



August 20, 2011

Dear Neighborhood Leader,

In October our neighborhood will be celebrating the 75th anniversary of the Clunie Community Center and the McKinley Library. And this September, due to budget cuts, the Clunie Community Center is currently scheduled to be closed.

We believe, that you like us, not only love the Clunie Community Center but feel that it is a gem worth saving. Not only do many of our neighborhood groups use the facility for meetings or special events, but our library is an important resource in our community.

After the May announcement from the City's Department of Parks and Recreation that they were recommending that the doors of the Clunie Center, and other community centers in Sacramento, be shut, the City Council directed the staff to keep the Centers open until September 15.

At that time they also directed the city staff to begin the process to partner with non-profits and community based organizations as partners and lessees to keep the Centers open.

Here in East Sacramento and Midtown a number of us as individuals and groups reached out to City Council member Steve Cohn asking how we could help. His response to all of us was let's come up with a plan that will not only keep the doors open for this fiscal year but a sustainable plan that will keep the building open for the years to come.

Like most of you, we were a bit daunted by the prospect of creating and implementing a plan that would not only cover the more than \$75,000 it takes to run the building but the hundreds of volunteer hours it will take to keep the doors of our community center open.

But, after two months of research, asking a lot of questions of city staff, leaders at other community centers and our East Sacramento and Midtown neighbors, we realized that it was a project worth taking on. But a project only worth taking on if it has the support of other neighborhood organizations and the Midtown and East Sac community.

That is why we are reaching out to your group today. We have attached our proposal on how we think the Clunie Center could be managed in a long-term sustainable way, which we hope you will discuss with your organization.

While we know that this undertaking presents considerable risks we hope that you will agree with us that our plan is worth trying out. If you do, we'd like to ask for your help.

We need:

1 – a letter of support from your organization to Council member Steve Cohn letting him know that the Clunie Center should be saved and that the Friends of East Sacramento's proposal should receive the support of the Department of Parks and Recreation and City Council. (We have shared our proposal with Council member Cohn and he is very supportive but a letter from your association is still important.)

2 – as you will see in our proposal we have already had offers from community members to serve as part of a team of expert advisors but we still have needs for volunteers in a number of areas including but not limited to graphic design and social media. If you, or one of your members is interested in offering their time and talents to the team we'd welcome their participation.

3– a financial contribution of \$750 from your group.

Why \$750?

- We already know that there will be start-up costs in transferring the property management of the Clunie Center to a non-profit. Costs such as clean-up and deferred maintenance of the building, legal fees, web site development, and creation of a marketing plan will have to be incurred before we can even open the doors of the building.

- \$750 is 1/100th of the yearly overhead for Clunie Center

- your groups financial donation will show the City that your organization is serious about working together with the other groups in the neighborhood to keep the doors of the Clunie Center open

- and of course, as a founding sponsor in this effort to keep the Clunie open, your organization will get a \$375 rental credit towards use of the facility

We greatly appreciate all that your organization has done and continues to do for our neighborhood and hope that you will support our efforts to keep the Clunie Community Center open.

If you have any questions or thoughts please let us know as soon as possible. Because of the anticipated closure of the Center in September we need to submit our proposal to the City on September 1.

Warm regards,

Cecily Hastings and Lisa Schmidt
Co-founders, Friends of East Sacramento

CLUNIE COMMUNITY CENTER



CELEBRATING 75 YEARS
OF COMMUNITY

DRAFT
**Proposal for Nonprofit Management of
Clunie Community Center and Rose Garden**
August 20, 2011
Submitted by Cecily Hastings and Lisa Schmidt



- 1. Mission Statement**
- 2. Professional Advisory Team**
- 3. Rental Utilization Analysis**
- 4. Marketing and Advertising Plan and Rose Garden Wedding Packages**
- 5. Contract Staffing Plan**
- 6. Start up Costs and Financial Plan**
- 7. Pro Forma Budget of Revenues and Expenses**
- 8. Proposed Facility Rental Agreements and Rates**
- 9. Friends of East Sacramento Nonprofit Documents**

*Bringing in the "Community" to Establish
Sustainable Park Facilities for East Sacramento & Midtown*

1. Mission Statement:

Our proposal has been developed to keep the Clunie Community Center open and operating as a sustainable community resource after 75 years of continuous operation in McKinley Park. Our goal is also to provide a viable facility to be able to retain the McKinley Branch of the Sacramento Public Library, an important resource in our community. We have modeled this proposal on the nonprofit management model of the Sierra 2 Center for the Arts and Community in Curtis Park that has been successfully operating since 1979. (Visit sierra2.org for more information.)

