



4800 Ashford Dunwoody Road
Dunwoody, Georgia 30338
dunwoodyga.gov | 678.382.6700

MEMORANDUM

To: Mayor and City Council
From: Brent Walker, Parks and Recreation Director
Date: April 12, 2021
Subject: City of Dunwoody Guide for Non-Profit Partners

ITEM DESCRIPTION

Councilwoman Tallmadge and Councilman Seconder have created guidelines for non-profit organizations that have a usage agreement with the City of Dunwoody's Facility Authority or Council. The guidelines have been shared with the non-profit partners.

Lynn Deutsch Mayor
Eric Linton, ICMA-CM City Manager
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1
Jim Riticher City Council Post 2
Tom Lambert City Council Post 3

Stacey Harris City Council Post 4
Joe Seconder City Council Post 5
John Heneghan City Council Post 6

Packet page:...



CITY OF DUNWOODY GUIDE FOR NON-PROFIT PARTNERS

This guide was developed to strengthen the relationship between the non-profits that utilize city-owned facilities and the City of Dunwoody (hereafter referred to as "the City").

Consistent interconnected communication and collaborative setting expectations between the City and our non-profits is key.

1. This would include an assigned city council member to act as the liaison and sounding board between the non-profit and the city. Actions may include meetings with non-profit leadership to assist in requests, concerns, and concepts.
2. The City Parks and Recreation Department will also organize non-profit leadership roundtables as requested or needed throughout the year.

Benefits to the non-profits include:

1. Facility rentals, networking opportunities, and community updates through City-sponsored events, newsletters, website, and social media.
2. Marketing support to increase volunteerism for those interested in engaging with the organization, through our Dunwoody Ambassadors.
3. Funding opportunities can be expanded, strengthening grant proposals, while ensuring transparency and accountability to the public.
4. Communications Department details is attached to this guide.
5. Marketing details through Parks and Recreation Department is attached to this guide.

Documents to be provided to the City include:

1. Copy of most current version By Laws
2. Name and Contact Information of Executive Board members by role (Chair, Vice, Treasurer, Secretary, Director, etc.)
3. Name and Contact Information of Executive Director and/or pertinent staff by role
4. Yearly Calendar with events
5. Form 990 filed with the IRS *Note: An organization that fails to meet their filing requirements for 3 consecutive years will have their tax-exempt status automatically revoked by the IRS.*

*The Non-Profit must notify the City of any changes in the organization during the year within 60 days of occurrence. These changes include leadership changes of executive board member additions or losses, Executive Director or other key staff leadership.

Note: The Non-Profit will file all reports and other documents required by law in a timely and comprehensive manner, including but not limited to those required by the State of Georgia and the United States Internal Revenue Code.

Annual Meetings-Open House:

As a minimum, once a year there will be an *annual meeting or open house with a Q&A, open to the public, and advertised at least 30 days in advance.

*Annual Meeting may be in combination with a fundraising event

Non-profit Facility Usage Agreements:

All usage facility agreements are on file with the City Parks and Recreation Department. Facility usage agreements are updated as needed by the non-profit, and then must go through the approval process via the Dunwoody Public Facilities Authority or the Dunwoody City Council.

Annual Report & Presentation to City Council:

Presented jointly by the Executive Director & Board Chairperson. Content to include as a minimum:

- Major programming activities
- Community engagement
- Significant events impacting operations (Positive & Negative)
- Major events or initiatives planned for the next 12 months
- Opportunities for further support / partnership with the city



Dunwoody's Communications Guidelines:

- **D-news** - The weekly e-newsletter will focus on city meetings, city initiatives, city news, public safety news, information and programs, city events and city-sponsored events. It will include a section for transportation news from the City of Dunwoody public works department, GDOT and the PCIDs. News, events and programs from city partners (Stage Door Players, the Dunwoody Nature Center, Dunwoody Preservation Trust, the Dunwoody Community Garden & Orchard, Dunwoody Senior Baseball, Create Dunwoody, Spruill Center for the Arts, Rush Union Soccer and the Chattahoochee Handweavers Guild) will also be included. D-news will also feature community news and community events that are open to all and promote positive engagement. This will include listings from the following entities: DeKalb County government, DeKalb schools, the Dunwoody Library, the Dunwoody Homeowner's Association, the Dunwoody Woman's Club, the Dunwoody Garden Club, Bike Walk Dunwoody, Scouts and other Dunwoody-based nonprofits. Community news can include listings that support recycling, arts & culture, senior programming, efforts to address food insecurity, support for the underserved and volunteerism.
- **City of Dunwoody App** - The City of Dunwoody app will provide easy links to the city calendar, city news, city contact information, parks programs and more. It will also link to Discover Dunwoody's restaurant list and event calendar. Communications staff will use news and event notifications for information important to those who subscribe. Notifications to all app users will be used sparingly and only for city-wide concerns.
- **City Website and Web Calendar** - The City of Dunwoody's website at <http://www.dunwoodyga.gov> will remain the City's primary and predominant Internet presence. City social media sites should link back to the official City of Dunwoody website for forms, documents, online services and other information necessary to conduct business with the City of Dunwoody.

