

STAMPING GROUND COMMUNITY CENTER

2018 BUSINESS PLAN



PREPARED BY THE
KENTUCKY LEAGUE OF CITIES
COMMUNITY DEVELOPMENT SERVICES





Acknowledgements

Stamping Ground City Commission

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EXECUTIVE SUMMARY

The proposed Stamping Ground Community Center is envisioned to serve the public as a hub for community interaction, recreation, tourism, safety, and commerce. Many of the area’s residents are currently unable to take advantage of existing recreational and social activities within the county due to financial constraints and a lack of transportation options. The center will serve as the anchor of the community by providing an accessible and diverse selection of amenities, programming, and events for all to enjoy.

The following business plan outlines the City of Stamping Ground’s goals, options, strategies, and resources for the proposed community center project. The plan functions as a guide for the City of Stamping Ground as it begins to transition the project from ideation to implementation.

Much of the strategical direction outlined in this plan originated from Stamping Ground’s city administration and community through the city’s 2016 strategic planning process and 2018 online public survey.





PROJECT NARRATIVE

The citizens of Stamping Ground desire a better quality of life. The community currently suffers from a lack of recreational, health care, public safety, commercial enterprise, and social outlet options. While the nearby cities of Georgetown and Lexington afford these opportunities, access to these community offerings is limited by distance and the availability of transportation options. Moreover, the people of Stamping Ground want their community to grow from within and continue to be a source of pride. In response to these needs, the City of Stamping Ground is proposing the construction of a new community center to serve its residents and the surrounding area.

The proposed project represents an opportunity for the city to take the lead in driving community and economic development efforts and provide residents a local quality of life advantage. Though the exact features of the community center have yet to be finalized, it is the desire of the community and the city's leadership to see that the facility serves as a

private and public venture hub. This will necessitate that the city engage in public-private partnerships for the facility to act as a catalyst for community and economic development. Private business and rental use of the facility will also generate revenue to help offset operational costs, which is a priority of the city.

As a public resource, the center will serve as an important nexus for community gatherings, recreation, and tourism. The availability of rental space is key in order to provide community organizations and families the ability to conveniently host events in town. Moreover, the center will also be a welcoming hub for visitors travelling along Kentucky's Bourbon Trail or experiencing the regions numerous other attractions.

Lastly, the community center will enhance public safety for the area. It will be a resource in the form of a safe space for kids and youth and could act as a storm shelter during severe weather events.





COMMUNITY CENTER GOALS

- Goal #1:** To provide a space for community events, programming, and activities targeting children, youth, and senior citizens.

- Goal #2:** To provide leased space for private and public business who share the same target audiences.

- Goal #3:** To serve as a trailhead for nearby trails by providing free parking and clean restrooms for tourist traffic.

- Goal #4:** To serve as an anchor for downtown and function as a focal point for tourism activity/information sharing.

- Goal #5:** To be a financially self-sustaining facility.





MARKET ANALYSIS OF SERVICE AREA

The principal service area of the proposed community center is the City of Stamping Ground. While the center will benefit all 825 of its residents, the primary target market is the city's children, youth, and senior citizens. According to the latest American Community Survey data, the city has 181 residents aged 0-17 and 148 residents over age 65. Together, the primary target group comprises 40 percent of the entire city's population.

The community sector's secondary service area is the region directly surrounding Stamping Ground city limits. Using Census tract data, this total area (including the City of Stamping Ground) encompasses approximately 6,891 residents, 39 percent of whom are either 0-17 or over 65 years of age (see Stamping Ground & Surrounding Area – Community Profile).

Population projections completed by the Kentucky State Data Center indicate that the share of Scott County that is 65 or older will significantly increase between now and 2040. Therefore, the community center will help meet the area's growing capacity needs by providing senior citizens a suitable venue.

The community center also aims to capture the interest and needs of tourists in the region. Central Kentucky is ripe with tourist attractions and the project property is located nearby to a number of existing distilleries, parks, trails, and historical sites. Given the city's close proximity to I-64 and I-75, the city has the opportunity to accrue tourism revenue if it can provide travelers the right incentive to stop in.

One of the anticipated outcomes of the community center is a healthier populace. Many of the suggested community center features are health related in some way, including the proposed establishment of a medical clinic, cardio fitness and weight room, aerobics or dance studio, a rock climbing wall, indoor soccer area, or park features to be located outside of the center.

According to Kentucky Health Facts, Scott County has a 37 percent obesity rate and 21 percent rate of adults who lack participation in physical activity. While there are many factors that determine these statistics, providing physical activity amenities in the community center has the potential to make a profound impact on the health outcomes of the community.





COMMUNITY PROFILE

People & Housing

Population Estimate (2016)	825
H.S. Diploma or More - % of Adults 25+ (2016)	79.7%
Bachelor's Deg. or More - % of Adults 25+ (2016)	7.8%
Households (2016)	366
Total Housing Units (2016)	376
Percent of Total Units Vacant for Seasonal or Recreational Use (2016)	0.0%

Employment & Income

Labor Force (2016)	390
Unemployment Rate (2016)	7.2%
Median Household Income (2016)	\$29,844
Median Family Income (2016)	\$44,583
Poverty Rate (2016)	17.9
Mean Travel Time to Work (minutes) (2016)	25.1

Population by Age, 2016

	Stamping Ground	Pct. of Total	Kentucky	Pct. of Total
Total	825	100%	4,411,989	100%
Preschool (0 to 4)	84	10.2%	274,525	6.2%
School Age (5 to 17)	97	11.8%	739,665	16.8%
College Age (18 to 24)	77	9.3%	427,726	9.7%
Young Adult (25 to 44)	206	25.0%	1,127,588	25.6%
Adult (45 to 64)	213	25.8%	1,189,485	27.0%
Older Adult (65 plus)	148	17.9%	653,000	14.8%
Median Age*	38.6		38.6	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates
 *Median Age is averaged for combined areas