Our proposal includes a marketing plan to increase rental usage and revenue, development of a McKinley Rose Garden wedding and Clunie reception package, and most importantly involving the community through a volunteer advisory team of professionals offering expertise in various areas of marketing, management and professional service.

We also propose a lower cost, efficient staffing plan with on-site management using contract labor and volunteers, and market rate rental rates for both nonprofit and for profit usage.

Our proposal also develops a substantial revenue stream to properly maintain both the community center and the new renovated McKinley Park Rose Garden when it reopens in spring 2012 after a \$238,000 city-funded renovation. The Rose Garden has fallen into a desperate condition in recent years and without adequate maintenance in the future the facility will not be able to attract rentals, which will further erode rental revenues. (See attached photographs.)

While the city's Parks Department staff is attempting to continue to manage the center with newfound cost-cutting measures, our proposal is designed to ultimately transform the center and Rose Garden into more than it has ever been in recent years, or maybe ever. Creative ideas floated by our team so far include bringing in an espresso bar and bakery into the Clunie lobby, complete with café tables and chairs, both inside and out for patrons to enjoy after a run in the park, or a trip to the library. Ideas like this are the true essence of bringing the community back to the center and could transform and sustain the center into the future.

Friends of East Sacramento is a 501 C (3) founded in 2009 to provide fundraising activities, including an annual home remodeling tour, to generate funds for capital improvements in the public parks and other indoor and outdoor public facilities located in East Sacramento. Our most recent improvement project is the new brick monument sign for the McKinley Park Rose Garden valued at more than \$20,000. (See attached photographs.) We are also renovating 23 park benches in the garden with a value of \$23,000.

We also founded and support the McKinley Park Volunteer Corps in 2010, under the direction of Patty Wait. She and her team meet with city park staff to prioritize immediate and necessary park maintenance and improvements, and schedule workdays-- typically the second Saturday of the month. We purchase equipment the city does not have and that is needed. We created a Web site with an email sign-up system. Since our first workday last fall we have had more than 150 volunteers who have trimmed trees and bushes, weeded, cleaned picnic areas, picked up litter, assisted rose garden annual pruning, moved 80 yards of playground mulch around play structures, aerated and mulched trees, and refreshed the decomposed granite on the walking/jogging track

We propose to keep the original purpose of the nonprofit organization intact and separate from the management activities proposed for the Clunie Center and the McKinley Park Rose Garden.

2. Professional Advisory Team

Cecily Hastings: Co-founded the Friends of East Sacramento in 2009 and co-director of the East Sac Home Remodeling tour. Co-founded the McKinley East Sacramento Neighborhood Association in 1992, and served on the board for 14 years, including two as president. Co-founded the East Sacramento Chamber of Commerce in 1996 and served on its board for 15 years. Founded the East Sac Home Remodeling Tour in 1992 and has produced 14 tours since that time. Founder and publisher of Inside Publications since 1996.

Lisa Schmidt: Co-founded the Friends of East Sacramento in 2009 and co-director of the East Sac Home Remodeling tour. Executive Director (volunteer) of the East Sacramento Chamber of Commerce for more than ten years and co-founder of the Taste of East Sac event in 2009. Served on the Friends of McKinley Library Board for 15 years, including six as President. Also served for more than ten years on the Pops in the Park Committee. Served two years on the board of the McKinley East Sacramento Neighborhood Association, two years as Treasurer. East Sac Life columnist for *Inside East Sacramento*.

Joe Pane: Retired Sacramento Police Officer, former catering event planner, former Sutter Lawn Tennis Club Manager responsible for facility management, implementation of club policies, planning and oversight of events, resource management and planning, and results-driven customer service.

Patty Wait: Leader and coordinator of the McKinley Park Volunteer Corps.

Steve Swindell: Web site developer and designer, former seven year board member of the McKinley East Sacramento Neighborhood Association, chair of MENA's Parks Committee, team leader for the McKinley Park Volunteer Corps.

Craig Powell: Local attorney, former board member Land Park Community Association, former chair of the LPCA Parks Committee, founder and volunteer director of the Land Park Volunteer Corps.

Richard Clowdus: Retired banking executive, team leader for the McKinley Park Volunteer Corps.

Terri Shettle: Executive Director of Sierra 2 Center

Jim Hastings: CFO Inside Publications, co-founded the McKinley East Sacramento Neighborhood Association in 1992, and served on the board for ten years, including two as president, co-founded the East Sac Chamber of Commerce in 1996 and served on its board for ten years, including two as president.

