

MUNICIPALITY OF ANCHORAGE
ASSEMBLY INFORMATION MEMORANDUM

No. _____

Meeting Date: Sept. 16, 2008

1 **To: THE HONORABLE MARK BEGICH**
2 **ANCHORAGE ASSEMBLY**

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4 **From: ANCHORAGE PARK FOUNDATION**

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6 **Subject: Bi-annual Anchorage Park Foundation Board Report on Park Investments**
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8 In 2004, as a part of the final Anchorage Park Plan's public involvement process, the
9 Anchorage Park Commission recommended the establishment of a park foundation so that
10 individuals could contribute money to improve our aging park system. Mayor Mark
11 Begich instructed the Director of Parks and Recreation, Jeff Dillon, to establish a
12 foundation and use existing municipal funding to hire a development director. As a direct
13 result of this process, the Anchorage Park Foundation (APF) was established in 2004.
14

15 APF identified its core goal after listening to the public: taking care of Anchorage parks
16 and ensuring that they are *Clean & Green, Safe & Secure*. The APF's first contribution
17 was from the Rasmuson Foundation, in the form of a \$400,000 check for capital
18 improvements to parks and trails. After a summer of successful volunteer projects, the
19 Rasmuson Foundation contributed an additional \$400,000 to fund a new Challenge Grant
20 program. In 2006, the APF distributed this funding in the form of 26 challenge grants to
21 park users and volunteers. From this base, the APF's contributions and accomplishments
22 have snowballed.
23

24 Since its inception, the APF has raised **\$14,593,807** for Anchorage parks. Specifically, the
25 APF board has:

- 26 • Raised \$4,813,841 in private dollars or state/federal grant funding;
- 27 • Leveraged well over \$2,214,866 in volunteer time and materials;
- 28 • Spent \$3,546,857 in cash for park improvements;
- 29 • Secured an additional \$6,000,000 in Rasmuson Foundation challenge grants
30 (pledged funding if we meet their specified challenges);
- 31 • Secured an additional \$1,400,000 in State Legislative funding for reimbursement;
- 32 • And secured an additional \$165,000 in Federal funding for reimbursement.
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34 The Anchorage Park Foundation is bridging a gap in government capabilities by providing
35 a vehicle for private funding of the Anchorage park system. The Board has cultivated
36 relationships with private donors, obtained government funding and established new
37 programs in Anchorage, contributing significantly to the quality of life in the city and
38 revitalizing the park system. Some of the programs and projects undertaken by the APF
39 include:

- 1 • Launched the *Clean & Green, Safe & Secure* campaign, replacing park benches,
2 trash cans and bike racks in 18 community parks; improved 70 parks with
3 volunteer labor hours totaling 18,899, for a cash value of \$330,733.
- 4 • Co-hosted events: Park Founders Day, Kincaid Outdoor Center 20th Anniversary,
5 Fairview Day of Caring, Centennial Celebration of the Chugach National Forest,
6 Grand Opening of Cuddy Family Midtown Park.
- 7 • Printed and distributed new parks & trails map.
- 8 • Built picnic pavilion at Abbott Loop Community Park.
- 9 • Granted 26 challenge grants in 2006, and 16 in 2008, to community organizations
10 willing to raise funds and volunteer for park improvements.
- 11 • Created 16 memorial funds, installing many memorial benches upon request.
- 12 • Promoted Citizen Weeds Warriors and other science in the parks projects with
13 federal funding sources.
- 14 • Hosted Anchorage Parks & Natural Spaces lecture series.
- 15 • Accepted park improvement funds from the Alaska State Legislature, 2006 &
16 2008.
- 17 • Distributed public and private funds to improve Cuddy Family Midtown Park.
- 18 • Secured 3 years of committed private funding for Youth Employment in Parks.
- 19 • Secured \$6 million in private funding for soccer field improvements; year 1
20 improved Dave Rose Park field, year 2 improving Lloyd Steele Park fields.
- 21 • Secured \$50,000 in private funding trail maintenance funding.

22
23 To highlight the added value the municipality receives from this nonprofit venture, the
24 board hereby submits the first bi-annual report on the cumulative financial investments in
25 Anchorage Parks and Recreation Programs. The board believes strongly that these
26 investments are significant in monetary and social value, and improve municipals assets.
27 The board acknowledges the Anchorage Assembly as the elected body charged with
28 maintaining these beloved public lands, and looks forward to using this bi-annual report as
29 a means to communicate its contributions to the Municipality of Anchorage.

