

## LARA WEISIGER

---

**From:** Amy Wooldridge  
**Sent:** Wednesday, May 17, 2017 1:12 PM  
**To:** LARA WEISIGER  
**Cc:** Jill Keimach; Liz Warmerdam  
**Subject:** FW: Capital Development Consultant

Hello Lara,

I received this email this morning, which requests that it be forwarded to City Council for tonight's meeting.

Thank you,  
Amy

Amy Wooldridge  
Recreation and Parks Director  
City of Alameda  
(510) 747-7570  
[awooldridge@alamedaca.gov](mailto:awooldridge@alamedaca.gov)  
[www.alamedaca.gov/recreation](http://www.alamedaca.gov/recreation)  
Find us on Facebook at PlayARPD

**From:** Ronald E. Limoges [mailto:relimoges@gmail.com]  
**Sent:** Wednesday, May 17, 2017 12:05 PM  
**To:** Amy Wooldridge <AWooldridge@alamedaca.gov>  
**Subject:** Capital Development Consultant

Good morning Amy;

I had intended to be at this evening's Special Meeting of the City Council to discuss the proposed Budget for Fiscal Years 2017-2019, but something has come up that makes that unlikely. Would you be kind enough to pass this written communication along to the appropriate City Officials for their consideration this evening. Thanks.

In June, my wife and I will have lived on Shoreline Drive in Alameda for 6 years. In that short time, I have served for five years on the Mastick Senior Center Advisory Board, including two years as President of that wonderful organization. I am currently a proud member of the Alameda Recreation and Parks Commission. I was also a Founding Board Member of Alameda Backyard Growers (ABG, Inc.), a volunteer not-for-profit that

harvests fruit and produce from our Alameda neighbors and delivers thousands of pounds of fresh food each year to our own Alameda Food Bank.

As a Board Member of ABG, Inc. I was asked to bring together an Advisory Committee to assist Director Wooldridge and her staff with the development, management and maintenance of the Community Garden portion of the Jean Sweeney Open Space Park. Our large group includes Master Gardeners, food producers, the Food Bank Director, arborists, an architect, City and County employees engaged in both park development and food security issues, interns from Laney College and even a couple of fundraising professionals. We have been meeting monthly for nearly two years, laying out "best practices" for the Community Garden, a Forager's Lane and an Urban Forest that will be situated on about 2.5 acres at the Eastern end of this marvelous new parkscape.

Prior to retirement, I spent more than 30 years as a development consultant and philanthropic advisor to both donors and recipients of every imaginable kind of charitable grant, gift and capital investment. Thus, I am writing to recommend that City Officials consider adding a line item to the upcoming budget to support the hiring of a professional fundraiser or company with the knowledge, expertise and proven experience to develop financial support from individuals, corporations and foundations to underwrite the complete development and on-going operation of Jean Sweeney Open Space Park (JSOSP).

I understand ARPD has a grant writer, and Alameda County probably does as well, but that is neither sufficient nor effective in the face of the amount of money needed to complete this remarkable 25+ acre park in the heart of our wonderful island City. Indeed, Director Wooldridge has already put in an amazing amount of effort into obtaining the several millions of dollars to complete the cross-island bike trail and some of the work needed on the West End of JSOSP. However, what is expected to be *at least* six million more dollars will require a professional and comprehensive outreach to all

components of our own Alameda community as well as to state, regional and national organizations, companies and foundations whose recreation, food security and parkland interests overlap with the opportunities that JSOSP offers for highly effective social investment.

I worry that the final completion of the park will require new and as yet unidentified municipal revenues, or an endless series of small grants and gifts that are beneficial but insufficient, and thus the opening and enjoyment of this amazing space for Alameda families will be long-delayed. You simply cannot raise millions of dollars in \$10 or even \$100 increments.

Whatever the cost of a well-executed professional fundraising contract to the City of Alameda, the return on investment would be enormous, both in terms of dollars raised and positive civic response. Moreover, it would allow us to have the new Park and Community Gardens we all want and deserve without adding unnecessary tax and/or charitable burdens on our citizens or local small business.

Thank you for your consideration.

Ron.

--

**Ronald E. Limoges, Ph.D.**  
2051 Shoreline Drive, Apt. 213  
Alameda, California 94501  
Phone: 415.515.0715