



PHILADELPHIA PARKS & RECREATION

Philadelphia Park Friends Group Toolkit

A Guide for Beginning and Sustaining Park Friends Groups

JANUARY 2018



FAIRMOUNT PARK

CONSERVANCY

Philadelphia Park Friends Group Toolkit

A Guide for Beginning and Sustaining Park Friends Groups

PREFACE

This document is the second edition of the Friends Group Toolkit originally created by Philadelphia Parks & Recreation in 2013. It aims to provide current and potential park stewards with important information on how to begin and grow their stewardship (“Friends”) group. It is a living document that will continually evolve to meet the needs of our park volunteers. It is with extreme gratitude that we acknowledge Philadelphia’s Park Friends, whose invaluable work has helped inform this document.

Contents

| | |
|--|-----------|
| SECTION 1: BEGINNING YOUR FRIENDS GROUP | 2 |
| WHAT IS A “FRIENDS GROUP”?..... | 2 |
| THE VALUE OF STEWARDSHIP — WHY FRIENDS GROUPS EXIST | 3 |
| MY PARK DOESN’T HAVE A FRIENDS GROUP—HOW CAN I START ONE? | 3 |
| GATHERING COMMUNITY INPUT | 4 |
| WRITING YOUR MISSION STATEMENT..... | 5 |
| GROUP STRUCTURE | 6 |
| HOW DO WE PLAN OUR FIRST PROJECT? | 6 |
| OUR FIRST PROJECT WAS SUCH A SUCCESS! WHAT NOW? | 10 |
| SECTION 2: GROWING YOUR FRIENDS GROUP..... | 11 |
| BECOMING PART OF THE PARKS STEWARDSHIP PROGRAM NETWORK | 11 |
| PROMOTING YOUR PARK | 12 |
| SUSTAINING COMMUNITY INVOLVEMENT..... | 13 |
| CREATING SUCCESSFUL PARTNERSHIPS | 15 |
| FUNDRAISING — FINDING THE FINANCIAL MEANS TO SUPPORT YOUR WORK!..... | 17 |
| WHAT ABOUT GRANTS? | 18 |
| SECTION 3: LOVE YOUR PARK | 21 |
| SECTION 4: SUPPLEMENTARY INFORMATION AND FORMS..... | 22 |
| GUIDELINES FOR FRIENDS & COMMUNITY GROUP PERMIT APPLICATION..... | 23 |
| 2018 SPECIAL EVENTS PERMITS APPLICATION FOR FRIENDS & COMMUNITY GROUPS | 25 |
| SPECIAL EVENTS LIABILITY APPLICATION | 29 |
| VOLUNTEER SERVICE DAY SIGN-IN | 36 |
| MEETING SIGN-IN | 37 |
| ACTIVITIES TALLY SHEET..... | 38 |
| PHILADELPHIA POLICE DISTRICTS | 39 |
| PHILADELPHIA CITY COUNCIL MEMBERS | 37 |

Section 1: Beginning Your Friends Group



What is a “Friends Group”?

Friends groups are community-based volunteer groups made up of at least three people that are officially affiliated with Philadelphia Parks & Recreation. These recognized City volunteer groups are established to support and advocate for a specific park area in the Philadelphia Parks & Recreation system. They are public community groups, where membership is open and accessible to all park users. Friends groups work in close partnership with staff at Parks & Recreation (PPR) and the Fairmount Park Conservancy (FPC) to create welcoming community green spaces and positive experiences with nature at the neighborhood level and in the watershed parks. Successful Friends groups also engage with residents, community organizations, and external partners to achieve these goals and serve as the “community voice” for the park.

Typical Friends group activities include:

- Park cleanup and beautification days
- Fundraising events
- Organizing recreational and educational programming
- Advocating for park improvements
- Publicizing important park issues

Philadelphia Parks & Recreation has a rich tradition of engaged citizens and active park groups. Currently there are more than 100 active Friends groups of varying capacity, ranging from large 501(c)(3) organizations with several hundred members, to grassroots community entities consisting of a smaller number of committed neighbors. PPR promotes all civic engagement and actively works with FPC to provide service, resources and training.

Philadelphia Parks & Recreation is committed to preserving and enhancing public green space throughout Philadelphia, which we believe can only be achieved through sustained civic engagement and park stewardship.

The value of Stewardship – why Friends groups exist

Parks provide significant aesthetic, economic, environmental and social benefits to the City of Philadelphia and committed citizens are increasingly becoming involved in park stewardship. Philadelphia's beautiful public spaces are accessible to everyone and are enjoyed on a daily basis by thousands of city residents and visitors alike. This level of usage coupled with the large number of parks presents a challenge to keeping the city's parks "Safe, Clean and Ready to Use" which is PPR's aspiration for each of its many amenities. Park Stewards, more commonly known as "Friends" groups, are essential to the health, cleanliness and vitality of the City's parks. Friends groups invest time and resources to create healthy and welcoming green spaces that connect neighbors, build community identity and provide positive experiences. Through service projects, fun events, and commitment, Friends groups enhance their community's quality of life through their neighborhood park.

My park doesn't have a Friends Group—how can I start one?

The first step in forming new Friends groups or re-activating a dormant group is to contact the *Stewardship Office of Philadelphia Parks & Recreation*. We will readily assist you in forming a Friends group as well as discuss your ideas for the park.

Elisa Ruse-Esposito
Stewardship Manager
Tel: (215) 683 – 3679
Email: Elisa.Ruse-Esposito@phila.gov

There are a few questions to keep in mind when considering if and how you're going to form a Friends group:

- Is your group forming in response to a specific problem within the park or around a specific goal?
- Are you going to address a wide range of issues, and if so, which ones take priority?
- How are you going to involve the community and work together to care for your park?

PPR staff will guide you through the formation process, beginning with a meeting to discuss your goals for the park. Together we will plan your next steps, including a meeting to engage the broader community.

Gathering community input

Understanding the needs of the park in combination with the needs of your community is an essential element in creating a Friends group. Community members who already frequent the park are a good place to start building your initial “core” Friends group membership (i.e., the people who attend group meetings and are responsible for planning and implementing projects).

It is also important to reach out to the broader community in order to have an inclusive perspective and ensure your group’s goals are in line with other community development efforts. You can do this either through a *community meeting*, a *neighborhood survey*, or both. Once you’ve reached out to your community, be sure to share the feedback with the PPR Stewardship Office so together, we can assess the information and establish next steps.

Quick tips for holding community meetings:

- Choose a **central space** within the community, such as a rec center, school or church, and make sure the meeting is timed to fit people’s work schedules.
- Use a **variety of methods** to spread the word about your meeting—post flyers in your neighborhood rec center, coffee shops, grocery stores, laundromats, and of course in the park! If possible, have it announced in the local newspaper. Online social media (such as Facebook, Nextdoor and Twitter) can also be effective. And always remember to include your contact information!
- **Reach out** to other community groups, such as Civic Associations, CDCs and others, to let them know about your meeting and ask them to spread the word to their members.
- Invite a representative from Parks and Recreation’s Office of Stewardship to help facilitate discussions and answer community questions.
- Create a clear list of the park issues or goals your group wants to address.
- Have a **“solutions” brainstorming session** for the group with guidelines to ensure that everyone is respectful, and encourage everyone to practice active listening when others are speaking.
- **Take notes!** It’s the best way to remember all the great ideas that will come out of the meeting.
- Have a **sign-up sheet** with contact information so the meeting notes/minutes can be shared with all in attendance. This can also serve as a recruitment list for future members of the Friends group.
- **Announce the date** for the next Friends group meeting – letting people know future dates (for meetings, events, service days) allows them to fit it into their own schedule and let other folks know when they can be involved!

Quick tips for a neighborhood survey:

- Make your questions **concise** to avoid a lengthy survey that might deter people, and make your questions **fair** so people feel comfortable answering honestly.
- Devise a **clear system** to collect and analyze the responses. Having a simple report format is an easy way to see the overall survey trends.

- **Encourage** respondents to attend future Friends group meetings so they can voice their opinions in person. Include the scheduled date for your next meeting, or pick a standing date (e.g., 3rd Wednesday of the month at 7 pm).
- **Provide survey results** to all persons/households that were requested to complete the survey.

Writing your mission statement

Every Friends group should have a mission statement. The group mission statement is a product of focused community meetings. It is an easy and effective way to communicate the purpose of your Friends group, both to the community you serve and to the entire city. The mission statement is a group effort and an assurance that all your “Friends” are in agreement when it comes to the purpose and goals of the group.

Here are a few examples of Philadelphia Friends groups’ mission statements:

Friends of Mifflin Square

To promote a healthy, safe, clean space for the diverse communities in South Philly, and to preserve access to peaceful space for physical fitness.

Friends of Vernon Park

Keeping Vernon Park, ‘The Emerald of Germantown’, healthy, green, and engaged in the community.

Friends of Campbell Square

The Friends of Campbell Square are dedicated to the revitalization and preservation of the oldest public square in Port Richmond for the benefit of the entire community and future generations.

Each of these statements is concise, expresses the purpose of the Friends group, and helps keep its work in line with its defined goals. Answering the following questions will help simplify your mission statement construction process:

1. **Purpose.** What are the opportunities or needs you want to address?
2. **Business.** How will you address those opportunities or needs?
3. **Values.** What principles or beliefs guide your work?
4. **Goals.** Does the mission statement incorporate both short- and long-term goals?
5. **Actions.** Will the future actions of the group reflect the words of the mission statement?