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32 For more information on Anchorage Park Foundation initiatives see
33 www.AnchorageParkFoundation.org, or call Beth Nordlund at 343-4492.

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35 Prepared by: Beth Nordlund, APF Development Director
36 Respectfully submitted: Eleanor Andrews and Kristin Sholton, APF Board Members

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38 Attachments: Sub-Fund Leveraging Report; *Clean & Green, Safe & Secure* Report
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MASTER Anchorage Park Foundation
Sub-Fund Leveraging Report
Investments by Sub-Fund -- All Transactions

	Total APF Investments	Total In-Kind Community Investments	TOTAL Investments
2006 Challenge Grant			
Abbott Loop Park (CG)	35,000	425,522	460,522
ARBRA Cleanups	20,000	32,753	52,753
Bancroft Park	7,854	9,350	17,204
Bartlett Pool	3,500	10,593	14,093
Brown's Point Park	1,920	3,870	5,790
Campbell Creek Trail	1,088	1,727	2,815
Campbell Park	262	0	262
Centennial Rose Garden	5,000	6,175	11,175
Didlika Park	9,950	10,184	20,134
Facilitation	2,625	2,500	5,125
Fairbanks Park	34,403	19,040	53,443
Far North Bicentennial Park	18,000	34,535	52,535
Girdwood Playground	25,000	160,000	185,000
Jacobson Park Trail	8,000	2,226	10,226
Mountain View Gathering Place	1,215	0	1,215
Mountainview Baseball	20,000	10,000	30,000
Outreach	10,135	0	10,135
Paddleboat Cafe	10,000	4,300	14,300
Peratrovich Park	71,981	76,358	148,339
Quiyana Park	19,000	27,655	46,655
Rabbit Creek Trail	1,193	9,876	11,069
Richter Trail	5,287	33,376	38,663
Sand Lake Dock	5,000	12,798	17,798
Spenard Rec Center	450	0	450
Tree & Shrub Plantings	15,000	37,093	52,093
United Way	31,000	49,100	80,100
Williwaw Park (CG)	40,050	105,102	145,152
Total 2006 Challenge Grant	402,914	1,084,133	1,487,047
2006 Legis Grant-Steele/Seppala	4,018	0	4,018
2008 Challenge Grants			
Bear Valley Park	7,122	0	7,122
Kincaid Park Reflection	43,500	0	43,500
Prevent the Poop	675	0	675
Tanglewood park	27,500	0	27,500
Tikishla Park - Rink	49,934	0	49,934
Whisper Faith Kovach	4,775	0	4,775
2008 Challenge Grants - Other	6,971	0	6,971
Total 2008 Challenge Grants	140,477	0	140,477
Abbot Loop Park	350,000	0	350,000
Championship Soccer	1,070,000	800,000	1,870,000
Clean & Green	511,028	330,733	841,761
Coffey Park	930	0	930
Cuddy Family Midtown Park	521,245	0	521,245
DOGS	6,826	0	6,826
European Birdcherry	886	0	886

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	Total APF Investments	Total In-Kind Community Investments	TOTAL Investments
First Tee	116	0	116
General	87,481	0	87,481
Get Outdoors	1,346	0	1,346
Honoring	1,175	0	1,175
Horticulture	6,268	0	6,268
Memorial Funds	34,375	0	34,375
MLK Day	15,197	0	15,197
Muldoon-Chester Creek Restorati	21,286	0	21,286
Muldoon Park Forest Health	1,784	0	1,784
Neighborhood Soccer	38,660	0	38,660
Pop Carr Park	40,000	0	40,000
Ship Creek Fishing Access	29,430	0	29,430
Skate Park YES	5,224	0	5,224
Trail Maintenance	33,912	0	33,912
Trails Map (Purchase)	25,000	0	25,000
Urban Wildlife	19,350	0	19,350
USFS European Birdcherry	3,343	0	3,343
USFS Invasive Plant Trials	3,199	0	3,199
Weed Warriors	52,451	0	52,451
YEP	118,938	0	118,938
TOTAL	3,546,857	2,214,866	5,761,723