Population by Race and Hispanic Origin, 2016

	Stamping Ground	Pct. of Total	Kentucky	Pct. of Total
Total	825	100%	4,411,989	100%
American Ind. or Alaskan Native Alone	0	0.0%	9,052	0.2%
Asian Alone	0	0.0%	57,084	1.3%
Black Alone	38	4.6%	350,242	7.9%
Native Hawaiian and Other Pac. Isl. Alone	0	0.0%	2,584	0.1%
White Alone	780	94.5%	3,859,516	87.5%
Two or More Race Groups	7	0.8%	92,837	2.1%
Hispanic or Latino				
Total Hispanic or Latino	2	0.2%	146,945	3.3%
Mexican	2	0.2%	85,029	1.9%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates



COMMUNITY PROFILE

Educational Attainment, 2016

	Stamping Ground	Pct. of Total	Kentucky	Pct. of Total
Total Population 25 and Older	567	100.0%	2,970,073	100.0%
Less Than 9th Grade	39	6.9%	190,711	6.4%
9th to 12th, No Diploma	76	13.4%	265,469	8.9%
High School Graduate (incl. equiv.)	278	49.0%	990,322	33.3%
Some College, No Degree	93	16.4%	618,001	20.8%
Associate Degree	37	6.5%	231,405	7.8%
Bachelor's Degree	21	3.7%	397,154	13.4%
Graduate or Professional Degree	23	4.1%	277,011	9.3%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Households, 2016

	Stamping Ground	Pct. of Total	Kentucky Households	Pct. of Total
Total Households	366	100.0%	1,718,217	100.0%
Family Households	223	60.9%	1,136,651	66.2%
Married with Children	53	14.5%	310,792	18.1%
Married without Children	99	27.0%	522,674	30.4%
Single Parents	48	13.1%	161,526	9.4%
Other	23	6.3%	141,659	8.2%
Non-family Households	143	39.1%	581,566	33.8%
Living Alone	132	36.1%	486,098	28.3%
Average Household Size	2.2		2.4	
Average Family Household Size	3.0		3.1	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Housing Units, 2016

	Stamping Ground	Pct. of Total	Kentucky Units	Pct. of Total
Total Housing Units	376	100.0%	1,951,090	100.0%
Owner Occupied	180	47.9%	1,147,903	58.8%
Renter Occupied	186	49.5%	570,314	29.2%
Vacant For Seasonal or Recreational Use	0	0.0%	41,386	2.1%
1-Unit (Attached or Detached)	219	58.2%	1,220,981	62.6%
2 - 9 Units	82	21.8%	199,644	10.2%
10 - 19 Units	9	2.4%	55,684	2.9%
20 or More Units	2	0.5%	51,148	2.6%
Built Prior to 1940	63	16.8%	195,973	10.0%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates



COMMUNITY PROFILE

Labor Force Averages, 2016

	Stamping Ground	Kentucky
Total Labor Force	390	2,070,698
Employed	362	1,914,189
Unemployed	28	156,509
Unemployment Rate	7.2	7.6

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Commuting to Work, 2016

	Stamping Ground	Pct. of Total	Kentucky	Pct. of Total
Workers 16 Years and Over	358	100.0%	1,886,629	100.0%
Car, Truck, or Van -- drove alone	326	91.1%	1,551,679	82.2%
Car, Truck, or Van -- carpooled	15	4.2%	183,154	9.7%
Public Transportation (excluding taxicab)	0	0.0%	20,408	1.1%
Walked	3	0.8%	44,888	2.4%
Other Means	0	0.0%	24,897	1.3%
Worked at Home	14	3.9%	61,603	3.3%
Mean Travel Time to Work (minutes)	25		23	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

Resident Occupations, 2016

	Stamping Ground	Pct. of Total	Kentucky	Pct. of Total
Employed Civilian Population. 16 Years and Over	362	100.0%	1,914,189	100.0%
Management, Professional, and Related	52	14.4%	632,394	33.0%
Service	54	14.9%	319,664	16.7%
Sales and Office	94	26.0%	454,253	23.7%
Farming, Fishing, and Forestry	7	1.9%	12,685	0.7%
Construction, Extraction, and Maintenance	58	16.0%	167,004	8.7%
Production, Transportation, and Material Moving	97	26.8%	328,189	17.1%