Group structure

Established leadership roles can benefit your Friends group and help you stay organized; however it does not have to be your first priority of business. We recommend that newly organized volunteers work together first before they consider having elections or creating a more formal structure. Keep your group focused on establishing a common vision, setting goals that are attainable, and actually working together to implement small projects during your first year or “outdoor season.” This will allow you to get to know each other better and to determine the skills, contacts and resources that each volunteer brings to the table. Once you have achieved small successes and have a steady and committed group of volunteers working together toward a common vision, then you are in a better position to formalize the group structure and fill important leadership roles for continued success.

Once your group is ready for a more formal structure, PPR does not require a “set format,” but we find that many of our Friends groups successfully use a basic leadership format such as:

- President (or chair)
- Vice President (co-chair)
- Treasurer
- Secretary

You may also want to consider organizing by committees based on the interests or expertise of your volunteers. Some typical examples of committees include: gardening and cleanup committee, programming and events, fundraising, PR and social media, and other permanent or ad hoc committees as particular needs arise.

As groups grow and more residents and partners get involved, some groups establish a “board of directors” that serves as the main decision-making group. This board reports to and regularly communicates with the larger membership group.

The leadership structure is up to you, whatever will work best for your park and community. Once you do establish a structure, it should be clearly defined in writing and all members should be aware. You should also determine how often you will “vote” on leadership roles in your group and what that process entails.

How do we plan our first project?

Although the work you do is informed by the community, the planning will fall to the core Friends group working in coordination with Philadelphia Parks & Recreation and the Fairmount Park Conservancy. Your first project could be a cleanup workday, a community program or a physical improvement project. A successful event takes time and substantial planning, so the sooner you begin the better!

Start small and do it well – having one small successful project is better than multiple half-completed projects. Most importantly, make sure *everyone* in the community knows about the project! Even if only a third of the people you tell actually come to the event, you are still getting word out about your Friends group and the goals you are working to accomplish.



Service Days

Service days are essential because they keep the park beautiful, are fairly easy to organize, and are an opportunity to engage your fellow community members. Everyone benefits from a clean, safe park, and everyone's help is needed to keep your park in that condition! The more frequent your service days, the more obvious the positive impact your group is creating in the community and with experience the more significant the projects your group can undertake. A Stewardship staff person can work with your group to help plan your first service day and may also be available to work with you on the day of the service. Basic tools and supplies are available for you to borrow from the Office of Stewardship.

Prior to the Service day:

- Conduct a park inventory to identify the highest priority projects. Make a list of all the necessary tools and materials you will need and decide how you will secure the supplies.
- Notify PPR about the date, time and scope of your service day so that we can arrange to support your efforts as resources allow (e.g., schedule a trash pick-up for your park).
- Draw on community connections for in-kind donations, such as snacks and water for volunteers, tools, materials and any other items your group needs for the workday.
- Compile a list of potential volunteers (from the contact information you've collected) and notify them about the upcoming service day two or three weeks ahead of time.
- Get the word out to the rest of the community using social media (e.g. Facebook, NextDoor, etc) and by putting up flyers in the park, nearby rec centers, local businesses, community centers, schools and religious institutions. Also send out a calendar listing for the event to your local newspaper.
- Send an email blast to potential volunteers the day before to remind them about the service day and to wear appropriate attire (clothes they don't mind getting dirty, closed-toe shoes, etc.).
- Plan to have a "Welcome Station" where a group member can greet folks as they arrive, register them with the sign-in sheet (Section 4) and distribute membership materials for your group.

Day of the Event Reminders:

- Arrive with enough time to prepare the site for the day's events – nothing worse than volunteers arriving with no one to greet them!
- Set up your "Welcome Station" with sign-in sheet and Friends Group information,.Be sure to use the sign-in sheet attached in Section 4, which includes a liability waiver and space to record contact information of all volunteers.
- Once everyone has arrived, explain the details of your project and delegate tasks. Let volunteers know your approximate finish time and where to meet once they're done working.
- Inform volunteers of the location for restroom facilities and hydrations stations.
- Explain safety protocols and then direct volunteers toward the designated tool area.
- **Take lots of pictures!! Post them on social media and send them to us at volunteer@loveyourpark.org!**
- Once the work is completed or it is time to stop for the day, round up all trash and equipment, and return all tools to the tool area.
- At the end of the day, remember to **thank all your volunteers** for their hard work. Let them know when your next workday or meeting will be and encourage them to stay connected to the park.
- Congratulate yourselves on a successful workday.

Community Programs and Fun Events

Programming and events are a proven way to attract community members to your park. While not everyone in the neighborhood may volunteer to pull weeds or rake leaves, few can say no to a festival, farmers market or concert. At every event, **be sure to have a Welcome Table with information on your group, when you meet and your goals for the park.** Certain events take more planning, and if this is your first time organizing a park event, it is a good idea to start small. A neighborhood potluck dinner or picnic is a great way to get people into the park and collect their information with minimal planning on your part. Once introduced to your group, these community members will be connected to future park events.



Important Considerations for Events:

- **Demographics:** what type of event would be most appropriate for your community?
- **Timing:** is your event scheduled when the most people can attend?
- **Permits:** which group member will fill out and submit the Special Events Permit Application (Section 4) for PPR approval?
- **Frequency:** is it a one-time event, or do you want to have an ongoing series of events (e.g., monthly concerts in the park, farmer's markets, etc.)?
- **Budget:** what is needed and how will you secure the funding?

Your events are also fundraising opportunities. The Health Department allows folks to sell bottled drinks and packaged snacks without any vending license. Having an information table for your Friends group at the event with a sign-up sheet, snacks to sell and a donation bucket are all great ways to build your membership and add to your treasury. Raffles and 50-50 drawings are also easy fundraising tools. If you have a small budget to work with, consider purchasing small giveaways (magnets, pens, etc.) that list your email, Facebook page or phone # to make it easy for people to stay in touch. Raising money at events enables you to fund more events in the future, recruit more volunteers and help your group reach its goals. Be sure to always carefully record any and all funds raised and spent, especially as your group

treasury begins to grow. For more fundraising ideas and grant opportunities for programming, read on to Section 2.

Physical Improvement Projects

While regular service days and cleanup efforts are essential and easy-to-organize projects, nothing captures the attention of the community and gets a Friends group more notice than a positive physical change in your park. It doesn't have to be a huge change; small but thought out improvements can really help to spark community interest and attract new support for your group.

Some examples of physical improvement projects include:

- Gardens or improved landscape
- Signage
- Community bulletin board
- Installation of water sources
- Site furnishings

Our first project was such a success! What now?

Successful service days and events are fantastic, and it is important to do everything possible to keep up the progress. Make your community aware of your success; advertise your accomplishments in the neighborhood newspaper, put it on your Facebook page and share the good news through an email to other organizations working in your community. Don't forget to share with your Stewardship Coordinator and your partners FPC.

To have a lasting impact on your park, you must think in the long-term. New projects will regularly arise, and you want to make sure you have a reliable base of volunteers. Schedule regular meetings for your Friends group to which everyone can comfortably commit. Most importantly, as you grow and expand the reach of your goals, Parks & Recreation and the Fairmount Park Conservancy will continue to be a resource for your group.

Read on to Section 2 for further tips on expanding and sustaining your newly formed Friends group.

Section 2: Growing Your Friends Group



Becoming part of the Parks Stewardship Program network

Philadelphia Parks & Recreation (city), the Fairmount Park Conservancy (nonprofit) and more than 100 volunteer Park Friends groups (citizens) work collaboratively to steward parks across the city. This collaborative partnership is called the *Parks Stewardship Program*.

Effective partnerships require regular communication and a strong working relationship. There are several ways for Friends groups to stay in touch with your city and nonprofit partners.

- Participate in annual *LOVE Your Park (LYP)* activities, which are city-wide service and program events held seasonally throughout the year. Refer to Section 3 for further details on *LYP*.
- Join fellow Friends group representatives at *Park Friends Network Meetings* held four times a year: February, May, August, and November. In addition to receiving updates from PPR and FPC, this is an opportunity to network with other Friends groups to discuss issues and share information. Registered Friends groups receive notice of upcoming meetings.
- Visit the *LOVE Your Park* website often. This site is dedicated to the promotion and support of Park Friends groups throughout the city and is a simple and effective way to get partnership updates.
- Join the *Friends of Philly Parks* Facebook Group. It's a place where Friends Group members can share resources, tips, questions, and more! Join us at www.facebook.com/groups/FriendsofPhillyParks.
- Post entries on social media (Facebook and/or Twitter) year-round to share your community work with fellow Friends groups and all Philadelphians.
- Submit and track your volunteer hours.
- Invite your program partners to park events you are hosting so they can see first-hand the work your community is doing.

Promoting your park

The more familiar people are with your park, the more attention and involvement you will garner from both inside and outside the community. Hosting community events and regular service days are a great way to heighten awareness of your park and Friends group.

Back to Basics

While technology and social media help immensely in reaching people, and we strongly recommend those avenues, there is still nothing better than good old fashioned canvassing. Canvassing is going door-to-door, engaging directly with your neighbors. It puts a friendly face to your Friends group and helps neighbors understand what your Friends group is all about.

