



# **FY 2022 - FY 2023 Community Matching Fund Update**

## **Recreation, Parks and Cultural Activities**

Park & Recreation Commission Meeting  
February 17, 2022

# Background

- RPCA established the Community Matching Fund with the approval of the FY 2017- FY 2026 Capital Improvement Budget.
- The Fund is part of RPCA's PARKnership Program, a program that oversees partnerships for the development, design, construction and operation of recreational and park facilities and/or programs.
- The Fund promotes collaborative partnerships among City of Alexandria community organizations by providing matching 1:1 dollars for groups that propose fundraising for park and recreation improvement projects.

# Community Matching Fund Program Updates

## Goals/Objectives

- Improve project scoping and costing
- Improve project implementation
- Grow program to include new organizations
- Respond to changes in the community



# FY 2023

## Community Matching Fund Schedule

- **April 6 – June 25, 2022:**  
Application submission period
- **July - August, 2022:**  
Application review period
- **September 16, 2022:**  
Park and Recreation Commission Staff Presentation
- **October 21, 2022:**  
Park and Recreation Commission Public Hearing

\*The FY 2023 - 2032 Capital Improvement Program budget will be adopted on May 4, 2022. FY 2023 funding will be available July 1, 2022



# Community Matching Fund Program Changes

	Current	Proposed
Amount of City Match	Minimum \$5,000 Maximum \$25,000  (for project totals \$10,000 - \$50,000)	Minimum \$5,000 Maximum \$50,000  (for project totals \$10,000 - \$100,000)
Contingency and/or project management (up to 15%)	\$0	Cost share up to 15% (7.5% City and 7.5% Organization)
Program/Funding Schedule	Annual award cycle	Bi-annual award cycle
Application period	45-60 days	80 days

# Target Marketing and Outreach

DEPARTMENT OF RECREATION, PARKS, & CULTURAL ACTIVITIES

## Community Matching Fund



### IMPROVE YOUR COMMUNITY, WITH HELP FROM US!

The City of Alexandria wants to give financial support to your group, organization, or business to improve your neighborhood and community. That's why it has used Community Matching Fund partnerships to:

- Upgrade athletic fields
- Install drinking fountains
- Beautify parks
- Expand community composting
- Upgrade a teen center
- Renovate playgrounds
- Provide more outdoor exercise opportunities



How could **you** use the Fund to improve your community?

#### WHAT IS THE COMMUNITY MATCHING FUND?

Established by the Alexandria Department of Recreation, Parks and Cultural Activities (RPCA), the Fund empowers RPCA to partner with community members on projects that improve a City-owned park, trail, playground, athletic field, or other recreational area or facility with 1:1 matching funds in an amount up to \$25,000.

#### HOW DO I GET STARTED?

- Visit [www.alexandriava.gov/92701](http://www.alexandriava.gov/92701) to start the application process.
- RPCA staff are happy to work with your group to help you submit a complete proposal.
- We welcome new ideas, but we also can provide a list of potential projects already suggested by your neighbors.

**We are accepting applications starting April 6 through June 25, 2022.**

Contact us for more information or assistance.  
**Lucresha Murphy-Tate** – 703.746.5489  
[Lucresha.murphy@alexandriava.gov](mailto:Lucresha.murphy@alexandriava.gov)

**We want to help neighborhoods all over Alexandria. Partner with us to give adults and children in your community better places to socialize, relax, play, exercise, and recharge!**



Para obtener más información acerca del Fondo Comunitario de Igualación o el proceso de solicitud, comuníquese con Ana Vicinanza a [Ana.Vicinanzo@alexandriava.gov](mailto:Ana.Vicinanzo@alexandriava.gov) o 703.746.5494.

- Implementation of 2020 marketing research
- Social Media
- New brochure and marketing materials
- Direct mail to groups, business districts, flyers
- Grass roots marketing to specific groups
- Extended application period



**Thank you!**