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates

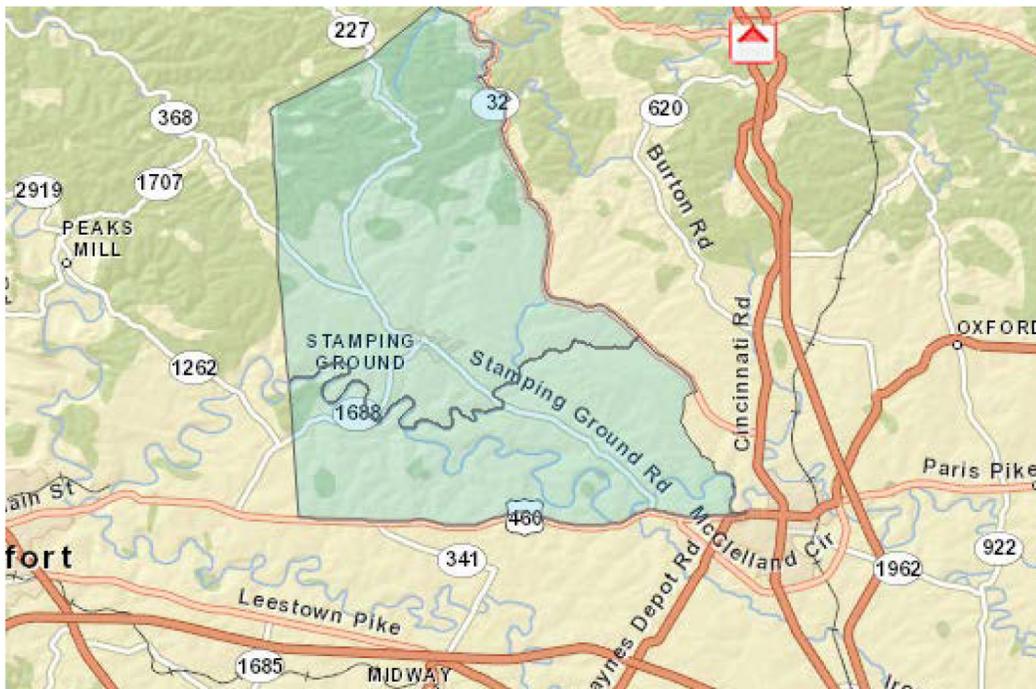


STAMPING GROUND & SURROUNDING AREA – COMMUNITY PROFILE

Population by Age, 2016

	Custom Region	Pct. of Total	U.S.	Pct. of Total
Total	6,891	100%	318,558,162	100%
Preschool (0 to 4)	360	5.2%	19,866,960	6.2%
School Age (5 to 17)	1,505	21.8%	53,745,478	16.9%
College Age (18 to 24)	413	6.0%	31,296,577	9.8%
Young Adult (25 to 44)	1,659	24.1%	83,946,307	26.4%
Adult (45 to 64)	2,100	30.5%	83,522,208	26.2%
Older Adult (65 plus)	854	12.4%	46,180,632	14.5%
Median Age*	40.6		37.7	

Source: U.S. Census Bureau, American Community Survey, latest 5-Year Estimates
 *Median Age is averaged for combined areas



Area surrounding Stamping Ground. Includes census tracts 21209040501 and 21209040602



ALTERNATIVE PROVIDERS OF SIMILAR OR LIKE SERVICES AND COMPARATIVE ANALYSIS

Some of the proposed features for the Stamping Ground Community Center are offered in the nearby cities of Georgetown and Frankfort. However, for those with limited financial or transportation means, the ability to access neighboring facilities is difficult. The closest facility with some features similar to

those proposed at the Stamping Ground Community Center is 8.8 miles away.

The following is a list of recreational, fitness, and community facilities within a travel distance of five miles from the City of Stamping Ground:

Recreation/Health/Fitness Facilities	Type of Facilities/ Services Provided	Distance from Stamping Ground
Scott County Park 1260 Scott County Park Rd., Georgetown, KY	basketball, soccer, picnic areas, walking trails, dog park	8.5 miles
Royal Spring Park N Water St., Georgetown, KY 40324	picnic tables, bike racks, historic sites	8.8 miles
Fitness Finally 126 E Main St. #1, Georgetown, KY	physical fitness program	8.9 miles
Jazzercise 142 S Broadway, St., Georgetown, KY	health club	9 miles
Cardome Renaissance Center 800 Cincinnati Rd #3, Georgetown, KY	venue rentals, community events	9.9 miles
Elite Fitness KY 1135 Lexington Rd., Georgetown, KY	gym	10 miles
Suffoletta Family Aquatic Center 200 Airport Rd., Georgetown, KY	water park	10.2 miles
Lakeview Park 112 Park Ave., Frankfort, KY	skate park, golf course, and ball fields, amphitheater	10.5 miles
Ultimate Fitness and Strength 401 Outlet Center Dr. #370, Georgetown, KY	gym	10.6 miles
BodyFit Georgetown 101 Spring Ct., Georgetown, KY 40324	gym	10.7 miles
ELITE Fitness Frankfort 193 Versailles Rd., Frankfort, KY	health club	11.3 miles
Fisticuffs 106 Osborne Way, Georgetown, KY	gym	11.6 miles
United Talent 101 Spring Court, Georgetown, KY	gymnastics center	11.9 miles
Lifestyle Barbell 104 Lawson Dr., Georgetown, KY	gym	11.9 miles
Noochie Varner Baseball & Softball Academy 124 Frazier Ct., Georgetown, KY	gym	11.9 miles
Cove Spring Park 100 Cove Spring Rd., Frankfort, KY	hiking trails, picnic facilities, archery range	12.8 miles
Cross Fit Frankfort 105 Locust Dr., Frankfort, KY	gym	12.9 miles
TMMK Fitness 1001 Cherry Blossom Way, Georgetown, KY	gym	13.1 miles
Planet Fitness 101 Allen Way, Frankfort, KY	gym	13.2 miles



MARKETING AND SALES STRATEGY

Because the city has partnerships with numerous organizations and businesses within the community, many opportunities for marketing and promotion are available. The city has a website and Facebook page and newsletters, fliers, posters, Twitter, radio, and newspaper outlets are also commonly used by the city and its partners to convey information.

This business plan and accompanying fundraising prospectus (see appendix) will be used to inform residents and potential partners about this initiative and to encourage them to use and/or support the facility.





PROPOSED PROJECT LOCATION

The proposed project location is 3270 Main Street in Stamping Ground. The 1.84 acre lot is the site of a former funeral home, which was demolished in 2016. The City of Stamping Ground has since purchased the vacant lot, which is strategically

situated in the center of the city along Main Street, and is directly across from the Stamping Ground Elementary School. The site has ready access to water and sewer services and is not located in a Special Flood Hazard Area.





COMMUNITY CENTER FEATURE OPTIONS

In order to determine which community center features to include, a public survey of the Stamping Ground area was conducted. In total, 61 people responded to the survey between May 18 and June 8, 2018.

The most popular community center features were physical activity spaces (ex. walking and jogging track or trail), community program and rental spaces, and a farmers market or community garden space. These features were voted as most important when valued individually or as a consideration of a collective “top three” need. Other features receiving popular support included a cardio fitness or weight room, an indoor water park pool/therapy pool, playground areas for children, and a picnic shelter.

Survey respondents were also asked to consider the allocation of limited project funding between the features of a storm shelter, walking and biking trails, a community center for indoor recreation, indoor aquatic facilities, and outdoor sports and recreation facilities. Given this question, respondents valued the storm shelter, walking and biking trails, and a community center for indoor recreation as the top features that should receive the most financial support. See the complete public survey results in the appendix for community rankings.





