



Lakewood

RESOURCE DEVELOPMENT DIVISION ANNUAL REPORT 2011

WHO WE ARE

An overview of Resource Development

The goal of the Resource Development program is to secure alternative funding resources and provide marketing for the programs, projects and services of the City of Lakewood's Department of Community Resources.

By forming relationships with local businesses, foundations, organizations and individuals, Resource Development is able to support programs and services that might not otherwise be possible. Developing these community-based partnerships is at the core of the Resource Development program.

The program offers a broad range of services for the Department of Community Resources including:

- Grant research, preparation and reporting
- Assistance with project development
- Drafting and editing of department publications
- Award preparation
- Marketing and advertising of programs and events
- Public relations
- Graphic design for publications and print materials
- Sponsorship research and cultivation
- Donor recognition and fulfillment
- Initiation and facilitation of partnerships between nonprofits and department programs
- Website and electronic communication management



WHO WE SUPPORT

Department of Community Resources

The Department of Community Resources consists of seven divisions that work together to provide the residents of Lakewood with outstanding parks, recreation, arts and culture, and family services facilities and programs. By working together, these divisions accomplish the departmental goal of providing exceptional offerings that make Lakewood a great place to live.

ADMINISTRATION AND RESOURCE DEVELOPMENT

The Administration and Resource Development Division provides management, enterprise analysis, administrative support, marketing, and alternative resource development, including sponsorship development and grant writing, to the department.

FAMILY SERVICES

The Family Services Division offers a wide range of programs and services for children, families and older adults. Programs include Head Start, School Age Services, Lakewood Rides and Older Adult Services at the Clements Community Center.

HERITAGE, CULTURE & THE ARTS

Lakewood's Heritage, Culture & the Arts Division (HCA) builds community through education, outreach, and programs that support our heritage, culture and the arts. The division encompasses three main facilities: Lakewood Cultural Center, Lakewood Heritage Center and Washington Heights Arts Center. HCA presents regional, national and internationally recognized visual and performing artists, exhibits, classes, arts education opportunities and community events.

WHO WE SUPPORT



PLANNING, CONSTRUCTION AND BUILDING MAINTENANCE

The Planning, Construction and Building Maintenance Division provides park and building facility planning and design, facility construction and contract monitoring, land acquisition, and building and facility management and maintenance for all City buildings.

RECREATION

Lakewood Recreation offers a wide variety of opportunities for the mind, body and spirit. Program and activity offerings encourage residents of all ages and abilities to come out and play at four recreation centers and numerous outdoor pools, racquetball courts, tennis courts, climbing walls, skate parks and sports fields.

REGIONAL PARKS AND GOLF

The Regional Parks and Golf Division maintains roughly 5,590 acres of regional parkland, reservoirs and open space. Environmental education programs play a significant role in developing stewardship and appreciation of Lakewood's natural resources. Dedicated volunteer groups provide residents the opportunity to be active participants in the protection and preservation of the City's beautiful open spaces. This division is also responsible for the operation and maintenance of Lakewood's award-winning Fox Hollow and Homestead golf courses.

URBAN PARKS

The Urban Parks Division maintains all community and neighborhood parks within Lakewood, as well as providing care for trees, shrubs, and plants in parks, street medians, and public buildings throughout the City. Urban Parks maintains 242 miles of medians and over 1,550 acres of parks and provides facility renovation and restoration, special event support and snow removal.

2011 AWARDS & RECOGNITION

Gold Medal Award



In November 2011, the American Academy for Park and Recreation Administration, in partnership with the National Recreation and Park Association, presented the Department of Community Resources with the prestigious Gold Medal Award. The Gold Medal Award honors communities throughout the United States that demonstrate excellence in long-range planning, resource management, and agency recognition. An agency is selected on its ability to address the needs of the community through the collective energies of residents, staff and elected officials.

Lakewood Named an All-America City



The All-America City Award is a long-standing and prestigious award given by the National Civic League to recognize the ability of communities to bring together residents, organizations and elected officials to solve local challenges. The City of Lakewood was named an All-America City in 2011 and won the first-ever Diversity Award honor for extraordinary and innovative success in advancing diversity and inclusiveness in the community. The Department of Community Resources supported the City of Lakewood in accomplishing this achievement.