To assist in your canvassing efforts, the PPR Stewardship Team can provide your group with a large quantity of pre-printed color “door hangers” that can be used to get the word out to nearby residents and organizations. The pre-printed message on the door hanger provides general information and answers the question “What is a Friends Group?” There is also a blank space on the hanger for your group to “personalize” your message to people; for example, you can include the date, time and location of your next event or meeting. Similar to the door hanger, we can also provide your group with large quantities of pre-printed “rack cards” that can be distributed at park events or service days. These are similar to the door hanger but with no hole to hang.

If you are interested in obtaining door hangers or rack cards for your group, please contact the Stewardship Office at 215-683-3679 and we will make arrangements to get them to you.

Helpful canvassing tips:

- Be safe! Always take a partner with you and try not to canvass at night
- Bring paper and pens in case you meet someone in your neighborhood who is interested in joining your Friends group
- Do not tape anything to your neighbor’s door
- Don’t put your flyers in any mailboxes
- Have fun meeting all your neighbors and getting them interested in your park!

Social Media

With today’s ever-growing use of social media, another effective and *crucial* means of promotion is through the internet. Because everyone has the opportunity to be online now, putting your group out there via the internet is a great choice!

If your Friends group is not inclined toward this form of communication but would like to be, we encourage you to let us know. We will assist you to recruit a volunteer member who could help your group with its internet presence.

Here are the primary forms of internet communication. At the very least, we feel it is imperative for every Friends group to have a generic email to maintain contact with your local and Parks Stewardship Program partners.

- **Email:** A generic email address is the *best* choice for your group because it simplifies communication with Friends group members and other park volunteers, it protects your personal contact information, and more than one group member can monitor and manage emails. As an additional perk, email addresses through Gmail are completely free! Creating a generic friendsofXXXXpark@gmail.com address is an efficient way to manage communication with your members and make your group contact information available to potential volunteers.
- **Facebook:** Social media is an extremely effective way to communicate with a large number of people. Creating a Facebook page for your group takes minimal effort and allows you to post upcoming events and successes, and have other “Friends” post their thoughts on your “wall.” A Facebook page will also show up if anyone does a Google search for your park, so it’s a good first step if you’re considering your own website. If you have a Facebook page, find and join the *Friends of Philly Parks* Facebook group!
- **Twitter:** Twitter is an online social networking service that enables users to send and read short 140-character messages called “tweets.” This is a great way to promote events in your park! Follow us at @loveyourpark, @PhilaParkandRec and @myphillypark
- **Blogging:** Your own park blog is a great way to let people know about events and post pictures along with stories for people to read. In addition, look to the *LYP* website (www.loveyourpark.org) to share your pictures and stories and to see what other parks are doing.
- **Building a Website:** If you have the time and resources, you can create your *own* website with your park name as the address (i.e., *Yourparkgroup.org*). A website can be as simple or complex as you’d like it to be, and there are a variety of self-built (and often free) sites.

Additionally, any Friends group that has a Facebook page or website can be listed on the PPR public website. This City webpage will provide a direct link to your website or Facebook page, helping your Friends group gain more exposure. Visit <http://www.phila.gov/parksandrecreation> and click on the “Volunteer” tab to see how and where your group could be listed.

Please also join our new Neighborhood Park Stewardship Network Facebook Group! “Friends of Philly Parks” <https://www.facebook.com/groups/FriendsofPhillyParks/> This is a place where we can all come together to share resources, tips, questions, etc.

Finally, if you do not have access to a computer or the internet, Parks & Recreation can help. We operate many public computer labs in our recreation centers called **KEYSPOTS**. To learn of a KEYSPOt location near you, please call the Stewardship Office at 215-683-3679.

Sustaining community involvement

People want to be involved in projects that are interesting and meaningful. Finding the right balance of fun and productivity is critical if you want to keep your community involved. Organizing service days and community events in your park on a regular basis will go a long way in keeping your group active and volunteers coming back.

Service Days

Service Days should be planned well in advance to provide volunteers plenty of notice and to allow your group organizers time to secure tools and materials. Refer back to Section 1 for a guide to organizing a successful Service Day.

Use the Volunteer Service Day Sign-In form (Section 4) to capture your volunteers' contact information. Add all new volunteers to your general membership email list so they will receive future notice about service days, events and Friends group meetings. Volunteers can fill many roles for the group.

Identifying a range of activities will allow volunteers more opportunities to be involved. Some examples include picking up trash, tending a garden, staffing the welcome table, supplying refreshments or updating your Facebook page.



It is important to document the impact of your work and your volunteer hours. Keep track of your volunteer efforts with the “Monthly Volunteer Hour Registration” form (attached Section 4-Forms). This tool will assist you to record your history and help document the impact of your work for grants and other funding sources.

Volunteers will be more willing to come back if the impact of their work is tangible – *We picked up how many bags of trash? We planted how many flowers?* – and appreciated. Use your email list to inform volunteers what was accomplished during the service day. **Never underestimate the value of a heartfelt “thank you” at the end of the day.** Be sure to acknowledge everyone’s hard work and let them know how much they have done to help the park. Taking it a step further, some Friends groups plan an annual “thank you” event for their members as a time to get together without working. Two examples: a group pizza party in the park or an outing to a local restaurant that supports the park. Keep in mind that, like you, volunteers willingly contribute their free time to the park. The more thanks and information they receive from you, the more likely they are to stay involved.

Events and Programs

Successful community events and programs require substantial planning. However, the rewards for the park are equally substantial. Events are typically a one-day activity, whereas programs are usually more consistent activities that occur regularly on a weekly, bi-monthly or monthly basis. Many programs are also organized seasonally; for example, a summer concert series. Many Friends groups start planning their spring and summer events and programs as early as January. Some groups even plan their entire year in January and publish an annual calendar so the community knows well in advance. However your group decides to plan events and programs, the key is to allow ample time to promote and advertise your activities in order to capture the largest audience.

Please note: All park events and programs require a Special Events permit from Parks & Recreation. (attached Section 4-Forms). The *Friends and Community Groups Special Events Permit* application can be downloaded from the Philadelphia Parks & Recreation website or emailed by contacting the Stewardship Office at 215-683-3679. Your Stewardship Coordinator can also provide access to the permit application.

Events and programs create the opportunity to draw NEW neighbors and partners to the park. Be sure to take advantage of these opportunities to recruit more members from the audiences you draw. During the event: set up a Friends group table, display visuals and make announcements to draw attention to your group. Work the crowd: introduce yourself, talk to folks and make more “Friends”!

Notify the local newspaper about your event and invite them to come and do a story. Always invite your local elected officials. Even if they don’t come, you should always send the invitation to their office so they are aware of your activities. Be sure to take your own photos and then share them: put them on your Facebook page, send them to your Stewardship Coordinator, post them on your website, etc. Also keep in mind that you get to have fun as well. The more fun you and your fellow Friends have at the event, the more fun others will have too.

Creating successful partnerships

Outside of your partnership with PPR and FPC, there are a numerous opportunities for your Friends group to collaborate with other organizations. Start with local businesses, schools, religious institutions, civic associations and community development corporations who are already part of your community. Whether the local grocery store donates candy for your Halloween bash or the dog-walking group brings folks out to the next service day, every potential partner has something to contribute.

Strong partnerships are the result of a shared vision developed from everyone doing as much listening as they do speaking. Learning about your partner’s interests, concerns and limitations is the first step towards understanding how you can work together. A successful partnership requires a large upfront investment of both time and effort. Each group or organization has its own perspectives, interests and methods of accomplishing its goals, and it is important to keep them all in mind. Beneficial collaboration creates its own energy and produces its own rewards.

Quick tips for effective partnerships:

- Remain committed, patient and flexible
- Focus on shared goals and how to best accomplish them
- Keep communication channels open and dialogue honest
- Never underestimate the value of “Thank you!”
- Hard work deserves celebration – always make time to publicly acknowledge all your partners

Building relationships with City Council

Who Is My City Councilperson?

There are two easy ways to find this information!

1. **Find online:** Type PhiladelphiaVotes.com in your search engine and place pointer over **voter** until dropdown menu appears. Scroll down to **Who Are My Elected Officials?** and click on it. At the very top of the page, you will see a section asking you to enter your address; type in your address and hit the Enter key. To the left of the page, click on the link titled **Local** (right under **Find Your Elected Officials**) and scroll down to **District Council Member**.
2. Call the Voter Registration Office at **(215) 686-1590**.

Why Should My Friends Group Be Involved with Our District Councilperson?

Developing a relationship with your District Councilperson can be very beneficial to a Friends Group with advantages such as:

Resources

(1) Your Councilperson determines how Philadelphia Activity Fund grants are allocated in their district. Your park group is eligible for this grant.

(2) Your Councilperson can connect you to other community groups in the district to expand your group's local network.

City Support Services

Your Councilperson can assist with park issues and provide support for special projects.

Capital Funding

Your Councilperson can help with funding for park improvements and building enhancements.

How Should My Friends Group Be Involved With Our District Councilperson?

Friendly Introduction

Contact your Councilperson to introduce your Friends Group. Inform them of your group's good work along with the positive benefits that your group provides to both their District and their constituents. Ask your District Councilperson about their goals for your park and identify ways in which you can work together. Also, be sure to introduce yourself to the Councilperson's constituent service representative; it's always wise to have more than one way to get information to your Councilperson.

Friendly Relationship

Build your relationship with your Councilperson by keeping them in the know about the park. Invite them to your meetings, involve them in your special events and acknowledge their support in your newsletter or on

your Facebook page. In general, show them what an asset your Friends Group is to them, the park and the community as a whole.