COMMUNITY CENTER FEATURE OPTIONS

Type of Feature	Operational Revenue Potential?	Partnership Potential?
Community Center Indoor Features		
<i>cardio fitness/weight room</i>	X	X
<i>senior adult program space</i>	X	X
<i>farmers Market/community garden space</i>	X	X
<i>walking and jogging track</i>	X	X
<i>teen program space</i>	X	X
<i>youth program space</i>	X	X
<i>community room rental space</i>	X	
<i>public library branch</i>	X	X
<i>storm shelter</i>		
<i>gymnasium for basketball and volleyball</i>	X	X
<i>aerobics/dance studio</i>	X	X
<i>indoor water park pool/therapy pool</i>	X	X
<i>connection to the elementary school</i>		X
<i>theater/space for performance arts events</i>	X	X
<i>Classroom training</i>		X
<i>multi-purpose/meeting areas</i>	X	
<i>preschool program space</i>		X
<i>technology – broadband availability</i>		
<i>police department</i>		
<i>gaming/martial arts/archery</i>	X	X
<i>rock climbing wall</i>	X	X
<i>Indoor soccer</i>	X	X
Outdoor Park Features		
<i>farmers market</i>	X	X
<i>walking/biking/hiking trails</i>		X
<i>playground for children</i>		
<i>picnic shelter</i>		
<i>gathering space</i>		
<i>amphitheater/outdoor theatre space</i>	X	
<i>restrooms</i>		
<i>dog park</i>		
<i>community garden space</i>		
<i>tennis courts</i>		
<i>grassy play areas</i>		
<i>other</i>		
<i>basketball courts</i>		
<i>skate park</i>		
<i>parking</i>		



POTENTIAL PARTNERSHIP OPPORTUNITIES

Creating synergy through expanded program offerings and collaborative efforts can be beneficial to all providers as interest grows and people gravitate to the type of facility that best suits their recreational needs and schedules.

The following are potential strategic alliance partnerships to consider:

- Scott County Extension Office
- Scott County Public Library
- Stamping Ground Elementary School

- Scott County Health Department or Private Health Care Provider
- Georgetown/Scott County Tourism Commission
- Private Sector Partnerships
 - Compatible businesses could be things such as a medical clinic, branch bank, coffee shop, computer repair, gift shop, or art gallery, on the lower level with office space available in the upper level.

OPERATIONS AND MAINTENANCE

The City of Stamping Ground will be the primary owner and administrator of the proposed community center building. Maintenance could be provided

either by the city's public works department or a third party contractor. Administration duties will be the responsibility of a full-time or part-time staff member.



COST OF SERVICES & RESOURCE ALLOCATION AND COST RECOVERY PHILOSOPHY

Cost of Services

The cost of operating a facility or providing a program and/or service is divided into direct and indirect expenses.

Direct Costs:

Includes all the specific, identifiable expenses (fixed and variable) associated with operating a facility or providing a service or program. These expenses would not exist without the program or service and often increase exponentially. Direct costs include the following:

- Hourly or part-time salaries for front desk, reception, registration, instructors, leaders, aides, field supervisors, officials, coaches
- Personnel benefits including FICA and Social Security, Workers' Compensation Insurance, etc.
- Contractual services for coaches, officials, instructors, etc.
- Consumable equipment and supplies like balls, paper, clay and glazes, kiln firing, art supplies provided by instructor or agency, chalk
- Uniforms, tee shirts, for participants and staff
- Non-consumable equipment purchased only for the programs that require periodic, continual replacement or are necessary for the start of the programs like yoga mats, blocks, bouncy balls, free weights, racquets and goggles
- Training specifically for the program or services, such as CPR and first aid, ongoing or reimbursed training and certifications
- Transportation costs like van driver and mileage, parking, tolls, detailing, or rental of buses, etc.
- Entry fees, tickets, admissions for participants and leaders/instructors

- Rental or professional fees for facilities, spaces, janitors, charge backs, etc.
- Equipment rental or repair for programs or facilities
- Printing
- Dues and memberships
- Food and beverage for consuming or resale
- Merchandise for resale
- Advertisement associated with a facility or specific program
- Utilities associated with the operations of a facility
- Any other costs associated or attributed specifically with the program or service
- Allocated cost for administrative staff and proportionate benefit

Indirect Costs:

Encompasses overhead (fixed and variable) including the administrative costs of the agency such as:

- Funding debt service
- Marketing and research
- Facility operating costs and utilities if not charged back to the program
- Administrative full-time or part-time employee salaries and benefits
- Temporary help for vacancies and absences
- Employment ads
- Office equipment and supplies
- Office furniture



COST OF SERVICES & RESOURCE ALLOCATION AND COST RECOVERY PHILOSOPHY

- Maintenance of grounds, equipment and building
- Various other appropriated costs

These costs would exist without any of the specific programs and might also be attributed to facility operations (in which case they are direct expenses to the facility or park operations).

Resource Allocation and Cost Recovery Philosophy

- Develop fee standards based on city or county residency versus non-city or non-county residency; for-profit and nonprofit organizations; and prime and non-prime time fees structures.
- Create consistent rental and other fee waiver policies.
- Implement a cost recovery philosophy and policy using a standardized methodology and process.



NEXT STEPS FORWARD - OBJECTIVES & STRATEGIES

Objective: Begin process of readying the project site for construction.

Strategies

- Determine any site preparation needs (ex. site clearing).
- Determine the need for a site survey and geotechnical report.

Objective: Determine features to be included in the community center.

Strategies

- Visit other communities and learn everything you can about what worked, what didn't work and what should have been done differently.
- Consider the following when evaluating proposed community features:
 - What will be the function(s) of the building and site?
 - Who will use it?
 - How will it be used?
 - Will revenue be generated? How much?
 - Can the usage be leveraged to meet both local and visitor needs?

- Use the community feature scoring sheet to assist with selections. (see appendix)
- Identify lead individual to engage organizations and businesses and determine prospective partnerships.
 - Use prospectus document to assist with fundraising and partnership opportunities. (see appendix)

Objective: Identify project costs and pursue funding options.

Strategies

- Create and extend a Request for Proposal (RFP) or Request for Qualifications (RFQ) or both to acquire the services of an architect and/or engineering firm.
- Use a layered financing approach – grants/ public funds/private funds.
- Conduct a cash flow and cost-benefit analysis with anticipated debt service and grant funding scenarios.



