organizations CEO/Director.

- PARD Director will participate annually in a Board of Directors meeting in which the partner organization will provide an update on the specific metrics, deliverables, and goal alignment as laid out in the organizations Partnership Agreement with PARD.

Partnership A - Partner Activities

Leveraging resources to protect, enhance, maintain, operate, and program Austin parkland and COA/PARD enables the following terms within the Partnership Agreement (pending Council approval):

- Collaboratively partner with PARD for community engagement (the ability to engage the community and collaborate with PARD for community engagement)
- Exclusive right to fundraise for the named park space including on-site signage recognition and exclusive right to promote the park
- Independently lead Capital Improvement Projects as mutually agreed upon via a separate agreement
- Meet annual performance and benchmarking goals established by the Director related to general fundraising
- Authority to maintain (based upon established minimum standards), program and operate site
- Signage Branding opportunities
- Realize earned revenue opportunities:
 - Operate/administer concessions at site
 - Programming (Free and fee based)
 - Special Events
 - Other revenue opportunities

Partnership A – Recognition Provided by PARD

- Listing on future PARD partners web page (cross-linking required)
- Recognition in PARD's Annual Report with opportunity to feature one story
- Followed by official PARD social media accounts
- Sharing partner's social content via PARD social media accounts
- Support for special ceremonies based on staff and resource capacity (e.g. ribbon cuttings, ground breakings, anniversary celebrations, AV equipment, etc.)
- Opportunity to co-submit for professional and trade conferences to highlight partnership projects (eg. National League of Cities, National Recreation and Park Association, International City/County Management Association, etc.)
- News releases and media outreach by PARD's Communications and Engagement team
- Co-branding at site on signage, improvements, and amenities
- On-site donor signage for large-scale capital projects (required PARD review/approval in planning process)
- Interpretive signage permitted on project sites with review from PARD

Partnership A - PARD Responsibilities

- Partnership Agreement Oversight and Management
- Standard City-sponsored park related emergency and safety services: Police, EMS, Fire
- Outline responsibilities associated with flooding, drainage, utilities, and roadways
- PARD liaison assigned to navigate permits, approvals, and events and ACE with partner park
- PARD staff will provide general oversight over partner led community engagement events/projects/program meetings (needs to be consistent, refer to above notes)
- PARD will collaborate on programming and projects when relevant
- PARD will provide partners with training and networking opportunities on relevant PARD/CoA initiatives, goals, and/or programs
- City obligation to provide Insurance and Indemnification at agreed upon park/site (under consideration)
- Review for construction projects of a predetermined threshold to allow for City specific expertise (construction criteria, permitting, ordinance, and regulation expertise)