Friendly Reminders

Consistent communications is very important! Stay in touch with your Councilperson so they are both aware of and fully understand your needs. This will prove invaluable should any park issue arise.

Note: Please keep your Parks and Recreation Stewardship Coordinator in the loop. Copy them on all correspondence that you have with the councilperson's office so they can appropriately respond to any related inquiries from the Councilperson.

Fundraising – finding the financial means to support your work!

Fundraising is an integral part of an effective Friends group. Group funds allow you to purchase necessary items for park beautification, physical improvement projects and special events. Fundraising often begins in the community you serve. The most important part is to have confidence in the value of your work so that others will see it as well.

When you approach a potential funder, you should have a specific project or program in mind, what you would like them to donate and what they will get in return. Have a plan in writing, including a detailed budget. Consider preparing a Sponsorship Package for businesses with various levels of donations to raise funds for a specific event or series of events. For example, ten local businesses could help fund a summer concert series and have their names displayed on a park banner as well as other promotional materials.

Where and how do we begin fundraising?

- **Individuals:** Don't be afraid to ask family, friends and neighbors for contributions; the worst they can do is say no. Consider a "membership mailing" to the community asking them for a small donation (\$5 - \$25) to become members of the Park Friends group. If people can't donate money, perhaps they can volunteer their time.
- **Community Institutions:** Begin with neighborhood organizations such as religious institutions, banks, colleges and hospitals. Also take note of which groups frequent the park most often since they are already invested in the life of the park.
- **Local Businesses:** Approach all local businesses for cash donations or in-kind services. Sometimes receiving snacks or tools for a workday can be as beneficial as a cash contribution. A clean, safe and vibrant local park provides a positive benefit to their business.
- **Fundraising Events:** Special events are a great way to raise money, to generate publicity, and to have fun in the park. These events can be as varied as the diversity and interests of the community. Fundraising events are also good opportunities for recruiting new volunteers.
- **Government Officials:** Government officials, such as city councilpersons, state representatives, and even members of Congress, have access to funds that may be available for neighborhood projects. They can also help facilitate relationships between your group and grant-making organizations.

What about grants?

Grant funding may be available from foundations, nonprofit organizations, city, state and national agencies. Before approaching an organization for a grant, you must do some research. Grant-making organizations usually have specific areas of focus, and you must be sure that your project is a good fit for their mission. They may accept proposals only at certain times of the year, and you must follow their guidelines and meet all deadlines. Communicate your intentions to apply for grants to your program partners. As the landowner, PPR must also approve all grant project proposals.

Align project to an appropriate grant: Grant-making organizations usually have **specific areas of focus** and you may have to do some searching before finding grants applicable to your park. Make sure that your project fits the grant's mission!

Be aware of deadlines: Grant organizations may accept proposals only at certain times of the year, and you must follow their guidelines and meet all deadlines.

Keep PPR and your community partners in the loop: Communicate intentions of applying for grants with your community and program partners, they may prove to be a resource in the proposal process! As the landowner, PPR must also approve all grant project proposals. In addition, PPR and your other partners can provide a letter of support to strengthen the application.

Annual grants available to Park Friends groups

The following two grants are currently available to all Park Friends groups on an annual basis. We strongly recommend you take advantage of these opportunities.

Growing the Neighborhood Parks Grant Program

The Fairmount Park Conservancy's Growing the Neighborhood grant program offers funding for park programs and events.

The goal of this grant program is to support and enhance the good work of Park Friends groups to improve the safety, beauty and vibrancy of city parks. Funds raised by the Fairmount Park Conservancy during *Love Your Park Week* make this annual program possible.

This grant is available for Park Friends groups that:

- Are registered with Philadelphia Parks & Recreation (see Section 4)
- Consist of three or more people and have neighborhood-based leadership
- Participate in the Parks Stewardship Program network including Park Friends Network meetings and *Love Your Park* events.

There is an annual application process for FPC's Growing the Neighborhood grant. All registered Friends groups will be notified via email when the grant application is available. Your Stewardship Coordinator will also inform you of this grant opportunity. At your Friends groups meetings, discuss what project ideas and programs you would like to offer so that you are ready when the application becomes available.

Philadelphia Activities Fund

The Philadelphia Activities Fund, Inc. is a nonprofit corporation that offers financial support to programs and organizations that use educational programming to promote athleticism, value for the arts and healthy living. The Philadelphia Activities Fund's goal is to assist nonprofit organizations in Philadelphia and to serve diverse segments of the community, and Park Friends groups are prime candidates for this fund.

Applications for the Philadelphia Activities Fund Grant are available at city recreation centers, playgrounds, Police Athletic League centers, libraries, City Council offices located in City Hall and the Parks & Recreation Central Office at 1515 Arch Street, 10th Floor.

Applications timeline: Available typically sometime in April and are due back in June.

The maximum for all grants is \$6,500. Nonprofit organizations that have received the Philadelphia Cultural Fund Grant and the Anti-Drug Initiative Grant are disqualified from the Philadelphia Activities Grant.

Additional Grant Resources:

Look to Businesses

Learn about corporations, banks, utility companies, fuel companies and Philadelphia industries that could have charitable foundations. Their websites give their areas of interest and explain guidelines for the grant-application process. Philadelphia local business directory website:

<http://businessdirectory.bizjournals.com/philadelphia>

Visit Your Local Library

The Free Library main branch offers access to the Regional Foundation Center (<http://libwww.freelibrary.org/rfc/>) an extensive grant-finding database. This database can connect you to a wide range of potential funding opportunities.

You can also always use a local library computer lab or a KEYSPOT to surf the web for grant-finding sites and anything else you need to accomplish on the internet if you don't have access at your home:

<http://www.phillykeyspots.org/>

Grant Writing: Basic Tips

When writing a grant proposal, **follow instructions** precisely and **adhere to deadlines**.

Funders may eliminate proposals that do not contain the necessary information or meet their guidelines.

Supplemental materials can add credibility to your application.

Supporting information: project costs, letters of recommendation in support of the project, any publicity that your group has received. Please note that every foundation may have different conditions regarding supporting materials.

Gather information before beginning. Here are some **general questions often asked** on grant applications:

- Who is applying for the grant? What is the group's mission?
- What is your group asking for? (Try to be as specific as possible.)
- How will your group accomplish the task? (Be as detailed as possible.)
- Who are the group's partners?
- What is the impact of this project on the community?
- How does your organization evaluate its projects?

How do we leverage our resources?

“Leveraging” is the process of using current resources to gain more resources. In other words, money raised can be used to raise even more money. If your group secures a grant from a foundation or corporation, it serves as an important “stamp of approval” that will help you make your case as you solicit funds from others.

Two examples of leveraging tools are “challenge grants” and “matching funds.” With a challenge grant, one grantor pledges money to your organization with the stipulation that the money will be granted only if your organization can raise a specified amount from other sources. A matching grant awards a specified amount for each dollar raised elsewhere.

Community support is another resource to leverage, and documentation of this support is crucial when making your case to funders. Use statistics from park events and celebrations to make your case. If *you* don't count, you *don't count* in the eyes of potential funders! Keep track of the number of people who use the park daily, who volunteer at workdays or any other figures that can illustrate how much your community values the park. Use the *Monthly Volunteer Hours Registration* form to document your impact.

Section 3: Love Your Park

LOVE your PARK

Clean, Green & Celebrate Philly Parks



**PHILADELPHIA
PARKS &
RECREATION**

FAIRMOUNT PARK

CONSERVANCY

Spring Love Your Park Week

is an nine-day, city-wide celebration of parks featuring service projects, fun events, educational programs, family activities and more. With the leadership of volunteer Park Friends groups across the city, we kick off the week with a citywide cleanup at 100 parks with 2,000 volunteers.

Save the date! May 13th-21st, 2018

Fall Love Your Park Day

In early-November, 100 volunteer Park Friends groups come out to rake leaves, plant trees and put the parks to bed for the winter.

With the support of Philadelphia Parks & Recreation, all leaves are taken to the Recycling Center to be composted. Together we keep 6 tons of material out of our local landfills!

Save the Date: November 10th, 2018

SAVE the DATE
LOVE YOUR PARK WEEK



MAY 12-20, 2018
**KICK-OFF SERVICE DAY:
SATURDAY, MAY 12**



Join us for nine days of cleaning, greening and celebrating Philly's parks!
LOVEYOURPARK.ORG



 **PHILADELPHIA
PARKS &
RECREATION**

**FAIRMOUNT PARK
CONSERVANCY**



Save the Date!



#loveyourpark

FALL SERVICE DAY
SAT. NOVEMBER 10, 2018

loveyourpark.org

 **PHILADELPHIA
PARKS &
RECREATION**



**FAIRMOUNT PARK
CONSERVANCY**

Section 4: Supplementary Information and Forms

This section includes the following documents, as valuable tools needed to support your Friends group.

- The **2018 Permit Application Guideline**, to explain the application process step by step.
- The **2018 Special Events Permit Application for Park Friends and Community Groups**. A Special Events permit is required for all organized events in the park. This document is specifically designed for the above user groups that want to host public events in their local park. All permit applications are available to download via the PPR website.
- The **Special Event Liability Application** form. All park events are required to obtain a certificate of insurance naming the City of Philadelphia as additionally insured. Insurance may be purchased through the City's Office of Risk Management using this application form. Registered Friends Groups who do not already have liability insurance are eligible for coverage through Parks and Recreation by submitting this form for every permit application.
- The **Volunteer Service Day Sign-In** is a form your group should utilize for every service day you organize. The sign-in sheet includes PPR's liability waiver, and helps to build your Friends group volunteer contact database.
- The **Meeting Sign-In Form** is a form your group should utilize for every meeting to track attendance and collect any new contact information. It also documents your meeting history.
- The **Monthly Volunteer & Friends Group Activities Tally Sheet** is a form your group should utilize to track the number of hours of service your group donates to the park each month. This is an important tool that can be used for your fundraising efforts because it allows you to put a monetary value to your time. Make sure to share this information with your stewardship coordinator on a monthly basis.