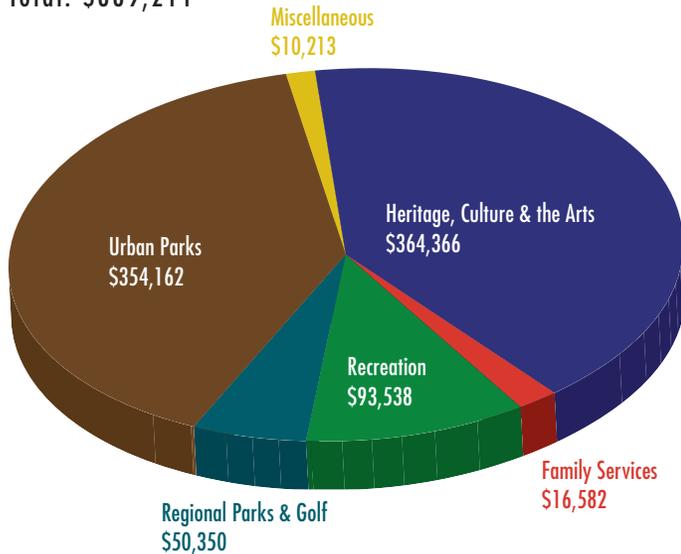


RESOURCE DEVELOPMENT...

In 2011, Resource Development successfully raised \$889,211 as a result of strategic fundraising, grant writing and partnership development efforts. Donations were received from a wide range of supporters including local, regional and national foundations; local businesses and organizations; and individual donors. The graphs and charts below demonstrate how community contributions were utilized in 2011.

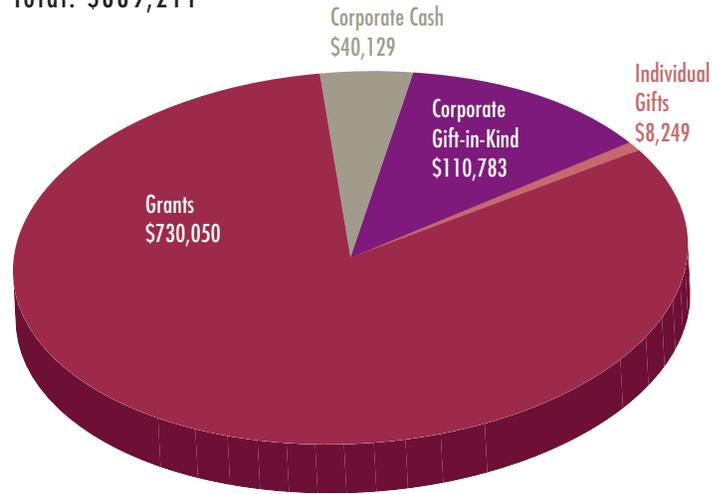
Donations by Program

Total: \$889,211



Donations by Gift Type

Total: \$889,211



...BY THE NUMBERS

Corporate Contributions

Division	Gift-In-Kind	Cash
HERITAGE, CULTURE & THE ARTS	\$ 66,300	\$ 16,427
FAMILY SERVICES	\$ 830	\$ 1,100
RECREATION	\$ 36,590	\$ 9,940
REGIONAL PARKS AND GOLF	\$ 3,850	\$ 1,500
URBAN PARKS	\$ 500	\$ 3,662
MISCELLANEOUS	\$ 2,713	\$ 7,500
Total	\$ 110,783	\$ 40,129

Foundation Grant Contributions

Division	Amount
HERITAGE, CULTURE & THE ARTS	\$ 276,560
FAMILY SERVICES	\$ 13,352
RECREATION	\$ 45,138
REGIONAL PARKS AND GOLF	\$ 45,000
URBAN PARKS	\$ 350,000
Total	\$ 730,050

Individual Contributions

Division	Amount
HERITAGE, CULTURE & THE ARTS	\$ 5,079
RECREATION	\$ 1,870
FAMILY SERVICES	\$ 1,300
Total	\$ 8,249

BUILDING COMMUNITY...

The City of Lakewood works with many local and regional businesses to develop strong partnerships and community collaborations that benefit the programs, events and facilities offered by each division of Community Resources.

Each year, Resource Development reaches out to the local business community to help underwrite Department of Community Resources programs and events. Corporate sponsorships support the department's goal of presenting community events that are affordable and engaging to the public. Resource Development continuously works with our current business partners, as well as new contacts, in order to build a strong base of support.

Resource Development completes roughly 30 grant proposals every year to further supplement Community Resources programs and help improve and maintain the quality of parks and recreation facilities that our residents have come to expect. By working with federal, state and regional government programs as well as public and private foundations, funding was secured for arts and culture, park projects, family services and recreation programs in 2011.



