



City of Burlington
Department of Parks and Recreation
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BURLINGTON SKATEPARK COALITION



Date: Tuesday, November 29, 2011
To: Burlington Parks Commission
City Council Parks, Arts and Culture Committee
Cc: Larry Kupferman, CEDO Director
Mari Steinbach, Parks Director
Jennifer Francis, Parks Planner
Kirsten Merriman Shapiro, Special Projects Manager, CEDO
Jenny Davis, Community Development Specialist, CEDO
From: Burlington Skatepark Coalition
Re: Update on Burlington Skatepark Coalition Activities for 2011

This communication is intended to provide an overview of the Burlington Skatepark Coalition's activities for 2011. The Burlington Skatepark Coalition (BSC) has assisted the Parks Department with design of the park that will replace the current park and outreach for participation in the design process. The BSC has also worked on general community outreach about the project and is actively participating in fundraising for a portion of the funds needed for the new Skatepark. This group took the lead in preparing presentation for the Parks Commission, PACC and CEDO website in the spring of this year. The BSC has also been instrumental in applying for grants for the project along with other creative fundraising efforts, including developing a logo for stickers and T-shirts.

Grants (Drafted and submitted):

- State of Vermont Building Services: amount \$10,000 - Sept. 2010 - unsuccessful
- Tony Hawk Foundation: amount - \$10,000 - December 2010 - successful
- Pepsi Refresh (take one): amount \$75,000 – January 2011 – unsuccessful
- Vermont Community Fund: amount - \$10,000 – July 2011 – pending
- CDBG Neighborhood Grant: amount \$3,737 – April 2011 - successful
- Pepsi Refresh (take two): amount \$50,000 – May 2011 – unsuccessful

While the Pepsi Refresh grant efforts ultimately did not result in grant funds for the Skatepark, it did increase community awareness about the project. Below is a list of outreach activities undertaken for the second Pepsi Refresh grant:

- Unveiling of the final Skatepark design and kickoff to the Pepsi Refresh effort April 27, 2011 in Contois Auditorium, City Hall
- Outreach table and voting station at UVM Davis Center on April 29, 2011
- Outreach table and voting station at UVM Davis Center on May 2, 2011
- Outreach table and voting station at UVM Davis Center on May 3, 2011
- Outreach table and voting station at UVM Davis Center on May 4, 2011
- Outreach and voting at DRINK on May 3, 2011
- Outreach and voting at DRINK on May 31, 2011
- Outreach table and voting station on Church Street May 13, 2011
- Outreach table and voting station on Church Street May 19, 2011
- Outreach table and voting station at Kid's Day in Battery Park on May 14, 2011
- Outreach table at Burlington Skatepark on Green Up day May 7, 2011
- Outreach table and voting station at Burlington High School May 18, 2011
- Outreach and voting at Parima on May 20, 2011
- Outreach table and voting station at Heavy Fest May 21, 2011
- Outreach table and voting station at Burlington Farmer's Market May 7, 2011
- Outreach table and voting station on Burlington Farmer's Market May 14, 2011
- Outreach table and voting station on Burlington Farmer's Market May 21, 2011
- Outreach table and voting station on Burlington Farmer's Market May 28, 2011
- Outreach table and voting station on Burlington Marathon May 29, 2011
- Press: WPTZ News May 24
- Press: WCAX News early May
- Press: Seven Days, May 25, 2011 "Burlington's Waterfront Skatepark Moves From Plans to Bids"
- FPF: one city-wide post in May, 2011, one city-wide post in January, 2011. There were also numerous individual posts during both campaigns.
- Weekly posts in the Neighborhood BUZZ in both January and May, 2011.



Outreach table and voting station at Burlington Farmer's Market May 7, 2011

Other Outreach and Fundraising activities:

- Go Skate Day 2010 - \$219.00
- Go Skate Day 2011 - \$295.82
 - One city-wide FPF post in June, 2010, one city-wide FPF post in June, 2011 for Go Skate events. Weekly posts in the Neighborhood BUZZ.
- DRINK May 3 & 31, 2011 - \$309.19
- Skatepark – Piggy bank donations - \$40.00
- Buy a Brick Campaign December 2010 – \$6,508.32
 - Two city-wide FPF posts for Buy-a-Brick campaign in December, 2010. Weekly posts in the Neighborhood BUZZ.
- Raise the Gnar – event and art sale - August 26, 2011 - \$2,245.00
- Art Hop 2011 – silent auction of SK8 art piece - \$180.00
- Manhattan Pizza event & T-shirt sales– November 7, 2011 - \$149.00
- Shred for Bread - December 9, 2011
- Planning for a silent auction in February/March 2012

Donations from Businesses:

- First meeting with a fundraising professional and two Parks commissioners. This session resulted in a sharing of information, with a many different strategies discussed.
- Prepared a donation packet for small businesses (Letter/ pledge form)
- Several initial meetings with potential donors – 3 businesses, two individuals and a private foundation.
- Second meeting with fundraising professional and two Parks commissioners to discuss the feedback received from these meetings.
- Continued communications with potential donors.

The Burlington Skatepark Coalition has raised \$23,683.33 to date from grants and donations.



BSC at Green-Up Day, May 7, 2011