

AGENDA

APOPKA CITY COUNCIL WORKSHOP

September 02, 2016 @ 1:30PM

APOPKA CITY HALL COUNCIL CHAMBERS

CALL TO ORDER

DISCUSSION

1. This meeting is to specifically answer any questions that the Commissioners may have on contributing donations/sponsorships towards the Kaboom grant for the Lake Avenue Park & Alonzo Williams Park. To provide some background:

- ❖ Kaboom is currently seeking a large sponsor to fulfill the \$90,000 requirement for the grant, these would be companies or organizations similar to names like Disney, SeaWorld, Snapple, Pepsi, Non-profit organizations, etc.
- ❖ The secondary component is the city's required contribution of \$8,500 which is to be established via fundraising or donations. Any monies collected over the city's required \$8,500 contribution would essentially go towards the maintenance fund for the parks.

The meeting will be in an informal setting in the City Hall Chambers, the Kaboom representative [Laetitia Morrisson] will be available for questioning via conference call. Informational brochures have been attached for your convenience.

ADJOURNMENT

Workshop meetings are opportunities for City Council to discuss specific issues among themselves and with Staff in an open meeting and to provide policy guidance to staff on items which are not ready for official action. The public is always welcome to attend, and is welcome to provide comments regarding Workshop items to the Council and Staff outside a meeting. Public comment will not be heard during a Workshop meeting, but public comment on Workshop items are welcome at the very next regular City Council meeting following a Workshop meeting. [Resolution 2016-16: Public Participation Policy & Procedures]

In accordance with the American with Disabilities Act (ADA), persons with disabilities needing a special accommodation to participate in any of these proceedings should contact the City Clerk's Office at 120 East Main Street, Apopka, FL 32703, telephone (407) 703-1704, not later than five (5) days prior to the proceeding.

Backup material for agenda item:

1. This meeting is to specifically answer any questions that the Commissioners may have on contributing donations/sponsorships towards the Kaboom grant for the Lake Avenue Park & Alonzo Williams Park. To provide some background:

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play matters for all kids



About KaBOOM!

Founded in 1996, KaBOOM! is the leading nonprofit working to bring balanced and active play into the daily lives of kids in America, particularly those growing up in poverty.

Our mission is simple. We create great places to play, inspire communities to promote and support play, and drive the national discussion about the importance of play in fostering healthy and productive lives.

Our Impact to Date:

- Successfully built or catalyzed 16,300 playgrounds
- Provided more than 8.1 million kids a great place to play
- Rallied over 1 million volunteers to promote and advocate for play
- Engaged leaders in over 200 cities to create family-friendly, play-filled cities





What We Do



We inspire and enable communities, municipal officials, corporate leaders, and other key city-wide influencers.



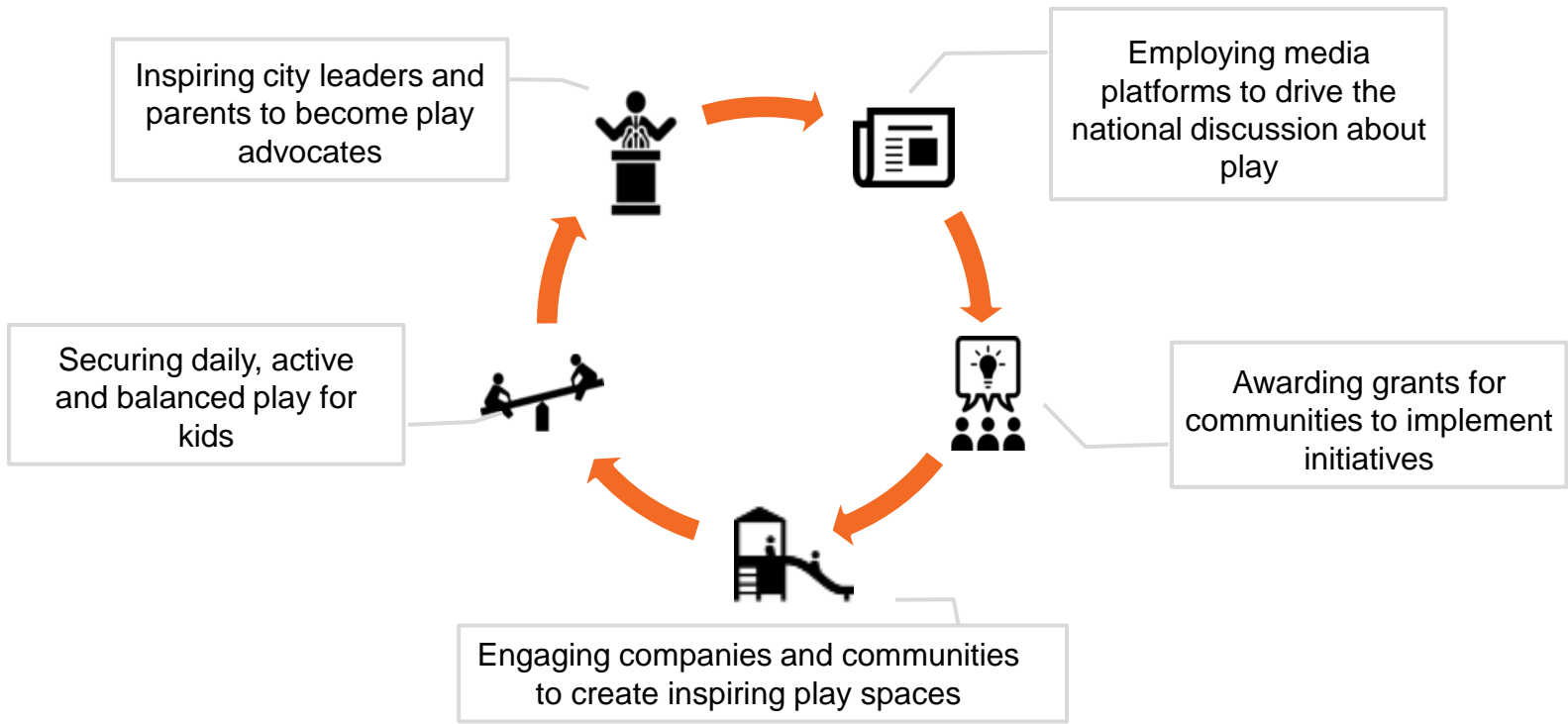
We work together to create great places to play & drive the national discussion about the importance to play.