APPENDIX



APPENDIX

FUNDING OPPORTUNITIES

Community Development Block Grant - HUD

The Community program is designed to provide funds for community development projects that address human service needs, such as senior centers, crisis centers, fire stations and facilities that provide services to low-income persons. Maximum grant amount is \$500,000 of CDBG funding per community. A 10 percent match is required. All cities and counties are eligible to apply for the funds with the exception of entitlement communities. According to the latest HUD estimates, Stamping Ground is considered a low-to-moderate income community and therefore meets the income thresholds requirements to be grant eligible.

https://kydlgweb.ky.gov/FederalGrants/16_CDBG.cfm

Distance Learning & Telemedicine Grant - USDA

The Distance Learning and Telemedicine program helps rural communities use the unique capabilities of telecommunications to connect to each other and to the world, overcoming the effects of remoteness and low population density. Funds can be used to acquire eligible capital assets such as broadband transmission facilities; audio, video and interactive video equipment; terminal and data terminal equipment; computer hardware; network components and software; inside wiring and similar infrastructure that further DLT services; acquisition of instructional programming that is a capital asset; and even acquisition of technical assistance and instruction for using eligible equipment. A 15 percent match is required for this program.

<https://www.rd.usda.gov/programs-services/distance-learning-telemedicine-grants>

Rural Broadband Access Loan and Loan Guarantee - USDA

This program furnishes loans and loan guarantees to provide funds for the costs of construction, improvement, or acquisition of facilities and equipment needed to provide service at the broadband lending speed in eligible rural areas.

<https://www.rd.usda.gov/programs-services/rural-broadband-access-loan-and-loan-guarantee>

Community Connect Grants Program - USDA

This program helps fund broadband deployment into rural communities where it is not yet economically viable for private sector providers to deliver service.

<https://www.rd.usda.gov/programs-services/community-connect-grants>

Land & Water Conservation Fund

The LWCF provides federal grant funds to protect important natural areas, to acquire land for outdoor recreation and to develop or renovate public outdoor recreation facilities such as campgrounds, picnic areas, sports and playfields, swimming facilities, boating facilities, fishing facilities, trails, natural areas and passive parks.

http://kydlgweb.ky.gov/FederalGrants/16_LWCF.cfm



APPENDIX

FUNDING OPPORTUNITIES

Recreational Trails Program - FHWA

The Recreational Trails Program (RTP) is funded by the Federal Highway Administration (FHWA). It can be used to provide assistance for acquisition of easements, development and/or maintenance of recreational trails and trailhead facilities for both motorized and non-motorized use. The Recreational Trails Program benefits communities and enhances quality of life. All trails that have received FHWA funding must remain open to the public and maintained for perpetuity.

Eligible applicants are cities, counties, state and federal agencies. Nonprofit organizations must partner with a governmental entity.

http://kydglweb.ky.gov/FederalGrants/16_RTP.cfm

Hazard Mitigation Grants Program - FEMA

HMGP provides funds to states, tribes, and local communities after a disaster declaration to protect public or private property through various mitigation measures. Hazard mitigation includes long-term efforts to reduce the impact of future events. The key purpose of this grant program is to enact mitigation measures that reduce the risk of loss of life and property from future disasters

There is a 13 percent local match requirement.

<https://www.fema.gov/hazard-mitigation-grant-program>

Community Facilities Direct Loan & Grant Program - USDA

This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area, and does not include private, commercial or business undertakings.

Rural areas including cities, villages, and townships and towns including federally recognized tribal lands with no more than 20,000 residents according to the latest U.S. Census Data are eligible for this program.

Funds can be used to purchase, construct, and/or improve essential community facilities, purchase equipment and pay-related project expenses.

<https://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

Baseball Tomorrow Fund - MLB

The Baseball Tomorrow Fund (BTF) awards grants to nonprofit and tax-exempt organizations involved in the operation of youth baseball and/or softball programs and facilities. Organizations operating in the U.S. and international locations are eligible to apply. To date, an average of 400 requests are received annually; approximately 10 percent are awarded grants. Grants are awarded on a quarterly basis.

Grants are intended to provide funding for incremental programming and facilities for youth baseball and softball programs, not for normal operating expenses or as a substitute for existing funding or fundraising activities.

The funds may be used to finance a new program, expand or improve an existing program, undertake a new collaborative effort, or obtain facilities or equipment necessary for youth baseball or softball programs.

Grants are designed to be flexible to enable applicants to address needs unique to their communities.

Eligibility: Nonprofit Organization, PreK-12 Educational Agency, City, County, or Town Government

<https://www.mlb.com/baseball-tomorrow-fund>



APPENDIX

FUNDING OPPORTUNITIES

PeopleForBikes Community Grant Program

The PeopleForBikes program offers funding for important and influential projects that leverage federal funding and build momentum for bicycling in communities across the United States. Grants of up to \$10,000 are provided for bicycle infrastructure projects and targeted advocacy initiatives that make it easier and safer for people of all ages and abilities to ride.

Eligible applicants include nonprofit organizations with a focus on bicycling, active transportation, or community development; city or county agencies or departments.

<https://peopleforbikes.org/our-work/community-grants/>

Walmart Community Grants

The Community Grant Program awards grants ranging from \$250 to \$5,000 through each of the Walmart Foundation's facilities (Walmart Stores, Sam's Clubs, and Logistics Facilities). Eligible organizations must operate on the local level (or be an affiliate/chapter of a larger organization that operates locally) and directly benefit the service area of the facility from which they are requesting funding.

There are eight areas of funding for which an organization can apply. Please review the areas listed below to ensure your organization's goals fall within one of these areas:

1. Hunger relief and healthy eating: Providing federal or charitable meals/snacks for low-income individuals and families in the United States.

2. Health and human service: Providing medical screening, treatment, social services, or shelters for low income individuals and families in the United States.
3. Quality of life: Improving access to recreation, arts or cultural experiences for low-income individuals and families in the United States.
4. Education: Providing after-school enrichment, tutoring or vocational training for low-income individuals and families in the United States.
5. Community and economic development: Improving local communities for the benefit of low-income individuals and families in the United States.
6. Diversity and Inclusion: Fostering the building of relationships and understanding among diverse groups in the United States.
7. Public Safety: Supporting public safety programs through training programs or equipment in the United States.
8. Environmental sustainability: Preventing waste, increasing recycling or supporting other programs that work to improve the environment in the United States.

