



PARC Resource Use Policy

A. Purpose

The Cornelius PARC Department routinely receives requests regarding the use of PARC resources and assets from resident, non-resident, profit and non-profit individuals and groups. These requests for the use of Town facilities, staffing, equipment and supplies are fielded by PARC staff with related cross-functional coordination of each Department or service area. On occasion, requests for funding are also received. These requests have potential impact on public enjoyment of recreation and public safety, and carry broader potential for their impact on carefully planned and budgeted PARC operations, management of public safety and Town exposure to litigation. This Policy is designed to guide PARC management and staff on the administration of these requests. This Policy does not apply to established ballfield or park shelter rentals.

B. Policy

This Policy is predicated upon current operation and deployment of PARC resources, i.e. that only those activities or services offered by PARC shall utilize PARC resources, including but not limited to: funds, facilities, personnel, equipment and supplies.

In some cases third-party use of PARC personnel, equipment and supplies may be warranted, if aligned to the achievement of PARC Strategic Objectives (see Appendix A) and the following conditions:

1. Equipment, personnel, or facility is available for requested date.
2. Third-party proposed use passes an internal staff review and is approved the Director. In instances requesting funds or resources not previously budgeted for, proposal must receive recommendation from PARC Commission and approval from the Town Manager. Exceptions to this Policy must be approved by the Town Manager
3. If third-party use requires, or is anticipated to require, unbudgeted PARC funds, all costs must be recovered.
4. If required by ordinance, the event or program must obtain a special event permit from the Town and adhere to all regulations/requirements thereunder.

C. Process

The steps for the third-party use of PARC personnel, equipment, facilities or supplies are as follows:

1. A preliminary proposal is developed according to attached Use of PARC Assets Outline Format.
2. PARC staff shall review the preliminary proposal according to the selection criteria outlined in this Policy and determine if it is recommended for approval by the PARC Director and, if applicable the PARC Commission and Town Manager.
3. The third-party must recover costs incurred by PARC for both direct and indirect items. These include, but are not limited to: personnel, mileage, equipment and supplies.
4. Evaluation will be an integral component of all use of PARC assets. Goals, objectives and performance measures will be used to provide fiscal and performance accountability.

D. Selection Criteria

In assessing third-party use of PARC assets, this Policy mandates the following criteria:

- Proposed project or program aligns with PARC's Mission Statement and Goals.
- The proposed use meets the established needs of the Town's residents.
- The proposed use provides sufficient revenue to cover all direct and associated costs to the Town.
- The proposed use is available for general public use or participation
- The proposed use is affordable for general public use or participation.
- The proposed user, individual or organization, has a credible and successful track record associated with their role in the proposed use.
- The proposed use meets marketing and branding standards for the Town.
- The proposed use has been reviewed and recommended by the appropriate PARC staff.

Use of PARC Assets Outline Format

In order for Town assets to be considered for use by a private or non-profit individual or organization, the following information must be completed:

Organization: _____

Contact Name: _____

Address: _____

Town/City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Profit/Non-Profit Status: _____

(Attach current copy of 501-C3 status with IRS if non-profit)

I. Description of Proposed Use

II. Financials

a. Requested resources (personnel, equipment and supplies):

b. Budget: Proposed Income/Expense

c. Will there be a monetary benefit for PARC?

d. Will sponsors be solicited for this project/program? _____

III. Meeting the Needs of Our Community

a. Is the proposed activity open to the general public? _____

b. General public fees associated with the activity:

c. How does the project align with PARC Goals?

d. How does the proposed program or facility meet a need for Town residents?

e. Who will participate? Projected number of participants:

f. What alternatives currently exist to serve the participants identified in this project?

IV. Logistics

a. Type and amount of PARC resource(s) required:

b. Proposed dates/timeline: _____

c. Projected hours of operation: _____

d. Number of Personnel/Volunteers required:

e. Are there any mutually-beneficial cooperative marketing benefits?

f. Types of insurance needed. Who will be responsible for acquiring and paying premiums on the policies?

g. What is the organization's experience in providing this type of facility/program?

V. Agreements & Evaluations

a. Schedule for project evaluation, including dates and PARC staff involvement:

Appendix A

PARC Mission Statement

Providing great parks, natural areas and recreational experiences

PARC Strategic Goals

Play is a part of our vision and is an important part of our community. This defines our need to provide recreational and cultural opportunities to meet the needs of all of our citizens. It also indicates that combined with stewardship of the environment, we have valuable resources to protect and develop.

Outstanding recreational programming opportunities.

- Sub-goals
 1. Ongoing assessment and implementation of recreational programs to preserve and enhance recreational opportunities.
 2. Provide a diverse group of cultural activities.
 3. Initiate senior and youth oriented activities.
 4. Develop community events (festivals, signature events) designed to bring the community together and foster recreation activities.
 5. Assure accessibility for recreation facilities.

Commitment to provide places for recreational opportunities.

- Sub-goals
 1. Lead the way in promoting development of a continuous greenway system within Cornelius to tie into a regional system.
 2. Develop lake access for boating, swimming, fishing and other lake-based activities owned and operated by the Town of Cornelius.
 3. Develop a comprehensive plan for Cornelius for development of both active and passive recreation uses by providing for Lake Parks and Recreation facilities.
 4. Future consideration of a community center.
 5. Purchase more open space.