

Partnering with the City of San José

A guide for residents, advocates and organizations to champion projects with a public agency partner

The Department of Parks, Recreation and Neighborhood Services seeks partnerships with energetic, well-structured and mission-driven individuals and organizations that want to provide innovative projects or programs to residents and visitors. The City of San José is approached on a regular basis and has established the following parameters to ensure that the best opportunities are carefully studied, selected and managed towards possible implementation.



To propose a project or service to the City's Department of Parks, Recreation and Neighborhood Services, please submit the following materials (10 page maximum please) and attached photos, maps, or other visual information to facilitate staff's initial review and assessment.

Alignment with Council Policies, Municipal Ordinances, and City Charter

- Staff can direct each proposer to relevant Council policies based on the project in discussion. Council policies can be found at: <http://www.sanjoseca.gov/index.aspx?NID=444>
- Municipal ordinances can be found at: <http://www.sanjoseca.gov/index.aspx?NID=441>
- The City Charter can be found at: <http://www.sanjoseca.gov/index.aspx?NID=397>

Project and Program

- Define your proposal and the goals you hope to achieve. Please be as specific as possible.
- Indicate the sources of community support.
- Define surrounding, nearby, and compatible land uses (provide annotated aerial maps).
- Define user need, target market, and proximity of target population (provide demographic data or similar supporting information).
- Confirm that the project is intended for public use and that your physical or operational approach will not limit or discourage attendance by all community members. Define how your project will benefit the City and its residents.

Business Plan: Provide a project business plan including at least the following content:

- Company name and type (incorporated, LLC, non-profit, etc.). Include contact name, business address, telephone number, email and website address.
- Mission Statement. Define what you seek to accomplish (Clearly define the scope, resources and objectives).

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- Organizational structure. Explain your organization’s governance structure or plans to create a board or other decision-making body.
- Project budget. Include the total estimated cost of the project (include land development approvals, community engagement, approval under the California Environmental Quality Act, design and construction).
- Finance Plan. Include a pro forma that illustrates revenue generation, operations and maintenance costs and profit for the first ten years of operation.
- Resources. Identify your sources and value of current funding available for the project or program. Provide a list of financial resources for your company, illustrating that you have the capability to finance the project. If you have commitments from other agencies or donors, please provide a letter of support that shows the funding amount from each source.
- Tax-exempt organization status. Confirm that your organization is registered with the IRS or progress being made to seek this exemption. The City of San Jose may only issue permits to tax-exempt organizations for providing services or conducting programming on public lands.

Schedule

- Provide a proposed and well-defined schedule for implementation. (Identify the common phases of project development, current status, and milestone dates). Be as specific as possible.

Operational Strategy

- Provide a clear operational plan that identifies who will operate the project (the City, project proponent, or other) and specify operational parameters. This may include staffing needs, operating hours, and annual costs with projections through year 10.

Commitment

Proposals for facility re-use, joint facility use, etc. require a commitment of the City’s staff time to properly evaluate feasibility and need. We typically meet with agencies to discuss the project, clarify details, consider viability, define further data gathering, and define next steps in addition to managing our regular work load. Once a project is deemed feasible and of benefit to the City, the project will be incorporated into the City’s regular capital improvement program work load and scheduled according to priorities outlined in the City’s *Greenprint* document, which can be found at: www.sanjoseca.gov/greenprint.

For more information, contact Parks, Recreation, and Neighborhood Services, at (408) 535-3570.