We have also included Police Districts contact information; and City Council contact information. We hope to facilitate communication and encourage you to stay connected with your police district's Community Relations Officer and council representative.



PHILADELPHIA PARKS & RECREATION

Office of Stewardship 1515 Arch St. – 10th floor
Philadelphia, PA 19102
215-683-3679 phone
215-683-3593 fax
parksandrecpermits@phila.gov

Friends & Community Groups Special Event Permit Process

A step-by-step guide for Friends Groups and local community groups to apply for a permit to host a community event in a Philadelphia Parks & Recreation park.

Updated February 2018

- **Contact** the Stewardship Office to **check for availability of dates** at specific park location(s).
- **Download Friends & Community Groups permit application** from:
<http://www.phila.gov/ParksandRecreation/aboutus/Pages/PermitsandForms.aspx>
- **Complete** the permit application and **submit with the \$25 application fee** to the Stewardship Office by mail or in person.
- **Community groups** must also submit a **security deposit** (the deposit is waived for registered Friends Groups).
- If city support services are requested, those fees should also be included at the time of application. **No services will be scheduled until payment is received.**
- **To schedule the Showmobile**, contact Barry Bessler for availability at Barry.Bessler@phila.gov or (215) 683-0203. A separate invoice will be issued for use of the Showmobile.
- **A series of like events** can be applied to an **individual permit with one application fee**. To qualify as a series, each event **must have the same name** (ex. Summer Jazz Nights).
- **It is the event organizer's responsibility to secure any additional permits, approvals or services from other departments in City government.** Contact information for these

agencies is included in the Friends and Community Groups permit application resource packet at: <http://www.phila.gov/ParksandRecreation/aboutus/Pages/PermitsandForms.aspx>

- **If approved** you will be issued a permit prior to your event.
- **Event organizer should inform the Stewardship Office if you need to cancel your event due to weather or other circumstances.**
- **Event organizer should have both** the Friends & Community Groups permit as well as the insurance certificate **on hand during the scheduled event.**

Insurance is required for all events:

- **All events are required to submit a certificate of insurance** with minimum limits of \$1,000.000 per occurrence naming the City of Philadelphia as additionally insured to the Stewardship Office **with the permit application.**
- **Insurance may be purchased through the City's Office of Risk Management.** Insurance applications must be submitted **with your permit application** and are found in the Friends and Community Groups permit application resource packet at: <http://www.phila.gov/ParksandRecreation/aboutus/Pages/PermitsandForms.aspx>
- **Registered Friends Groups** who do not have insurance **are eligible for coverage through Parks & Recreation;** however an **insurance application must be completed for every permit application.**
- **A Certificate of Insurance will be mailed to the event organizer directly from the Office of Risk Management.**

EVENT PERMIT APPLICATION FOR FRIENDS AND COMMUNITY GROUPS



PHILADELPHIA
PARKS & RECREATION

Jim Kenney
Mayor
City of Philadelphia

Kathryn Ott Lovell
Commissioner
Philadelphia Parks & Recreation

Philadelphia Parks & Recreation

Event Permit Application

Friends and Community
Groups

2018



Movie Night Series at Penn Treaty Park

Updated February 2018

Please email parksandrecpermits@phila.gov
with questions about your event.

Philadelphia Parks & Recreation
Office of Stewardship
1515 Arch Street, 10th Floor
Philadelphia, PA 19102
215-683-3679
www.phila.gov/ParksandRecreation

This application is intended for the exclusive use of *"Friends of Park"* groups and community groups conducting non-ticketed public events with fewer than 1,000 attendees. This application should not be used for athletic events such as races, walks, 5K runs, yoga, or soccer.

1. **"Friends of Park" groups** are those park volunteer groups officially registered with the Philadelphia Parks & Recreation Stewardship Office.
2. **Community Groups** are any agency or organization whose primary mission is to support the general business, commercial or residential interests of the community surrounding the PPR property, (e.g. community development organizations, churches, civic associations, school groups, town watches, and other similar organizations).

All other entities must submit an *"Events and Festival"* application, also available on our website.



EVENT PERMIT APPLICATION FOR FRIENDS AND COMMUNITY GROUPS

Complete this application, sign and submit to the Office of Stewardship along with a **\$25 application fee made payable to "Philadelphia Parks & Recreation"** at least 30 days in advance of the planned event. Applications submitted **less than 30 days prior to the event require an application fee of \$50**. NO applications will be accepted less than 10 days prior to an event. Application fees are non-refundable.

Event Information

Event Name _____ Estimated Attendance _____

Park Name _____ Exact Location in the park _____

Detailed description of the event _____

Which of the following terms best describe your event? (check all that apply) ☐ Music ☐ Movie ☐ Family ☐ Concert Series
☐ Cultural ☐ Holiday ☐ Market ☐ Other

Organizational Information

Name of Friends or Community Group _____ Organizational Phone Number (_____)

Official Organizational Mailing Address _____

City _____ State _____ ZIP _____

Is your organization a registered non-profit organization? ☐ Yes ☐ No

Event Contact Information

Event Coordinator Name _____
(Coordinator will be on site the day of event)

Daytime Phone Number (_____) Cell Phone (_____)

Email address _____ Fax Number (_____)

Requested Schedule

Day(s) and Date(s) of event _____ Rain date request* _____

Setup Time Start _____ Event Start Time _____ Event Finish Time _____ Breakdown Time End _____

Additional Information

Will you be renting portable toilets? ☐ Yes ☐ No
(All portable toilets must be placed on cement surfaces) If yes, how many? _____

Will you be selling or distributing food or merchandise at the event? ☐ Yes ☐ No

Do you plan on using amplified sound? ☐ Yes ☐ No

If yes, please reference the **Other Agencies and Services** section on page 4 of the application *Amplified sound is subject to the City of Philadelphia Noise Ordinance. Amplified sound is not permitted before 9 am or after 9 pm and is limited to no more than six hours. PPR does not provide sound systems. Sound cannot leave the boundaries of the park. Speakers must be turned away from residences. Use of amplified sound may impact the cost of insurance.*

*Applicant may indicate one rain date per event. Rain dates for Saturdays must be the next day. Applicant will be notified if the proposed rain date is not available.



EVENT PERMIT APPLICATION FOR FRIENDS AND COMMUNITY GROUPS

SECURITY DEPOSIT AND STAFF SUPPORT SERVICES

Special Events may require professional support services. These services, along with related fees, are outlined below. Fees for the selected services must be submitted at the same time as the application fee and, if you are a Community group, the security deposit. Please check the box for any service(s) required for your special event. **All staff support services are optional. Payment must be received at the time of application in order to schedule any staff services.**

Cancellation Policy

All cancellations or reschedules for reasons other than weather must be made at least 48 hours in advance of the date of the event.

Required Security Deposit for Community Groups

A security deposit is required for events being hosted by community groups. It is fully refundable upon successful post-event cleanup and no report of damages. The fee is determined by the scope of your event. Refunds will be issued within 60 days of your event. Please check the appropriate rate for your event where any of the listed criteria apply.

| | | Amount included |
|---|---|-----------------|
| <input type="checkbox"/> Permit Level 1: \$250 security deposit: | <input type="checkbox"/> Permit Level 2: \$500 security deposit: | |
| <ul style="list-style-type: none"> Fewer than 200 people No performance staging | <ul style="list-style-type: none"> 200 people or more Performance Staging | \$ |

Electricity Services (optional)

| Weeknights & Saturdays | Sundays | Requested Days & Times for PPR-provided electricity | Amount included |
|--|--|---|-----------------|
| <ul style="list-style-type: none"> Up to four (4) hours = \$180 Maximum 3-hour event Over 4 hours = \$360 For up to two consecutive days | <ul style="list-style-type: none"> Up to four (4) hours = \$240 Maximum 3-hour event Over 4 hours = \$480 For up to two consecutive days | | \$ |

Grounds Maintenance Fees (optional)

| Weeknights & Saturdays | Sundays | Requested Days & Times for PPR-provided maintenance | Amount included |
|---|---|---|-----------------|
| Up to 4 hours = \$160 Over 4 hours = \$320 | Up to 4 hours = \$215 Over 4 hours = \$430 | | \$ |

For official PPR staff use only – Checks Received

| | | | |
|--------|--|----------------|--|
| Check# | | Amount | |
| Check# | | Amount | |
| | | Total Received | |



EVENT PERMIT APPLICATION FOR FRIENDS AND COMMUNITY GROUPS

RULES & REGULATIONS

Please initial next to every item to signify that you agree to the terms & conditions.