We work to make sure all kids get the childhood they deserve filled with balanced and active play.



Our Work





Our Partners Help Us...



Create and catalyze great places to play

Playground Builds
Play Products



Inspire communities to promote and support play

City Initiatives
Grassroots Campaigns



Drive the national discussion about the importance of play

Cause Marketing
Thought Leadership



play matters for all kids

Play matters for all kids

Today's children are playing less than any previous generation. Only one in four kids gets the recommended 60 minutes of physical activity or active play per day, one in three kids is obese or overweight and one in five kids has a mental illness. Moreover, kids are not developing critical 21st century skills that they need to succeed as adults in the global economy. At KaBOOM!, we believe that the well-being of society begins with the well-being of children. This is why we're such big advocates of balanced and active play, which is essential—and elemental—to enable children to thrive.

1

Fund

You commit funding and employee volunteers to build a playground for a community in need.

2

Locate

KaBOOM! finds a child-serving non-profit Community Partner for your approval.

3

Plan

KaBOOM! leads the partner through a two-month planning process in which they gather local support and resources while gaining skills and confidence.

4

Build

Your employees, the Community Partner, and KaBOOM! build a playground in six hours!

5

Play!

People gather, kids play, and the community is transformed!



What's in it for you?



Employee volunteerism

An employee engagement and team-building experience like no other.



Community transformation

The creation of a vibrant community through a proven model of participation and leadership.



Enhanced image & reputation

A highly visible, widely acknowledged, and long-lasting impact.



Build it with KaBOOM! Playgrounds



Before



After

The Players

Funding Partner(s) – provides the funding and volunteers to help build playground

Community Partner – is a local child-serving non-profit that will own and maintain the playground

KaBOOM! – oversees all aspects of the playground project from beginning to end

Standard Playground Statistics

Footprint: 2,500 sq. ft

Playground Life: 15+ years

Total Volunteers: 200 (125 from **Funding Partner(s)**, 75 from **Community Partner**)

Timeline

Agreement to Build Day: 6 – 8 months (on average; compressed timelines are feasible)

Design Day: 8 – 10 weeks prior to build day

Build Day: 8:30am – 2:30pm; 6 hours to create a completed playground

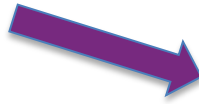
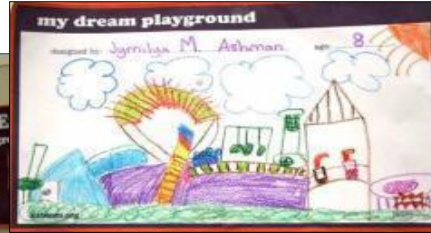
**see build day video links in email*

Investment

2016 Investment Range \$90,000 - \$270,000 **based on the scope of the project and volunteers*



Design Day - From Dream to Reality



Merging community, city and corporate priorities, a playground design is chosen and planning committees begin working with KaBOOM! to lead all aspects of the grassroots planning of the project

KaBOOM! Project Managers kick off each build with a Design Day, where kids become the architects of their dream playground





Build Day

In just 6 hours...



Volunteers lead individual groups to complete the projects...



From the playground structure



To enhancement projects like this shade structure

Thank you!





play matters for all kids



Playground Build Basics

History & Impact

KaBOOM! is the national non-profit dedicated to ensuring all kids, particularly those growing up in poverty, get the balanced and active play they need to thrive.

Since 1996 KaBOOM! has worked with partners to build, open or improve nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 million children. KaBOOM! works to give all kids the childhood they deserve by creating great places to play, inspiring communities to promote and support play, and driving the national discussion about the importance of play in fostering healthy and productive lives.

The Players

- **FUNDING PARTNER(s)** – corporation that provides funding and volunteers to help build playground
- **COMMUNITY PARTNER** – a local child-serving non-profit that will own and maintain the playground
- **KaBOOM!** – oversees all aspects of project from beginning to end

Individual Playground Build Statistics (Average)

- Standard footprint: 2,500 sq. ft.
- Playground life: 15+ years
- Total volunteers: 200 (125 from Funding Partner(s), 75 from Community Partner)

Timing (Average)

- Agreement - Build Day: 6-8 months (on average; **compressed timelines are feasible**)
- Design Day: 8-10 weeks prior to build day
- Build Day: 6 hours from empty lot to completed playground (8:30am - 2:30pm)