...THROUGH PARTNERSHIPS

Featured Corporate Partner



With panoramic views of the Rocky Mountain foothills and the Denver skyline, the Sheraton Denver West is Lakewood's premier hotel.

The Sheraton supports the Lakewood Cultural Center by providing free and reduced-rate hotel accommodations to visiting artists from around the world. The hotel's generous support has resulted in roughly \$40,000 in contributions to the City of Lakewood over the last five years.

"The Sheraton Denver West Hotel & Conference Center considers it a great pleasure and privilege to partner with the Lakewood Cultural Center. Our relationship allows us to support the local arts community and at the same time supports our marketing efforts."

Paul Aguiar, Director of Sales and Marketing

The Resource Development team thanks the Sheraton Denver West Hotel and Conference Center and its staff for the commitment they have made to our community.

Featured Foundation Partner



The purpose of the Institute of Museum and Library Services, a federal grant making entity, is to create strong libraries and museums that connect people

to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. The Institute is the primary source of federal support for the nation's libraries and museums.

In 2011, Resource Development was fortunate to secure two distinct grants from the Institute to support the planning and maintenance of two Community Resources museum facilities. The Heritage, Culture and the Arts Division received an American Heritage Preservation Grant to support the rehousing and preservation of historical and archival photographs that are part of the Lakewood Heritage Center collections. Additionally, the Bear Creek Lake Park Visitor Center was one of only three Colorado museums to be awarded the Institute's Museums for America Grant. This grant will support interpretive and exhibit planning efforts for the Visitor Center.

NONPROFIT PARTNERS...

Resource Development works with nonprofit organizations and service providers throughout the year to generate support for Department of Community Resources programs. In addition, each division within the department also utilizes the support of local nonprofit organizations and service providers to further enhance programs and services. The following is a sampling of the many organizations that assisted the department in 2011:

Alameda Gateway Community Association
All About Kids

American Association of Retired Persons (AARP)
Arapahoe House

Arc of Jefferson County
Army Corps of Engineers

BADGER: Belmar Arts District Group
of Eclectic Residents

Belmar Block 7

Bluff Lake Nature Center

Boy Scouts of America

Boy's and Girl's Club of Metro Denver

Bright Beginnings

Bureau of Land Management

CancerFit.Inc

Catholic Charities

Chicano Humanities and Arts Council

Child Care Assistance Program (CCAP)

Colorado Christian University

Colorado Division of Wildlife

Colorado Head Start Association

Colorado Mountain Bike Association

Colorado Mountain Club

Colorado Parks and Recreation Association

Colorado Photographic Arts Center
(formerly Working with Artists)

Colorado State University Extension,
Jefferson County

Colorado Weed Management Association

Developmental Disabilities Resource Center

Easter Seals Colorado

Edge Theatre

Family Tree

Friends of Man

Friends of Paha

Front Range Antique Power Association

Girl Scouts of Colorado

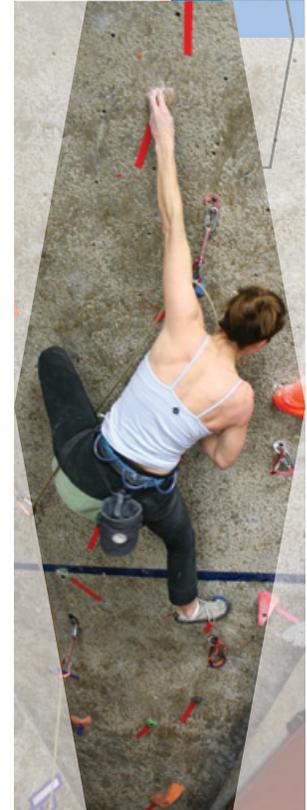
Gold Crown Foundation



... & SERVICE PROVIDERS

Helping Hearts and Hands
Heritage, Culture and the Arts Alliance
Home Instruction for Parents and
Preschool Youngsters (HIPPIYUSA)
Jefferson Center for Mental Health
Jefferson County Head Start
Jefferson County Open Space
Jefferson County Public Health
Jefferson County Public Library
Jefferson County Public Schools
Jefferson County Senior Low Vision Program
Jefferson County Workforce
Karlis Family Center
Lakewood Arts Council
Lakewood Historical Society
Lakewood Legacy Foundation
Lakewood Symphony
Lions Club
Metro State College
Metro West Housing Solutions
MICRO Computer Club
Mile High Youth Corps
National Parks and Recreation Association
Operation Blessing
Ralston House

