

## **DRAFT: FOR Discussion and POSSIBLE ADOPTION**

### **Project Charter – Partnerships**

#### **Project Description**

##### Overview

The 2025-2030 Park and Open Space Plan emphasize the role that partnerships will play in the future success of the Madison Parks system. Madison Parks currently partners with a multitude of organizations providing various benefits to the community. These benefits range from ice skating rink maintenance and planting projects to operating businesses and sporting teams to financing infrastructure improvements, e.g., golf courses. These partnerships have typically been considered by staff and policy makers on a case-by-case basis. This incremental approach can be burdensome for staff, create opportunities for uneven treatment and is, further, resistant to policy formation.

##### Phase I

Phase I will seek to develop a classification system of existing partnerships based on their structure, operations, and scale. This will facilitate the development of policies which allow similar partnerships to be considered in a uniform, equitable manner with clear City objectives and fairness in treatment. This classification system will be compared to classification systems used in other communities, if that information is available.

##### Phase II

Phase II will identify and explore examples of partnership structures being used in other Park Systems. This will allow members to evaluate key components of alternative partnership structures for potential use in the City of Madison.

##### Phase III

Phase III will consider the outcomes of Phase I and Phase II in the preparation of recommendations for future partnerships goals and priorities. Future partnership goals may include:

- Providing on-going revenue streams
- Providing on-going activities and programming
- Funding for Capital Improvements and maintenance

## **Outcome**

### Phase I

Written description of existing partnerships classifications and comparison to other communities, if that information is available.

### Phase II

Written description of the key components of alternative partnership structure examples.

### Phase III

Written report for use by Parks staff for future partnership discussions. The written report may contain recommendations to develop formal policies on specific topics associated with partnerships in the future, if the Parks Long Range Planning Subcommittee determines it is appropriate.

## **Action Plan**

1. Identification and classification of existing partnership agreements
2. Exploration of partnership examples in other Park Systems
3. Discussion of partnership priorities and goals
4. Develop staff workplan
5. Develop written report providing recommendations to staff and policy makers.

## **Internal/External Resources Need for This Project**

### Internal

Parks staff resources

- Supply existing partnership information to LRP members
- Provide relevant documents, such as policies on naming and branding, to LRP members
- Answer LRP member questions regarding existing partnership agreements
- Assist LRP members with identifying partnership examples in other park systems
- Provide reviews and assistance for development of written report

### External

LRP member work

- Development of classification system of existing partnerships
- Prepare written description of existing partnerships classifications
- Identify and research partnership examples in other park systems.
- Prepare presentations and summaries of partnership examples.
- Prepare written description of key components of alternative partnership structure examples.
- Prepare written report for use by Parks staff for future partnership discussions.