Cities, as a government entity, are eligible.

<http://giving.walmart.com/walmart-foundation/community-grant-program>



APPENDIX

STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

Total Responses: 61

Overall Summary

The purpose of the Stamping Ground Community Center Public Survey was to receive input from the public regarding which features and/or amenities they would like to see included in the proposed Stamping Ground Community Center. The survey was designed to receive open suggestions as well as commentary on specific proposed features and their funding importance. In total, 61 people responded to the survey between May 18 and June 8, 2018. The following information serves as a summary of the most popular and unique opinions that were located in the survey data. The full survey results are on file and can be accessed by contacting the Kentucky League of Cities.

In summary, the most popular community center features were physical activity spaces (most commonly in the form of a walking and jogging track or trail), community program and rental spaces, and a farmers market or community garden space. These features were voted as most important when valued individually or as a consideration of a “top three” need. Other features receiving popular support included a cardio fitness or weight room, an indoor water park pool/therapy pool, playground areas for children, and a picnic shelter.

Survey respondents were also asked to consider the allocation of funding between a storm shelter, walking and biking trails, a community center for indoor recreation, indoor aquatic facilities, and outdoor sports and recreation facilities. Given this question, respondents valued the storm shelter, walking and biking trails, and a community center for indoor recreation as the features that should receive the most financial support.

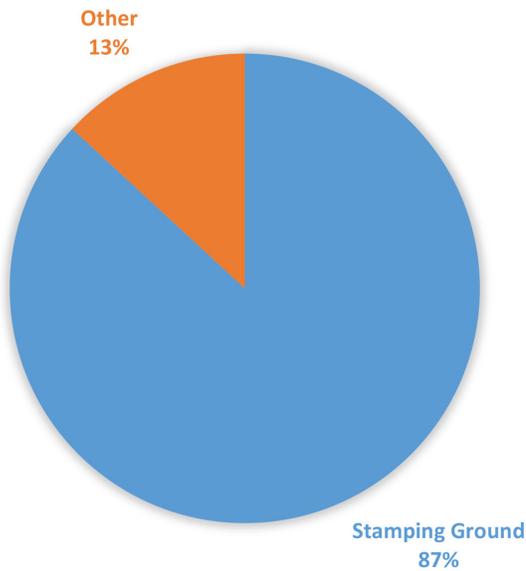


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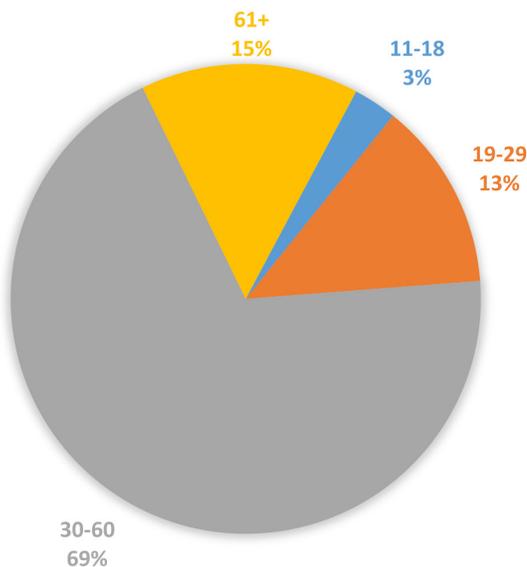
STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

Question Summary

1. Are you a resident of Stamping Ground?



2. What is your age?





APPENDIX

STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

3. If a community center were to be developed, what are the most important aspects of the indoor space for a community center for Stamping Ground? Rank from 1 to 10 with 1 being most important and 10 least important.

Rank	Feature	Average Score
#1	fitness/weight room	4.08
#2	senior adult program space	4.22
#3	farmers market/community garden space	4.26
#4	walking and jogging track	4.38
#5	teen program space	4.46
#6	Youth program space	4.51
#7	community room rental space/party rental rooms	4.54
#8	public library branch	4.56
#9	storm shelter	4.75
#10	gymnasium for basketball and volleyball	4.98
#11	aerobics/dance studio	5.00
T-#12	indoor water park pool/therapy pool	5.04
T-#12	connection to the elementary school	5.04
#14	theater – space for performance arts events	5.13
#15	classroom training	5.14
#16	multi-purpose/meeting areas	5.19
#17	preschool program space	5.22
#18	technology – broadband availability	5.39
#19	police department	5.48
#20	gaming/martial arts/archery	5.85
#21	rock climbing wall	6.11
#22	indoor soccer	6.67



APPENDIX

STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

4. Of the above listed aspects in the previous question, select the three that are most important to you and members of your household.

Rank	Feature	#1 Priority	#2 Priority	#3 Priority	Total
#1	walking and jogging track	11	5	8	24
#2	community room rental space/party rental rooms	13	4	3	20
#3	indoor water park pool/therapy pool	7	2	7	16
T-#4	youth program space	2	3	6	11
T-#4	farmers market/community garden space	2	4	5	11
T-#6	teen program space	2	6	2	10
T-#6	public library branch	5	3	2	10
T-#6	storm shelter	2	1	7	10
T-#6	technology – broadband availability	1	5	4	10
T-#6	cardio fitness/weight room	4	4	2	10
#11	multi-purpose/meeting areas	2	4	3	9
T-#12	preschool program space	2	3	1	6
T-#12	gymnasium for basketball and volleyball	1	3	2	6
T-#12	senior adult program space	2	2	2	6
T-#15	Theater – space for performance arts events	2	2	1	5
T-#15	gaming/martial arts/archery	1	1	3	5
#17	classroom training	0	3	1	4
T-#18	police department	1	1	1	3
T-#18	aerobics/dance studio	0	3	0	3
T-#20	rock climbing wall	1	1	0	2
T-#20	connection to the elementary school	0	1	1	2
#22	indoor soccer	0	0	0	0