Red Rocks Community College
Regis University
Rocky Mountain College of Art + Design
Rotary Club of Lakewood
RTD Senior Rides
Second Wind Fund
Senior's Inc.
Seniors Resource Center
Share Our Strengths
South Jeffco Rotary
Special Olympics
St. Anthony's Hospital
Stride—The Pathway to Self-sufficiency
Team Summit
The Action Center
The Adult Learning Source
The Jefferson Foundation
United Services Organization (USO)
Visiting Nurse Association
Volunteers for Outdoor Colorado
Volunteers of America
Lakewood-West Colfax Business Improvement District
West Colfax Community Association
West Metro Fire and Rescue Foundation
Women, Infants and Children (WIC)



LOOKING FORWARD IN 2012

Lakewood Cultural Center Annual Fund Program

Resource Development will implement a new annual fund program to provide individual patrons the ability to directly support ongoing performance and arts programs, classes and overall operations.

Recreation and Inclusion Services for Everyone (R.I.S.E.)

R.I.S.E. is the City of Lakewood's therapeutic recreation program for individuals with disabilities age 6 to adults. The program also provides inclusion services and support to ensure that all individuals, regardless of ability, have the opportunity to participate in recreation, leisure or wellness programs with their peers.

Historic Lakewood-Mountair Fire Station No.1 at Lakewood Heritage Center

Local community leaders have come together to support construction of a historic fire station at Lakewood Heritage Center, representative of the original Lakewood-Mountair Fire Station No.1. Once complete, the fire station will include firefighting artifacts and community meeting/classroom space.

Bear Creek Lake Park Visitor Center Master and Interpretive Planning

Continuing the work begun in 2011, master planning and interpretive education planning efforts in 2012 will play a significant role in strategically preparing the Regional Parks Division for the future renovation and expansion of the Bear Creek Lake Park Visitor Center.



LOOKING FORWARD IN 2012

SPARC: Exploring Lakewood's Science, Parks, Arts, Recreation and Culture

Lakewood Head Start, a component of the Family Services Division, helps low-income preschoolers discover Lakewood's unique "SPARC" through this engaging exploratory program. Family Services works in partnership with other Community Resources divisions and local businesses to create activities that encourage children and their families to experience science, parks, arts, recreation and culture right here in Lakewood. Activities range from naturalist programs at Bear Creek Lake Park to cooking classes at Whole Foods in Belmar.

Peerless Gas Station and Estes Motel

The Peerless Gas Station and Estes Motel share a significant place in the early history of Lakewood's West Colfax Avenue, a major thoroughfare for travelers. Beginning in 2012, Resource Development will begin fundraising efforts to assist in the restoration of these iconic structures.

Community Resources Scholarship Funds

Resource Development works with local businesses and organizations to raise scholarship funds that allow low-income families, youth and people with disabilities to engage in fitness, wellness, arts and culture programs offered by the Department of Community Resources. Specific funds include the Family Services Scholarship Fund and Recreation Scholarship Fund.

Community Events

Each year, the Department of Community Resources hosts a wide variety of fun and entertaining community events. From the Lakewood Trail Running Series and Earth Day events to the Cider Days festival, Lakewood offers something for everyone. For all these events, Resource Development works to secure sponsorship and promotional support.

DONORS

Recreation

1st Bank of Lakewood
Arko Partnership
Atlanta Bread Company
Bellco Credit Union
Bluewater Ropes
Brueggers Bagels
Brunswick Bowl
Buffalo Wild Wings
Chick-fil-a
Chipotle
Cigna
Colorado Parks and Recreation Association
Colorado Youth Tennis Foundation
Dick's Sporting Goods
Dr. Pepper Snapple Group
Evolve Sports Design
Friends of Paha
Great-West Retirement Services
Honest Tea
Hooters Restaurant
Izze Beverage Company
Jamba Juice
Jump Street
KIND Bars
King Soopers
Life Touch Photography
Little Caesars
Mad Rock
Kevin McNierney
Millet
Mountain Smith
National Inclusion Project

New York Bagel Cafe
Noodles & Company
Matt Oberender
Olive Garden
Oogave
O'Toole's Garden Center
Piffler's Sports Tavern
Craig Puck
REI
Runners Roost
Scarpa
Smith Optics
Starbucks
Sunrise/Sunset
The Egg & I
Van Gilder Insurance
Whole Foods - Belmar
Wilderness Exchange Unlimited Co.
Zemi Photographics