The event calendar on dunwoodyga.gov will be limited to the following: city meetings, city events, city-sponsored events, Signature Events, Premier Events, Bike Walk Dunwoody monthly rides, the Dunwoody Farmers Market and Dunwoody Food Truck Thursdays: <https://www.dunwoodyga.gov/community/program-partners>

- **Dunwoody L.E.A.F.** - Dunwoody Parks & Recreation will take the lead on content for the City's parks and recreation guide. This is produced like a magazine but available online only, which makes it easier to update. New issues are posted every four months. Each issue includes a calendar of events and programs, details about events and programs, details about parks, programs, park amenities and park partners.

From Dunwoody's Social Media Policy:

The goals of the City of Dunwoody's social media program are as follows:

1. To promote positive interaction and engagement between the City of Dunwoody and the public. To support a positive image of the City.
2. To disseminate information about projects, plans, meetings and initiatives to the Dunwoody community in a trusted and efficient manner. To share news about economic development and transportation. To support Dunwoody partners, arts and culture, and volunteerism. To support new businesses. To share news about Dunwoody entertainment and restaurant options. To share news about DeKalb County government and DeKalb County schools. To share information about Dunwoody Library programs.

D-news:

The City of Dunwoody supports nonprofit partners by amplifying their messages about programs and events. Nonprofits are invited to email the city's communications team every week (by COB Wednesday) to provide content for D-news, the city's weekly electronic newsletter. D-news begins with city news & events. The top section is followed by parks department programming, then nonprofit partner programs and events. The order of the nonprofit listings varies from week to week. The typical run for listings is no more than three weeks to keep the content fresh.

Dunwoody Ambassadors:

So far, 75 people have signed up for the program. Kathy Florence is the program lead. She e-mails nonprofit partners twice a month to inquire about volunteer needs and creates a special newsletter to share those opportunities with volunteers. In some cases, volunteer opportunities can also be added to the City's website calendar. The City is a sponsor of Saturday Volunteers at the Dunwoody Nature Center. Those dates are listed on the City's web calendar.

Dunwoody Digest:

Communications and Parks & Recreation reach out to nonprofit partners quarterly for events and programs to include in the calendar section of the Dunwoody Digest. Those events and programs are also included in the L.E.A.F., which is produced three times a year by Parks & Rec.

City of Dunwoody Website:

The event calendar on dunwoodyga.gov is limited to the following: city meetings, city events, city-sponsored events, Signature Events, Premier Events, Bike Walk Dunwoody monthly rides, the Dunwoody Farmers Market and Dunwoody Food Truck Thursdays. With the creation of the Dunwoody Ambassadors, some volunteer events by nonprofit partners can also be included upon request.

***Parks & Rec is working with Communications to create a Parks Microsite. We're exploring options right now to enhance calendar options for nonprofits on this site.*



Marketing- Dunwoody Parks & Recreation

City Promotion

As part of your agreement, your program will be included as listed below. Any marketing in relation to your program must be approved in advance and distributed in a manner that represents Dunwoody's marketing principles and strategies.

L.E.A.F. Parks and Recreation Guidebook - Inclusion in the L.E.A.F. Event Pages including event/program name, date, and time. L.E.A.F. is released online seasonally (January 1, May 1, and September 1).

Flyers - Flyers can be displayed on all Park Display Boards (4"x6") as well as at City of Dunwoody sponsored events (8½"x11"). Partners need to provide Parks staff with flyers at least 14 days in advance.

Social Media – Posts about programs offered during the season will be sent out via Dunwoody Parks & Rec social media at various times (Facebook and Instagram).

Calendar Listing – Submitted events will be included on the Dunwoody Parks & Recreation calendar category "Parks Program Partners." Events need to be submitted to Parks staff at least 14 days in advance.

Event Opportunities – All Partners are welcome to secure event space at all City-hosted events. Space needs to be secured with Parks staff at least 14 days prior to event.

Athletic Fields/Rentals – Partners will receive a discounted rate and priority booking on all athletic fields; and discounted rates for pavilion rentals.

Annex Usage – Partners will have access to the N. Shallowford Annex for meetings.