- _____ Permit fees are non-refundable and permits are non-transferable (to future dates or other user groups). Cancellations must be reported promptly. Failure to use the Park or report cancellations will result in revocation of the permit.
- _____ Permit-holders are required to KEEP PERMIT WITH THEM AT ALL TIMES DURING PARK USE.
- _____ Applicant shall submit a Certificate of Insurance evidencing General Liability insurance covering the use of City property with minimum limits of \$1,000,000 per occurrence, naming the City of Philadelphia, its officers, employees and agents as additional insured's on the General Liability policy.
- _____ AUTHORIZED GROUP REPRESENTATIVE MUST OVERSEE THE EVENT FROM START TO FINISH. The authorized representative(s) will remain until all participants and vendors have left and all trash has been collected and properly removed.
- _____ Permit-holder must leave the property in the same degree of cleanliness as found. Permit-holder shall be responsible for enforcement of this requirement on its guests and/or invitees.
- _____ AUTHORIZED REPRESENTATIVE IS RESPONSIBLE TO PROVIDE HEAVY-DUTY TRASH BAGS FOR THE EVENT and to ensure proper cleanup after the event. Bagged trash may be placed next to any park trash receptacle or otherwise pre-designated area.
- _____ VEHICLES ARE NOT PERMITTED IN THE PARK. If heavy materials or equipment must be taken into the park for an event, you must get APPROVAL IN ADVANCE and it must be noted on the permit. If approved, vehicle may enter for loading and unloading purposes ONLY and must be on paved areas. NO VEHICLES ARE PERMITTED ON THE GRASS AT ANY TIME.
- _____ USE OF SOUND AMPLIFICATION EQUIPMENT MUST BE APPROVED IN ADVANCE and VOLUME LEVELS MUST BE RESPECTFUL OF NEIGHBORING RESIDENCES. PP&R, or their duly authorized representative including the Police Department, has the authority to determine the appropriate volume level of equipment. All sound equipment must be directed away from private residences.
- _____ PPR cannot provide portable restrooms for your event, however bathrooms facilities should be considered in your event planning. Do not place toilets on grass. Use pathways and sidewalks.
- _____ BARBEQUING is permitted in the park, however coals/briquettes must be disposed of properly. Do not dump coals on the grass or sidewalks.
- _____ LOUD, VULGAR, CONFRONTATIONAL LANGUAGE is not permitted on facility grounds or in its immediate vicinity. Permit-holder is fully responsible for conduct of all spectators, as well as participants, and will be required to provide identifiable adult supervision/security upon request by Parks & Recreation personnel.
- _____ ALCHOLIC BEVERAGES ARE PROHIBITED in all areas of Park and Recreation facilities and grounds
- _____ No tobacco product may be used on any land or facility under the jurisdiction of PPR and the permit holder is responsible to ensure that all event participants and spectators are in compliance throughout the time of the event(s).
- _____ I will notify the stewardship office of any postponement due to inclement weather by 9:00pm the night before the date of the event. Philadelphia Parks & Recreation reserves the right to cancel an event due to weather.

Event Coordinator
Signature _____

Date _____

Name (Print) _____ Title / Position _____

Insurance & Other Services

Insurance

All events are required to obtain a certificate of insurance with minimum limits of \$1,000,000 per occurrence, naming the City of Philadelphia, its officers, employees and agents as additional insured. Applicants must submit insurance application with permit application.

Other Agencies and Services

Please note: Any event may require additional permits, approvals or services from other departments in City government. Listed below is contact information for the various services that may be required.

- **Health Department – Office of Food Protection** 215-685-7490
www.phila.gov/health/foodprotection. Any event planning to distribute, sell or sample food must get a Health Department permit.
- **Licenses & Inspections – 3-1-1 Call Center** www.phila.gov/li
Any event with tents*, vendors, sales, structures or generators of any kind must have a permit or license from The Department of Licenses and Inspections. * Any single tent or canopy measuring over 100 square feet (10' x 10') requires a permit from the city of Philadelphia's Department of Licenses and Inspections.
- **Police - we recommend that you share event information with your local police district.**
- **Showmobile** - For information about the Showmobile, you must contact Barry Bessler at (215) 683-0203 or Barry.Bessler@phila.gov. A separate invoice will issued for use of the Showmobile.
- **Philadelphia Parks & Recreation Approved Food Vendors**
Contact the Office of Stewardship at (215) 683-3679 for a current list of licensed food vendors approved by Philadelphia Parks & Recreation

HCC SPECIALTY UNDERWRITERS, INC.

A SUBSIDIARY OF HCC INSURANCE HOLDINGS, INC.

401 Edgewater Place, Suite 400, Wakefield, Massachusetts 01880 Telephone: (781) 994-6000 Facsimile: (781) 994-6001 www.hccsu.com



SPECIAL EVENT LIABILITY APPLICATION

A. INSURED INFORMATION

1. Insured Company Name (Applicant): _____
2. Contact Name: _____
3. Address: _____
4. City: _____ State: _____ Zip Code: _____
5. Phone: _____ Fax: _____ E-mail: _____

B. EVENT INFORMATION (Attach a copy of event brochure and/or flyer to this Application)

6. Event Name: _____
Event Website: _____
Event Description: _____

7. Venue Name: _____
Venue Address: _____
City/State/Zip Code: _____ / _____ / _____
8. Event Start Date: _____ Event End Date: _____
9. Coverage Start Date: _____ Coverage End Date: _____

If the coverage start date is more than 5 days before the event start date OR the coverage end date is more than 5 days after the event end date, please explain:

10. Is the Event Outdoors? ☐ Yes ☐ No
11. How many years has this event be held under the present management (if never, enter 0)? _____
12. During this time has the insured had any claims regarding this event? ☐ Yes ☐ No

If Yes, please provide amount of loss and details regarding the incident(s):

13. Type of Event: _____

14. If Concert, please provide Name of Performer(s):

15. Is seating assigned? : ☐Yes ☐No

16. Please describe event type:

(Event description details are required. Please provide a complete description of events and activities associated with the insured event. The more comprehensive the information provided, the quicker the quote process will be).

17. Maximum Daily Attendance: _____ Total Attendance: _____

Gross Revenue: \$ _____ Expenses: \$ _____

18. Will any of the events include any of the following? Please check all that apply indicating whether the applicant, vendor, or subcontractor will be the responsible party.

| | Applicant | Vendor/Exhibitor | Subcontractor |
|---|--------------------------|--------------------------|--------------------------|
| Aircraft | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Animals (other than pet contests) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Camping | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cattle Drives | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Childcare Operations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Firearms or Ammunition | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fireworks | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Food Vendor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Inflatables | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Knives/Cutlery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mechanical Amusement Rides | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Motorsports | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Open Water Exposure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Paintball | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parade | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rock Climbing Walls | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rodeos | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tattooing/Body Piercing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Temporary skating/skiing/skateboarding structures | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trail Rides | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. Do you require all Vendors/Exhibitors managing any of the above indicted activities to have their own liability insurance in place listing you as Additional Insured? ☐Yes ☐No
20. Will any of the events occur in a bar or nightclub? ☐Yes ☐No
If Yes, are those events occurring in a bar of nightclub open to the public? ☐Yes ☐No
21. Does the applicant hire any subcontractors for these insured event(s)? ☐Yes ☐No
22. Do these subcontractors carry their own insurance naming you as Additional Insured? ☐Yes ☐No
23. Will there be security at the insured event(s)? ☐Yes ☐No
24. Who is responsible for providing the security? ☐Venue ☐Applicant ☐Other
If Other: Does the security company carry its own insurance naming you as Additional Insured?
☐Yes ☐No
If No, please explain: _____
25. Required Limits:
- ☐ \$1M Per Occurrence / \$2M Aggregate
 - ☐ \$2M Per Occurrence / \$2M Aggregate
 - ☐ \$3M Per Occurrence / \$3M Aggregate
 - ☐ \$4M Per Occurrence / \$4M Aggregate
 - ☐ \$5M Per Occurrence / \$5M Aggregate

If larger limits are required, please specify: _____

C. LIQUOR LIABILITY COVERAGE:

* Please note, if Insured is not either serving or selling the liquor, the additional liquor coverage is NOT required. Host Liquor Liability is provided in the standard General Liability policy.

26. Is Liquor Liability Required? ☐Yes ☐No (If Yes, please fill out section below)

Will alcohol be served by a licensed bartender? ☐Yes ☐No

If No, who will be serving the alcohol? _____

Describe training and/or experience of persons serving the alcohol: _____

Average age of attendees: _____

What measures are in place to prevent the service of alcohol to minor and/or intoxicated persons?

Does the Applicant have a valid liquor license? ☐ Yes ☐ No

Will there be an open bar? ☐ Yes ☐ No

Will alcohol be sold by the drink? ☐ Yes ☐ No

Is BYOB (bring your own bottle) allowed? ☐ Yes ☐ No

Estimated alcohol gross receipts? \$ _____

D. HIRED/NON-OWNED AUTO COVERAGE:

27. Is Hired/Non-Owned Auto Required? ☐ Yes ☐ No (If Yes, please fill out section below)

☐ Check here if you are required by contract to acquire Hired/Non-Owned Auto **and you are not being loaned, rented or leased any vehicles** (If checked, please do not complete the rest of this section)

Amount being charged to rent or lease the vehicle(s) \$ _____

Are all drivers at least 25 years of age? ☐ Yes ☐ No

Do all drivers have a valid United States driver's license? ☐ Yes ☐ No

Do any of the hired vehicles seat more than 12 people? ☐ Yes ☐ No

What will the vehicles be used for? _____

E. ADDITIONAL INSURED(S):

28. Are Additional Insured(s) Required? ☐ Yes ☐ No (If Yes, please fill out section below)

1. Additional Insured Name: _____

Address: _____

City: _____

State: _____

Zip: _____

2. Additional Insured Name: _____

Address: _____

City: _____

State: _____

Zip: _____

F. WAIVER OF SUBROGATION:

29. Does your contract require a "waiver of subrogation"? ☐Yes ☐No (If Yes, please fill out section below)

What is the name of the entity requesting the waiver of subrogation? _____

What is their involvement in the event? _____

G. INLAND MARINE COVERAGE:

30. Is Inland Marine coverage required? ☐Yes ☐No (If Yes, please fill out section below)

What type of property do you need coverage for? _____

What is the value for this property? \$_____

Will the property be stored overnight? ☐Yes ☐No

If Yes, please provide details on how it will be stored: _____

Will the Insured be responsible for transporting the property? ☐Yes ☐No

If Yes, please describe how it is transported: _____

If No, who is transporting the property: _____

Will the property stay in the possession of the Insured at all times prior to returning to rental company?