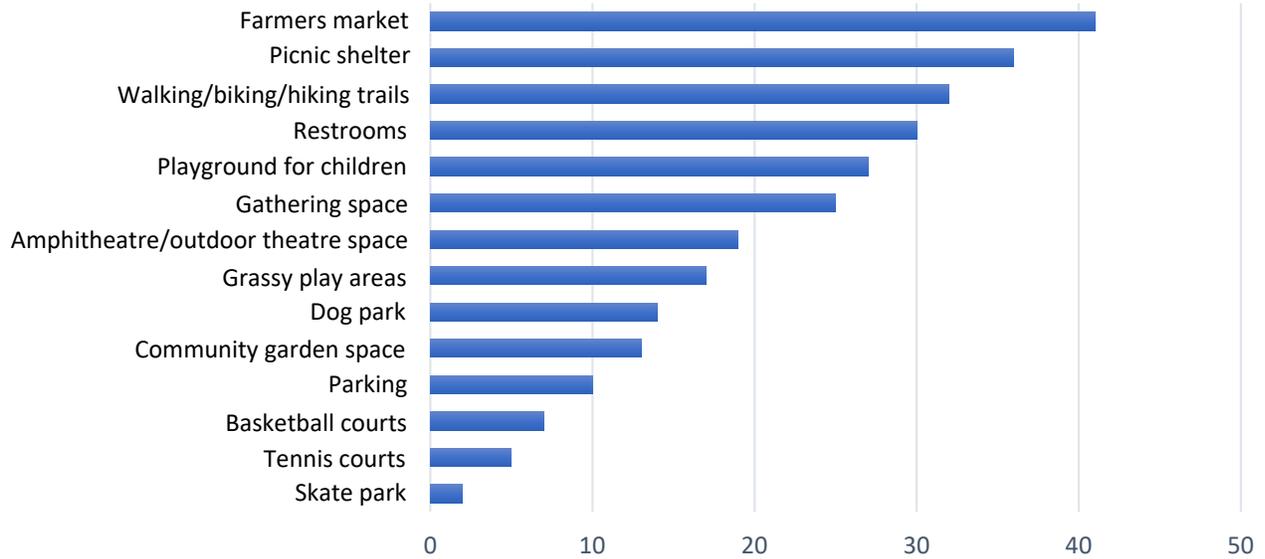


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STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

5. Some residents of Stamping Ground have expressed interest in developing the green space to include a multi-purpose park area. This could include a public gathering space, fields for sports activities, and playground equipment. Which of the following would you and your family members be most interested in?

of Survey Respondents in Support of Park Feature





APPENDIX

STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

6. Of the above listed aspects in the previous question, select the three that are most important to you and members of your household.

Rank	Feature	#1 Priority	#2 Priority	#3 Priority	Total
#1	farmers market	20	14	1	35
#2	walking/biking/hiking trails	13	7	5	25
#3	playground for children	7	10	4	21
#4	picnic shelter	5	8	6	19
#5	gathering space	2	2	12	16
#6	amphitheater/outdoor theatre space	3	3	8	14
#7	restrooms	2	5	6	13
#8	dog park	1	4	4	9
#9	community garden space	2	2	2	6
T-#10	tennis courts	1	2	2	5
T-#10	grassy play areas	0	2	3	5
T-#10	other	3	0	2	5
#13	basketball courts	1	1	2	4
T-#14	skate park	0	1	2	3
T-#14	parking	1	0	2	3



APPENDIX

STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

7. If a community center was built in Stamping Ground, what amenities or physical features would you like to see included?

Community Features

- multi-purpose rooms with small kitchens
- covered area/pavilion/shelter with restrooms that could be used for picnics and parties
- farmers market
- events for all members of the community including teens, the elderly, handicap persons, etc.
- art
- library (five mentions)
- meeting rooms/places where people can have access to computers and classes (ex. GED)
- features related to the history of Stamping Ground.
- any features or programs that would keep it busy and act as the heartbeat of the community
- storm shelter (two mentions)

Physical Activity Venues

- dance/martial arts classes
- skate park
- indoor walking track/walking trail
- Fitness center/gym with weights and sauna
- Indoor or outdoor swimming pool (three mentions)
- Basketball court (outdoor or indoor)

Kids/Youth

- small playground area such as sandbox, swings, and slides
- programs for toddlers (including those with autism and other disabilities)
- preschool classes
- connection to the Stamping Ground children's business fair
- something to keep youth and teens out of trouble.
- safe place for kids

Entertainment Venues

- stage area for entertainment
- play area
- space for people to go and have fun

Other Amenities/Features

- shady areas
- water fountains
- free internet/Wi-Fi
- security features
- public restrooms (eight mentions)
- handicap accessible (two mentions)
- comfortable setting
- plenty of folding chairs and tables for meetings
- nice exterior
- available rental space
- financially self-sustaining



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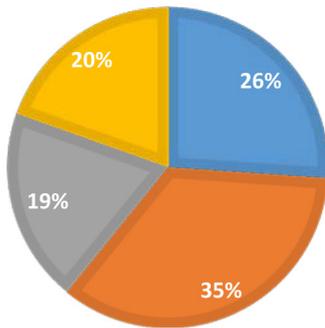
STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

8. How would you allocate \$100 among the following Community Center options?

- community storm shelter
- walking and biking trails
- indoor aquatic facilities
- outdoor sports and recreation facilities
- community center for indoor recreation