Ellie Longernecker: Leader of the Friends of the McKinley Park Rose Garden, board member of the Sacramento Rose Society.

Claudia Bordin: Interior designer, board member McKinley East Sacramento Neighborhood Association for three years, local rental property owner.

Mary Kuyper: member of East Sac Chamber of Commerce, wedding floral designer, interior space planner for 31 years, now a facilities manager for the state of California.

Ken Ives: Home and building inspector, former eight year board member of McKinley East Sacramento Neighborhood Association

Cindy Collins: Former board member of East Sacramento Improvement Association, founder of the East Sacramento Room at Clunie and founder and manager of the East Sac Photographic History project.

3. Rental Utilization Analysis

Our analysis of the existing schedule of rental usage reflects a substantial under-utilization of the Clunie Center facilities. Increased marketing and promotion should generate additional rental income and better utilize management and staff resources.

4. Marketing and Advertising Plan and Rose Garden Wedding Packages

We plan to develop a marketing and advertising plan to increase rental revenues. We plan to include better signage of rental opportunities at the site and in the surrounding park, develop a new website with online booking capacity of room rentals, and monthly advertisements with our media sponsor *Inside Publications*, which has agreed to sponsor up to \$5,000 worth of advertising. Other media sponsorships will be sought.

Our wedding team will be developing a marketable McKinley Park Wedding Package that will include rental of the Rose Garden, the use of Clunie's Hall for the reception, along with packages for catering, floral, and equipment rentals. We also plan to promote rentals of the Rose Garden for other events, including memorials.

We have already developed a new logo for Clunie for 75th anniversary using artwork by East Sacramento David Lobenberg. (See attached)

We plan to sponsor a McKinley Park Rose Garden wedding history project – asking residents to share their stories and photo of McKinley park weddings. This will be used to help us with our marketing.

5. Contract Staffing Plan

Our plan is to use only independent contract labor for services and not hire any direct employees, saving on personnel and payroll costs. The center is currently open 45 hours per week and we plan to maintain those hours, possible extending open hours as rental activity increases.

Our plan includes hiring a director-manager who will provide 25 hours of service a week. This person will be responsible for overseeing the marketing plan, booking and scheduling of rentals, janitorial, reporting maintenance needs, opening and closing of the building, managing contract and volunteer monitors, and actively managing utility use to reduce costs.

We also plan to hire a monitor-cleaner who reports to the director-manager and provides service as scheduled for up to 20 hours a week. This position is responsible to be at center, empty trash and sweep floors and open and close as scheduled.

We also plan to use volunteers as monitors to be at center on an as-needed basis for special events and emergencies.

6. Start up Costs and Financial Plan

Costs include needs such as clean-up and deferred maintenance of the building, legal fees, web site development, and creation of a marketing plan

We are requesting a \$750 donation from the following community groups—*East Sacramento Improvement Association, McKinley East Sacramento Neighborhood Association, Boulevard Park Neighborhood Association, Marshall School/New Era Park Neighborhood Association, East Sacramento Preservation, Friends of McKinley Library, Friends of East Sacramento, East Sacramento Chamber of Commerce, East Sacramento Rotary Club and East Sacramento Midtown Kiwanis.*

In exchange for their donations each group will get up to \$375 in rental credit to be used in the facility.

Potential donations: \$7,500

Matching funds request from Councilman Cohn's Pops in the Park fund: \$ 7,500

Total Donations Requested: \$ 15,000

7. Pro Forma Budget of Revenues and Expenses (Attached)

We propose to:

- Increase some rental rates to market rate
- Schedule, receive revenue and manage wedding rentals at McKinley Park Rose Garden starting Spring 2012 when the garden opens after renovation.
- Develop a consistent revenue stream for both facility improvement for Clunie and ongoing Rose Garden maintenance and care.
- Explore options for permanent tenants in office and storage spaces that have not been previously available to increase monthly revenues.

Assumptions made:

We have used the rental revenues and costs that the city has reported for the previous year as our base line. However, we reserve the right to further audit the details of these revenues.

8. Proposed Facility Rental Agreements and Rates

<i>Room-Space</i>	<i>Current</i>	<i>Proposed NP Rate</i>	<i>Proposed FP Rate</i>
Clunie Auditorium	\$100/hr	\$100/Hr	\$125/Hr
B-C Combo Room	\$50/hr	No Change	No Change
B Room	\$35/hr	No Change	No Change
C Room	\$35/hr	No Change	No Change
East Sac Room	\$35/hr	No Change	No Change
Kitchen	\$50 flat rate	No Change	No Change

Extra rooms to consider for tenant rental include small office, large office and storage rooms.