☐Yes ☐No

If No, please explain: _____

NOTICE TO APPLICANTS: ANY PERSON WHO KNOWINGLY AND WITH INTENT TO DEFRAUD ANY INSURANCE COMPANY OR OTHER PERSON FILES AN APPLICATION FOR INSURANCE OR STATEMENT OF CLAIM CONTAINING ANY MATERIALLY FALSE INFORMATION OR, CONCEALS, FOR THE PURPOSE OF MISLEADING, INFORMATION CONCERNING ANY FACT MATERIAL THERETO, COMMITS A FRAUDULENT ACT, WHICH IS A CRIME AND MAY SUBJECT SUCH PERSON TO CRIMINAL AND CIVIL PENALTIES.

NOTICE TO ARKANSAS AND NEW MEXICO APPLICANTS: ANY PERSON WHO KNOWINGLY PRESENTS A FALSE OR FRAUDULENT CLAIM FOR PAYMENT OF A LOSS OR BENEFIT, OR KNOWINGLY PRESENTS FALSE INFORMATION IN AN APPLICATION FOR INSURANCE IS GUILTY OF A CRIME AND MAY BE SUBJECT TO FINES AND CONFINEMENT IN PRISON.

NOTICE TO COLORADO APPLICANTS: IT IS UNLAWFUL TO KNOWINGLY PROVIDE FALSE, INCOMPLETE, OR MISLEADING FACTS OR INFORMATION TO AN INSURANCE COMPANY FOR THE PURPOSE OF DEFRAUDING OR ATTEMPTING TO DEFRAUD THE COMPANY. PENALTIES MAY INCLUDE IMPRISONMENT, FINES, DENIAL OF INSURANCE, AND CIVIL DAMAGES. ANY INSURANCE COMPANY OR AGENT OF AN INSURANCE COMPANY WHO KNOWINGLY PROVIDES FALSE, INCOMPLETE, OR MISLEADING FACTS OR INFORMATION TO A POLICYHOLDER OR CLAIMANT FOR THE PURPOSE OF DEFRAUDING OR ATTEMPTING TO DEFRAUD THE POLICYHOLDER OR CLAIMANT WITH REGARD TO A SETTLEMENT OR AWARD PAYABLE FROM INSURANCE PROCEEDS SHALL BE REPORTED TO THE COLORADO DIVISION OF INSURANCE WITHIN THE DEPARTMENT OF REGULATORY AUTHORITIES

NOTICE TO DISTRICT OF COLUMBIA APPLICANTS: WARNING: IT IS A CRIME TO PROVIDE FALSE OR MISLEADING INFORMATION TO AN INSURER FOR THE PURPOSE OF DEFRAUDING THE INSURER OR ANY OTHER PERSON. PENALTIES INCLUDE IMPRISONMENT AND/OR FINES. IN ADDITION, AN INSURER MAY DENY INSURANCE BENEFITS IF FALSE INFORMATION MATERIALLY RELATED TO A CLAIM WAS PROVIDED BY THE APPLICANT.

NOTICE TO FLORIDA APPLICANTS: ANY PERSON WHO KNOWINGLY AND WITH INTENT TO INJURE, DEFRAUD, OR DECEIVE ANY INSURER FILES A STATEMENT OF CLAIM OR AN APPLICATION CONTAINING ANY FALSE, INCOMPLETE OR MISLEADING INFORMATION IS GUILTY OF A FELONY IN THE THIRD DEGREE.

NOTICE TO KENTUCKY APPLICANTS: ANY PERSON WHO KNOWINGLY AND WITH INTENT TO DEFRAUD ANY INSURANCE COMPANY OR OTHER PERSON FILES AN APPLICATION FOR INSURANCE CONTAINING ANY MATERIALLY FALSE INFORMATION, OR CONCEALS FOR THE PURPOSE OF MISLEADING, INFORMATION CONCERNING ANY FACT MATERIAL THERETO, COMMITS A FRAUDULENT INSURANCE ACT, WHICH IS A CRIME.

NOTICE TO LOUISIANA APPLICANTS: ANY PERSON WHO KNOWINGLY PRESENTS A FALSE OR FRAUDULENT CLAIM FOR PAYMENT OF A LOSS OR BENEFIT OR KNOWINGLY PRESENTS FALSE INFORMATION IN AN APPLICATION FOR INSURANCE IS GUILTY OF A CRIME AND MAY BE SUBJECT TO FINES AND CONFINEMENT IN PRISON.

NOTICE TO MAINE APPLICANTS: IT IS A CRIME TO KNOWINGLY PROVIDE FALSE, INCOMPLETE OR MISLEADING INFORMATION TO AN INSURANCE COMPANY FOR THE PURPOSE OF DEFRAUDING THE COMPANY. PENALTIES MAY INCLUDE IMPRISONMENT, FINES OR A DENIAL OF INSURANCE BENEFITS.

NOTICE TO NEW JERSEY APPLICANTS: ANY PERSON WHO INCLUDES ANY FALSE OR MISLEADING INFORMATION ON AN APPLICATION FOR AN INSURANCE POLICY IS SUBJECT TO CRIMINAL AND CIVIL PENALTIES.

NOTICE TO NEW YORK APPLICANTS: ANY PERSON WHO KNOWINGLY AND WITH INTENT TO DEFRAUD ANY INSURANCE COMPANY OR OTHER PERSON FILES AN APPLICATION FOR INSURANCE OR STATEMENT OF CLAIM CONTAINING ANY MATERIALLY FALSE INFORMATION, OR CONCEALS FOR THE PURPOSE OF MISLEADING, INFORMATION CONCERNING ANY FACT MATERIAL THERETO, COMMITS A FRAUDULENT INSURANCE ACT, WHICH IS A CRIME, AND SHALL ALSO BE SUBJECT TO A CIVIL PENALTY NOT TO EXCEED FIVE THOUSAND DOLLARS AND THE STATED VALUE OF THE CLAIM FOR EACH SUCH VIOLATION.

NOTICE TO OHIO APPLICANTS: ANY PERSON WHO, WITH INTENT TO DEFRAUD OR KNOWING THAT HE IS FACILITATING A FRAUD AGAINST AN INSURER, SUBMITS AN APPLICATION OR FILES A CLAIM CONTAINING A FALSE OR DECEPTIVE STATEMENT IS GUILTY OF INSURANCE FRAUD.

NOTICE TO OKLAHOMA APPLICANTS: WARNING: ANY PERSON WHO KNOWINGLY, AND WITH INTENT TO INJURE, DEFRAUD OR DECEIVE ANY INSURER, MAKES ANY CLAIM FOR THE PROCEEDS OF AN INSURANCE POLICY CONTAINING ANY FALSE, INCOMPLETE OR MISLEADING INFORMATION IS GUILTY OF A FELONY (365:15-1-10, 36 §3613.1).

NOTICE TO PENNSYLVANIA APPLICANTS: ANY PERSON WHO KNOWINGLY AND WITH INTENT TO DEFRAUD ANY INSURANCE COMPANY OR OTHER PERSON FILES AN APPLICATION FOR INSURANCE OR STATEMENT OF CLAIM CONTAINING ANY MATERIALLY FALSE INFORMATION OR CONCEALS FOR THE PURPOSE OF MISLEADING, INFORMATION CONCERNING ANY FACT MATERIAL THERETO COMMITS A FRAUDULENT INSURANCE ACT, WHICH IS A CRIME AND SUBJECTS SUCH PERSON TO CRIMINAL AND CIVIL PENALTIES.

NOTICE TO TENNESSEE AND VIRGINIA APPLICANTS: IT IS A CRIME TO KNOWINGLY PROVIDE FALSE, INCOMPLETE OR MISLEADING INFORMATION TO AN INSURANCE COMPANY FOR THE PURPOSE OF DEFRAUDING THE COMPANY. PENALTIES INCLUDE IMPRISONMENT, FINES AND DENIAL OF INSURANCE BENEFITS.

DECLARATION

To the best of my knowledge and belief the information provided in this application, whether in my own hand or not, is true and I have not withheld any material facts. I understand that non-disclosures or misrepresentation of a material fact will entitle the company to void the Insurance. I understand that signing this Application does not bind me to complete the insurance but agree that should an insurance policy be issued, this Application and the statements made therein shall form the basis of the insurance policy.