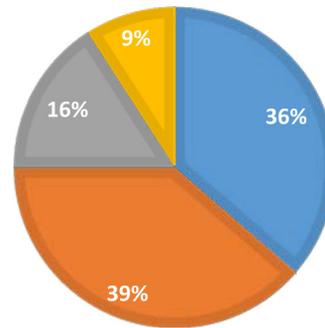
COMMUNITY STORM SHELTER

■ \$0-25 ■ \$26-50 ■ \$51-75 ■ \$76-100



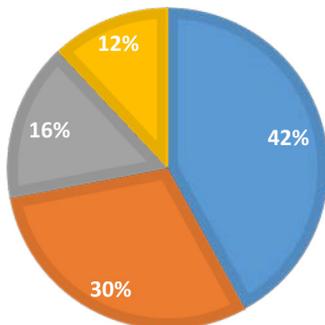
OUTDOOR SPORTS AND RECREATION FACILITY

■ \$0-25 ■ \$26-50 ■ \$51-75 ■ \$76-100



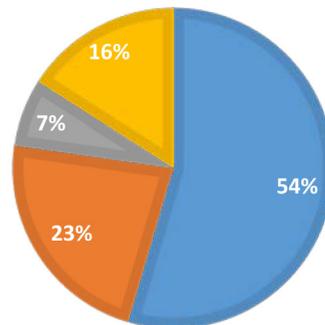
WALKING AND BIKING TRAILS

■ \$0-25 ■ \$26-50 ■ \$51-75 ■ \$76-100



INDOOR AQUATIC FACILITIES

■ \$0-25 ■ \$26-50 ■ \$51-75 ■ \$76-100



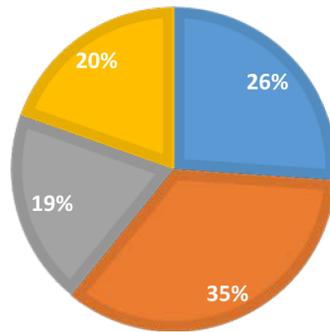


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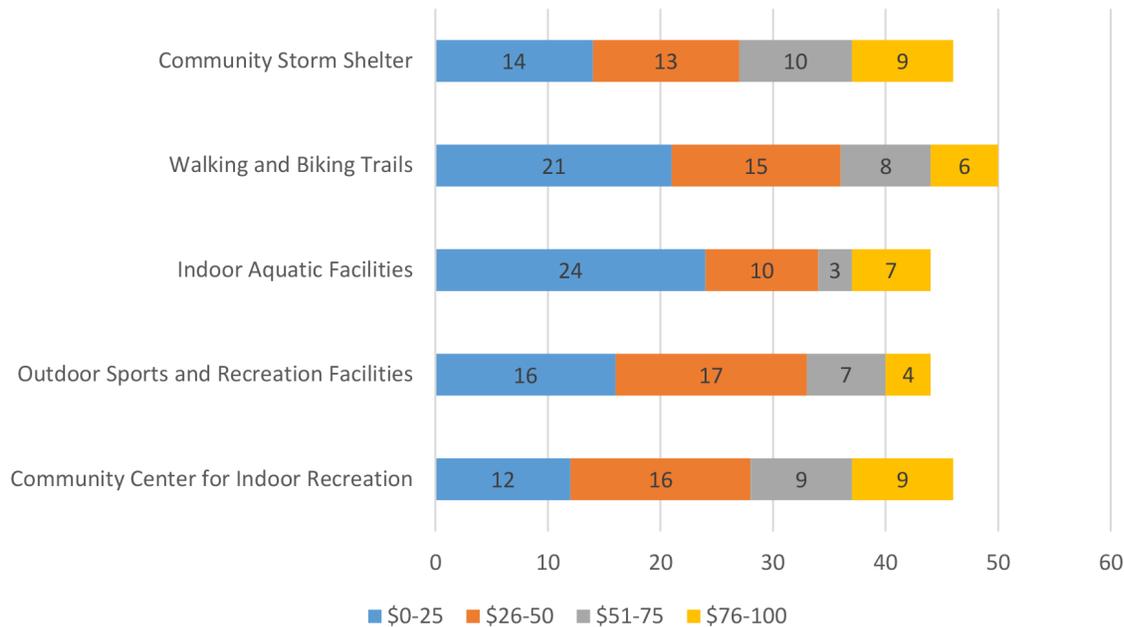
STAMPING GROUND COMMUNITY CENTER PUBLIC SURVEY RESULTS

COMMUNITY CENTER FOR INDOOR RECREATION

■ \$0-25 ■ \$26-50 ■ \$51-75 ■ \$76-100



Support for Community Center Funding by Feature (total # of responses shown)





APPENDIX

STAMPING GROUND COMMUNITY CENTER - FEATURE SCORING SHEET

Type of Feature _____

Overall Rank _____

Under each category, rate the community feature using a 1-10 point system (1 = lowest)

1. Citizen Support

Citizen support based on the City of Stamping Ground Community Center Public Survey results.

Points _____

2. Cost/Funding

Anticipated cost of the feature compared to the city's ability to pursue public and private funding options (grants, private donations, etc.).

Points _____

3. Opportunity for Partnerships/Revenue

Ability for the community feature to offset project costs by being operated and rented by a private or nonprofit organization.

Points _____

4. Maintenance

Ability of the city to maintain the community feature in a cost-effective manner.

Points _____

5. Community and Economic Development

Is this viewed as a priority of the city that aligns with the Stamping Ground Strategic Plan?

Points _____

Total Points _____



APPENDIX

STAMPING GROUND COMMUNITY CENTER – PROSPECTUS (SAMPLE)

Overall Summary

Description

The City of Stamping Ground is spearheading the development of a multi-use community center. The community center will be a first of its kind in Stamping Ground and will provide multi-faceted functions to provide social offerings, promote the general health, and drive economic and tourism development within the community.

The Need for Change

The community currently suffers from a lack of recreational, health care, commercial enterprise, and social outlet options. While the nearby cities of Georgetown and Lexington afford these opportunities, access to these community offerings is limited by distance and the availability of transportation options. Moreover, the people of Stamping Ground want their community to grow from within and continue to be a source of pride.

Investment Opportunities

The City of Stamping Ground is seeking \$\$\$\$\$\$ in private support over the next XX years. This money will:

[List benefits from chosen facility features]

Investment Opportunities

- Financial donations
- In-kind labor, equipment, and products to reduce cost of construction

For Your Investment

Grantors/donors will have the satisfaction of knowing that their contributions have improved the quality of life in Stamping Ground.

Additional marketing and promotional opportunities may include (but are not limited to):

- Grand opening/dedication events and media
- Marketing materials and special events via Stamping Ground website

[List desired community features with individual project costs/needed match]

Goals and Measures of Success

[Create 3-year project timeline]

Community Contacts

[List contact information of project leads]



Kentucky League of Cities

Created by the residents of Stamping Ground, Kentucky
with assistance from the Kentucky League of Cities

2018