9. Friends of East Sacramento Nonprofit Documents

Our Friends of East Sacramento nonprofit certification is attached.



Conditions at the McKinley Park Rose Garden on August 16, 2011



New sign donated by the Friends of East Sacramento in June 2011



The "before" sign

Friends of East Sacramento
Profit & Loss - Budget Summary 12 Mo. Summary
Clunie/ Rose Garden

Ordinary Income/Expense		One Year	(Parks Budg)
	Income		
01	Donations		
	A Donations	6,000.00	
	B Annual Appeal		
	C Business Appeal		
	D In Kind Donations	5,000.00	
	Total Donations		
02	Direct Public Support		
	A Cash Donations	6,000.00	
	B In Kind Donations		
	Total Direct Pubic Support		
03	Special Events		
	(As formulated)		
	Total Special Events		
04	Rental Revenue		
	A Great Hall	28,301.00	28,301.00
	B East Sac Room	1,659.00	1,659.00
	C Kitchen		
	D Room B	11,579.00	11,579.00
	E Room C		
	F Large Office		
	G Small Office		
	H Rose Garden	45,000.00	
	(City Buget) "Instructor"	5,000.00	5,000.00
	Total Rental Income		
	J Resident Rentals		
	K Storage		
	Total All Rentals		
05	Utility Reimbursement		
	A Electric		
	B Water		
	C Gas		
	D Waste removal		
	Total Revenues	108,539.00	46,539.00
	Total Income - Gross Profit	108,539.00	46,539.00

Friends of East Sacramento
Profit & Loss - Budget Summary 12 Mo. Summary
Clunie/ Rose Garden

Ordinary Income/Expense		One Year	(Parks Budg)
Expense			
10	Contractor Expenses		
A	Contractor Fees	36,000.00	
B	Janitorial		14,000.00
C	Repairs		
D	Rose Garden Mtce	22,000.00	
E	Workers Comp		
F	Other		
City Budget - "Monitor Employee"			37,000.00
Total Contractor Expenses			
11	Professional Services		
A	Accounting Fees	1,000.00	
B	Advertising & Mrktng	4,000.00	
C	Security Expense	4,000.00	4,000.00
D	Computer & Web Sys.	2,500.00	
E	Insurance	2,000.00	
F	Landscaping		
G	Legal	1,500.00	
H	Alarm	1,300.00	1,300.00
J	Pest Control	1,200.00	
K	Elavator Mtce	1,700.00	1,700.00
L	IT Services		
M	Telecommunications	1,200.00	
Total Professional Services			
12	Promotion		
A	Charity and Donations		
B	Signage	3,000.00	
C	Hospitality		
D	Postage & Shipping		
E	Printing & Copying	250.00	
F	Staff Incentives		
Total Promotion			
13	Unclassified Expenses		
A	Bank Fees		
B	Contingency Fund	4,889.00	

Friends of East Sacramento
 Profit & Loss - Budget Summary 12 Mo. Summary
 Clunie/ Rose Garden

Ordinary Income/Expense			One Year	(Parks Budg)
	C	Cr Cd Fees		
13	Unclassified Expenses (Continued)			
	D	Equipment Rental		
	E	Janitorial Supplies	2,000.00	2,500.00
	F	Mtce & Repairs	6,000.00	2,500.00
	G	Miscellaneous Exp		
	H	Office Supplies	1,500.00	
	J	Supplies - Unclass		
	K	Taxes & Permits		
Total Miscellaneous				
14	Utilities			
	A	Electricity		
	B	Garbage		
	C	Gas		
	D	Water & Sewer		
Total Utilities			12500.00	12,500.00
Total Expense			108,539.00	75,500.00
Net Ordinary Income			108,539.00	46,539.00
Net Income			\$ -	\$ (28,961.00)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 06 2011

FRIENDS OF EAST SACRAMENTO
C/O CECILY HASTINGS
625 33RD ST
SACRAMENTO, CA 95816

Employer Identification Number:
27-1045435
DLN:
17053095378001
Contact Person:
MAXWELL SULLIVAN ID# 31696
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 31, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

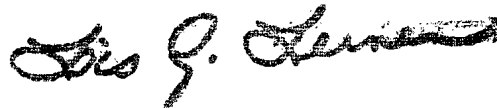
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)