PRINT NAME OF APPLICANT

TITLE

SIGNATURE OF APPLICANT

DATE

SIGNATURE OF BROKER

DATE



CONSERVANCY

Park Name: _____

Date: _____

I, for myself and my heirs, successors, and assigns, and all persons claiming through any of them ("Releasing Parties") do hereby release the City of Philadelphia, its officials, departments, agencies, agents, representatives, boards, commissions, employees, successors, assigns and affiliated Park Friends Groups ("Released Parties"), from any actions, causes of actions, suits, claims, liabilities, losses, costs and expenses (including reasonable attorney fees and court costs), at law or in equity, which any of the Releasing Parties may have against the Released Parties for any loss, damage or injury to property or person, including death, relating to or arising from my participation in the provision of volunteer services to the City; provided however, that this release shall not apply to any action, causes of action, suits, claims, liabilities, losses, costs or expenses (including reasonable attorney fees and court costs) at law or in equity, which arise solely from the gross negligence or willful misconduct of the Released Parties.

[illegible]



CONSERVANCY

Meeting Sign-In

Group Name: _____

Date: _____

[illegible]



Monthly Volunteer & Friends Group Activities Tally Sheet

PARK NAME: _____ MONTH: _____ YEAR: _____

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|------|--|---------------------|--------------------------------------|--------------------------------------|-----------------|---|--|
| Date | Activity (meetings, programs, events, cleanups, time spent writing letters to officials, emailing park info, etc.) | Duration (in hours) | # of Volunteers or Program Attendees | Total Hours (Duration x # of People) | # Trees Planted | # Annuals, perennials, bulbs, shrubs planted (please indicate what you planted) | Renovations? Installations? New features? Work on the master plan? Mural? Anything else? |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

Grand Total of Volunteer and Program Activity Hours for the Month (sum of all numbers in Column 5): _____

TOTAL DOLLARS RAISED THIS MONTH: _____

General Fundraising Efforts: _____ Membership Dues: _____ Grants Received: _____

Please remember – keeping track helps with advocacy and “making the case.” *We don’t count if we don’t count!*

Please return to your Stewardship Coordinator or fill out online at www.loveyourpark.org/volunteer-hours

For event planning purposes, we recommend contacting your local police headquarters and informing the Community Relations Office (CRO) of your event plans. All information available at www.phillypolice.com/districts

**1st District**

24th St. and Wolf St.
police.co_01@phila.gov
215-686-3010

2nd District

Harbison Ave. and Levick St.
police.co_02@phila.gov
215-686-3020

3rd District

11th St and Wharton St.
police.co_03@phila.gov
215-686-3030

5th District

Ridge Ave and Cinnaminson St.
police.co_05@phila.gov
215-686-3050

6th District

235 N 11th St.
police.co_06@phila.gov
215-686-3060

7th District

Bustleton Ave. and Bowler St.
police.co_07@phila.gov
215-686-3070

8th District

Academy Rd. and Red Lion Rd.
police.co_08@phila.gov
215-686-3080

9th District

401 N. 21st St.
police.co_09@phila.gov
215-686-3090

12th District

65th St. and Woodland Ave.
police.co_12@phila.gov
215-686-3120

14th District

Haines St & Germantown Ave.
police.co_14@phila.gov
215-686-3140

15th District

Harbison Ave and Levick St.
police.co_15@phila.gov
215-686-3150

16th District

39th St and Lancaster Ave.
police.co_16@phila.gov
215-686-3160

17th District

20th St and Federal St.
police.co_17@phila.gov
215-686-3170

18th District

55th St and Pine St.
police.co_18@phila.gov
215-686-3180

19th District

61st St and Thompson St.
police.co_19@phila.gov
215-686-3190

22nd District

17th St and Montgomery Ave.
police.co_22@phila.gov
215-686-3220

24th District

3901 Whitaker Ave.
police.co_24@phila.gov
215-686-3240

25th District

3901 Whitaker Ave.
police.co_25@phila.gov
215-686-3250

26th District

E. Girard Ave & Montgomery Ave
police.co_26@phila.gov
215-686-3260

35th District

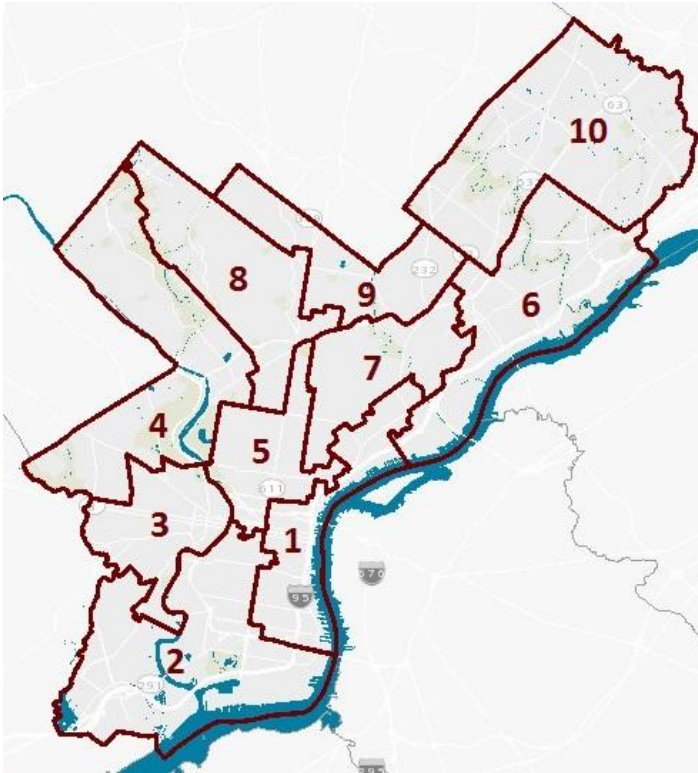
N Broad St and Champlost St.
police.co_35@phila.gov
215-686-3350

39th District

2201 W. Hunting Park Ave.
police.co_39@phila.gov
215-686-3390

Philadelphia City Council Members

Refer to page 16 of your Toolkit for information on building relationships with City Council



Philadelphia County District Map

1. Locate Your Park
2. The # on the map tells indicates the Council District.
3. Match the District # with your Council Person!

Or visit www.phlcouncil.com

Click on "Find my Council Member" near the bottom of the Homepage.



Mark Squilla

District 1

City Hall, Room 332
Philadelphia, PA 19107
(215) 686-3458
(215) 686-3459
FAX: (215) 686-1931



Kenyatta Johnson

District 2

City Hall, Room 580
Philadelphia, PA 19107
(215) 686-3412
(215) 686-3413
FAX: (215) 686-1932



Jannie Blackwell

District 3

City Hall, Room 408
Philadelphia, PA 19107
(215) 686-3418
(215) 686-3419
FAX: (215) 686-1933



Curtis Jones, Jr.

District 4

City Hall Room 404
Philadelphia, PA 19107
(215) 686-3416
(215) 686-3417
FAX: (215) 686-1934



Darrell L. Clarke
District 5
Council President
City Hall, Room 313
Philadelphia, PA 19107
(215) 686-3442
(215) 686-3443
FAX: (215) 686-1901



Bobby Henon
District 6
City Hall, Room 484
Philadelphia, PA 19107
(215) 686-3444
(215) 686-3445
FAX: (215) 686-1935



Maria D. Quiñones-Sánchez
District 7
City Hall, Room 319A
Philadelphia, PA 19107
(215) 686-3448
(215) 686-3449
FAX: (215) 686-1936



Cindy Bass
District 8
City Hall, Room 312
Philadelphia, PA 19107
(215) 686-3424
(215) 686-3425
FAX: (215) 686-1937



Cherelle Parker
District 9
City Hall, Room 577/584
Philadelphia, PA 19107
(215) 686-3454
(215) 686-3455
FAX: (215) 686-1938



Brian J. O'Neill
District 10
City Hall, Room 562
Philadelphia, PA 19107
(215) 686-3422
(215) 686-3423
FAX: (215) 686-1939

City Council At-Large

Philadelphia has 7 City Council members who serve At-Large, meaning they represent the entire city. Contact them, as well, for support, services, and your special events!



**Blondell
Reynolds Brown**

Majority Whip

City Hall, Room 581
Philadelphia, PA
19107

(215) 686-3438

(215) 686-3439

FAX: (215) 686-1926



Allan Domb

City Hall, Room 316
Philadelphia, PA 19107
(215) 686-3414
(215) 686-3415
FAX: (215) 686-1928



Derek Green

City Hall, Room 594
Philadelphia, PA 19107
(215) 686-3450
(215) 686-3451
FAX: (215) 686-2013



**William K.
Greenlee**

City Hall, Room 508
Philadelphia, PA 19107
(215) 686-3446
(215) 686-3447
FAX: (215) 686-1927



Helen Gym

City Hall, Room 592
Philadelphia, PA 19107
(215) 686-3420
(215) 686-3421
FAX: (215) 686-1930



David Oh

City Hall, Room 319
Philadelphia, PA 19107
(215) 686-3452
(215) 686-3453
Fax: (215) 686-1925



Al Taubenberger

City Hall, Room
582/586
Philadelphia, PA 19107
(215) 686-3440
(215) 686-3441
Fax: (215) 686-1929

We hope that you have found this information helpful. As the *Parks Stewardship Program* continues to develop, we will update and revise this toolkit. Please feel free to reach out to the Parks & Rec Stewardship Office with any questions.

Philadelphia Parks & Recreation
Office of Stewardship
1515 Arch Street, 10th floor
Philadelphia, PA 19102
Elisa Ruse-Esposito
Tel: (215) 683-3679
Email: Elisa.Ruse-Esposito@phila.gov