

**2017 Neighborhood Conference
City of Knoxville Office of Neighborhoods**

Workshop 9–B: Funding Resources for Neighborhood Groups

Presenters: Millie Ward & Clarita Buffaloe
Historic Holston Hills Community Club (HHHCC)

Goals for Our Presentation

2. Hear from HHHCC that put together several different funding sources for a larger project
3. Hear from HHHCC with several grassroots fundraising efforts

Fund Raising Plan

Steps	HHHCC
1. Have a Goal	To improve our Holston Hills Community Park as a place to draw the community together
2. Set up a Plan	Add more hardscape & landscape to enhance the Park as a place to meet See our Plan on Slide 4
3. Use multiple resources to complete the Plan	Found NSGP, 202 funds, Parks & Rec Challenge Grant Created Sales Events Found donations
4. Looked for unique ideas to combine resources	Used Park existing stone work to create a commemorative stone fund raising campaign

**Set up a Plan:
Holston Hills Community Park Plan**



Found Grants

Seeking Grants	HHHCC as an Example
What do you specifically want to do?	Build patio, walkways & Benches Add Plants Add lighting, water, water feature
Cost out	Get bids Go on line Add donated local labor, equipment, & materials
Look for grants to fund these items	NSGP, Parks & Rec Challenge Grants, & 202 funds for neighborhood development
Apply for funds tying everything back to your goal	Usable space for community-building activities, including: Patio, walkways, benches, shady spots

**Created Sales Events –
What do neighbors want and need?**

What neighbors wanted	What we did	How we did it
More plants for houses	Mums Sale Poinsettia Sale	<ul style="list-style-type: none"> Found wholesale plant source Priced plants above wholesale & below store prices Did advance & same day orders Had 1 pickup day & time
More garden plants	Garden Sale	<ul style="list-style-type: none"> Got plants from neighbors Added food & white elephant sale donated items Advertised event
Show pride in their gardens & Park	HHHCC Gardening T-Shirt Sale	<ul style="list-style-type: none"> Created design Sold shirts at all events
A way to remember family & friends	Commemorative Stones in the Park	<ul style="list-style-type: none"> Made pictures, order forms & set prices Created sales campaign Used NSGP funds to purchase large pots Using NSGP funds to more buy stones Selling existing a new stones

Found Donations

What we needed	Donations
Plants for Park	Trees from a neighbor in landscaping business Installation with donated labor & equipment Donated bulbs from gardeners & gifts Installed with donated labor Donated bulbs and shrubs from Parks Department Installed with donated labor
Irrigation	Donated dripper system Installed with donated labor
Lighting	Donated low voltage landscape lighting Installed with donated labor

Combining Resources to Generate Funds: Commemorative Stone Campaign

- › Park had "unique" resource:
Sidewalk, patio stones & benches that could be engraved as memorials
- › Did research with Brimer's Monuments – stone & engraving prices; Gave us a model stone
- › Created a sales campaign with stone sizes & prices
- › Using NSGP funds to buy additional stones & benches
- › Profits from sales will be used to:
 - › Put in more sidewalks
 - › Build second patio
 - › Add benches

Commemorative Stone Sales Campaign

- › Determined who would be interested in buying a stone or bench
 - › Long-term residents
 - › Former residents
 - › Newer residents
- › Set up sales approach for each group
- › Selected stone sizes from existing stones
 - › 1-2 sq ft, 2-4 sq ft, 5+ sq ft
 - › 2x5 ft benches
 - › Added 5x10x2 Pavers to line new paths in Park
- › Set prices for each stone piece with advice from friends

Special Thanks to All Our Park Friends

- › Our Park "Adopters"
 - Terry Raby & Tammy White
 - Air Tech Tools
 - Nick Della Volpe
 - City of Knoxville
 - City of Knoxville
 - Office of Neighborhoods
 - East TN Design Center
 - Knox Co. Parks & Recreation Dept.
- › East Minister Presbyterian Church
- › Brimer's Monuments
- › Henry Carson Plumbing
- › The Rock Yard
- › Kenneth Gresham
- › Oliver Adams
- › Dr. Jimmy Milan
- › HHHCC Volunteers
- › Participants in our Park Events

Questions or Suggestions?

Millie Ward

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Millie Ward has been a resident of Knoxville for 5.5 years. Now retired from many years of service as an educator and grant writer, she resides with her husband, Jim, in Holston Hills. Since moving to Holston Hills, she has helped create three grants for Holston Hills Community Park and one for Strickland Park. She has been a member of Holston Hills Community Club for 5 years, and has served as an Executive Board member, Co-chair of the Garden Club, and member of the Holston Hills Dogwood Committee. In addition, she has been active in Town Hall East (T.H.E.) for 5 years. During that time, she has serving on the Executive Board and the Parks Committee. Currently, she serves as T.H.E. Vice President, Chair of the Schools Committee, and member of the Parks Committee.

Questions or Suggestions?

Clarita Buffaloe

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Clarita Buffaloe-has lived in Holston Hills for most of her 58 years and considers Holston Hills (like Dorothy in the Wizard of Oz) no place like home. She is currently is serving a 3 year term as a board member of Town Hall East in Knoxville, participates as one of two representatives for Holston Hills on the Knoxville Dogwood Arts Trails Committee, is the current president of the Historic Holston Hills Community Club, participates in the sub-committees of the Community Club, and is one of three trustees for the Community Club. She is an active member of several committees in her church, Immaculate Conception Catholic Church.