

Attachment 32

Notes From Funding Discussion



CATEGORY: FUNDING

Guiding Principles

- Recommendations must be Reasonable, Fundable, Doable
- Invest in capital improvements and deferred maintenance as recommended by staff
- Discuss the potential for a Bond Proposal for voter approval
- Tell the Grant Story and how they can be used to supplement Funding
- Explore potential donors
- Maintain and/or increase current levels of funding from the City.
 - HCC needs GF support for operations to remain affordable and accessible for all.
 - User fees, partnerships, and market comparisons should be analyzed regularly

Guiding Principles in all categories

- Protect the existing greenspace
- Consider existing programs
- Explore collaborators and partners, ie... Schools and Hospitals
- Understand who the competition is
- Be proactive and not reactive
- Utilize expertise to establish priorities

Brainstorming

Committee members were divided into three groups and asked to record what they saw as the positives and challenges for each of the guiding principles. At the end of the discussion, all responses were discussed with the entire group.

RECOMMENDATIONS MUST BE REASONABLE, FUNDABLE AND DOABLE
<p><u>Positives</u></p> <ul style="list-style-type: none">• This has been a theme throughout the process• No Pie in the Sky• Everything thus far seems reasonable <p><u>Challenges</u></p> <ul style="list-style-type: none">• Funding likely biggest challenge• Bond• Grants• Donors• City Funding

EXPLORE POTENTIAL DONORS

Positives

- Cast a wide net
- Possibility of drawing in new donors
- Reason to be Creative
- Foundations
- Skillman
- Kellogg
- Knight
- Mot
- Individuals
- Corporations
- Health and Wellness Non-Profits
- McLaren/MSU
- Leverage Sparrow Competition
- East Lansing has lots of generous people
- ELHCC could do more to promote existing programs
- Untapped sponsorship opportunities
- Examine corporate Donors inside and outside East Lansing
- Look at space specific sponsorships
- Unique spaces within the community
- Attract specific donors

Challenges

- Competition for funding
- Competition within Parks and Recreation for Resources
- Donors Want to contribute to ideas and new programming NOT deferred Maintenance
- Identify and Cultivate
- Big donors ask for favors or naming rights
- Trick to cultivating donors outside our capacity. It's hard to get big donors

TELL THE GRANT STORY AND HOW THEY CAN BE USED TO SUPPLEMENT FUND

Positives

- Maybe on multiple levels – state and federal
- Doing a good job of finding grants
- Bonds Leverage more grants
- Telling grant story inspires local funders
- Grant writing as a tool to align interest of “city” and community
- Localized grant writing that supplements a broader bond issue can grow numbers of stakeholders

Challenges

- Strong Grant Writer
- Can't depend on this as the only funding source
- When people see improvements paid for by grants people thinks we have \$
- People think grants are magic, easy, plentiful
- Effort versus available dollars

***Benchmarking is important. Identify successes in other communities*

DISCUSS THE POTENTIAL FOR A BOND PROPOSAL FOR VOTER APPROVAL

It is important to clearly articulate to voters intended uses for bond proceeds from Day One

Positives

- Viable funding source
- Seemingly broad community support to fund Parks and Recreation
- Upgrades necessary to attract and retain users
- Walkable, Bikeable, Trail Support - Leverage this support for ELHCC
- Wholly dedicated to ELHCC
- Must sound like big new items (redo pool, energy efficiency, etc)
- Could be combined with other parks/rec elements
- Bond would leverage matching grants
- Only likely way to get big money
- Replacing previous bonds

Challenges

- Funding Fatigue – ie Income Tax/School Bond
- Outcome of State Level Tax Increase
- Local Fatigue – Retirement/Reduction of late 90's Bond
- Breadth of Advocacy Group
- People are more anti tax because of income tax
- Some people don't know ELHCC – maybe combine with parks

MAINTAIN AND/OR INCREASE CURRENT LEVELS OF FUNDING FROM THE CITY

ELHCC needs GF support for operations to remain affordable and accessible for all. User fees, partnership, and market comparisons should be analyzed regularly

Positives

- Ensure permanent residents have benefits/stability
- City funding must increase
- Rental fees should be analyzed regularly
- User fees should be analyzed regularly
- Operating funds currently don't meet basic needs
- Energy Efficiency upgrades (and alternative energy) could increase money available for programming - (Highlight this in bond info)
- Increased funding is a necessary component of attracting and maintaining new users/existing users
- Viable, Vibrant ELHCC is a positive influence on real estate values

Challenges

- Funding fatigue – making the ask
- Maintain – not enough
- Trade offs with other city budgets
- Competing for resources within the city and/or parks and recreation

INVEST IN CAPITAL IMPROVEMENTS AND DEFERRED MAINTENANCE AS RECOMMENDED STAFF

Positives

- This spending helps to stay competitive with other entities (MAC, Y, etc..)
- Safety
- Jobs – Investment in community
- Has to be done
- Stick to repairs
- Renovations
- Prioritize staff recommendations
- Prioritize and start

Challenges

- Competition for resources
- Money is tight
- Include specialists who may not be staff

Emerging Themes

Funding

- Prioritize, maintain and invest in what's here
- Capital improvement and maintenance versus expansion
- Capital investments contingent on additional funding
- Consider a bond proposal to support capital investment for ELHCCC and potentially Parks and Recreation for 2020
- Tell the grant story
- Grants should be in conjunction with other funding
- Continue to aggressively pursue grants
- Tell the story of grant funding
- Develop a donor plan for individuals and corporations including a naming policy for sponsorships
- Include Health Care partners
- Explore Foundations
- Increase funding from General Fund to maintain current operations and analyze annually