Heritage, Culture & the Arts

850 KOA Radio
Alameda Gateway Community Association
Applewood Reliques
Martha Ashmore
Bellco Credit Union
Carmichael Chiropractic
Chicano Humanities and Arts Council
Chick-fil-a
Chipotle
Citizens of the Scientific & Cultural Facilities
District

Colorado Cider Company
Colorado Creative Industries
Colorado Historical Society
Costco Wholesale
Del Norte Brewing
Direct TV
Ellen Fitzgerald
Foothills Credit Union
Jane Hays
Pamela Heath
Heritage, Culture & the Arts Alliance
Institute of Museum and Library Services
Carla Joy
Diana Kinsey
King Soopers
Bonnie Kipple
KUSA TV Channel 9
La Voz
Marriott Residence Inn/Courtyard
Bill Mitchell
Muller Engineering Company, Inc.
National Endowment for the Arts
Olinger Crown Hill
Nancy Richards
Sheraton Denver West
Paul Stenko
Tedford Katz Commercial Real Estate
Texas Roadhouse
The Denver Post
The Egg & I
David Wiechman
Lynn and Francoise Yehle

DONORS

Family Services

Bellco Credit Union
Colorado Garden Show
Community Shares of Colorado
Dennis and Barbara King
Lakewood Meridian
Theodore Matsuo
O'Toole's Garden Center
Sevens Home Care
Target at Belmar
Temple Hoyne Buell Foundation
Village Roaster
Westland Meridian
Whole Foods - Belmar
Marsha Zalengo

Regional Parks and Golf

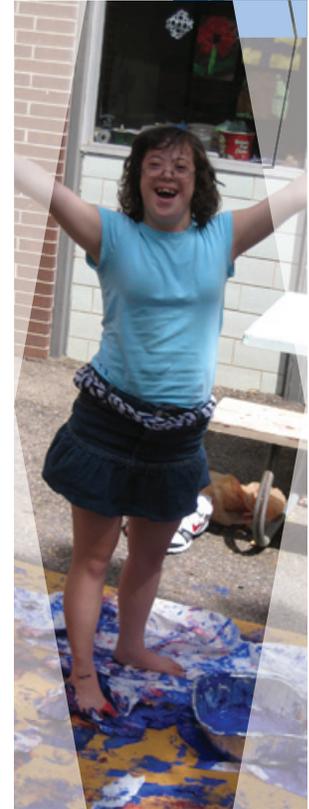
Chick-fil-a
Foothills Credit Union
Great Outdoors Colorado Trust Fund
Institute of Museum and Library Services
KIND Bars
Lakewood Legacy Foundation
New York Bagel Cafe
REI
Runners Roost
Treads Bicycle Outfitters
Village Roaster
Vitamin Water
Whole Foods - Belmar

Urban Parks

Community Development Block Grant
Jefferson County Open Space
Whole Foods - Belmar

Miscellaneous

Alameda Gateway Community Association
Einstein Bagels
The Learning Source
Lowe's Home Improvement
REI
Village Roaster
Whole Foods - Belmar



RESOURCE DEVELOPMENT STAFF

Mary Masini, Resource Development Manager

Mary oversees all Resource Development and administrative activities and works with the management team to coordinate projects across divisions in the Department of Community Resources.

Rhetta Shead, Marketing and Promotions Supervisor

Rhetta promotes Community Resources programs, facilities, and endeavors through a variety of means including management of printed materials, advertising, public relations, marketing and corporate support.

Catherine Foy, Advertising and Media Specialist

Catherine creates advertising and collateral materials and supports the marketing, promotional and advertising needs for each division of the Department of Community Resources, as well as coordinates the development and editing of department publications.

Kim Palmer, Media and Administrative Technician

Kim provides additional media support to the Department of Community Resources through the creation of advertising and collateral materials.

Tory Pearson, Resource Development Specialist (Corporate)

Tory develops and manages corporate partnerships including sponsorships, donations and in-kind support. She also coordinates strategic nonprofit partnerships for the Department of Community Resources.

Amber Wall, Resource Development Supervisor

Amber coordinates grant writing, prospect research and project development services for the Department of Community Resources, as well as technical direction and assistance for the department's website, copy writing and database management.

Glenda Roberts, Resource Development Specialist (Grants)

Glenda provides grant writing development support to the Department of Community Resources, as well as researches, develops and coordinates alternative funding options for departmental projects and coordinates donor appreciation activities for Resource Development.

Sherry Stegall, Resource Development Technician

Sherry provides part-time website support to the department including image processing, page layout, content updates and review of content for accuracy, placement and cross-referencing with print publications.

