

ATTACHMENT A - PLAN

Act 15 of 2014

Schedule 20

NAME OF CONTRACTING PARTY:

New Orleans City Park Improvement Association

NAME AND BRIEF NARRATIVE OF PROGRAM:

To provide salaries to for 37 full time employees in maintenance, horticulture, administration, development, athletics and tennis in order to improve and beautify New Orleans City Park to provide recreational, educational, beautification and cultural services for citizens.

Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified). What are the goals, objective(s), expected outcomes/results for this program: Indicate the goals/objectives for this program. Indicate the expected outcomes/results for each goal. Explain how each goal, objective, outcome/result is measured. Identify activities that will be implemented to achieve expected outcomes, the person(s) responsible for implementing the activity, and the expected completion date.

1. Program Goal (*Goals are the intended broad, long-term results. Goals are clear statements of the general end purposes toward which efforts are directed.*)
To improve and beautify New Orleans City Park to provide recreational, educational, beautification and cultural services for citizens.

2. Program Objective(s) (*Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal, that identify the expected outcomes and results. **The program objective must include a percentage, a specific dollar amount or a number***).

1. To provide salaries for 37 full time employees in maintenance, horticulture, administration, development, athletics and tennis in order to improve and beautify New Orleans City Park to provide recreational, educational, beautification and cultural services for citizens by June 30, 2015
2. Maintain, beautify, operate and improve amusement park to provide recreational activities for 70,000 visitors by June 30, 2014.

3. Relevant Activity (Activities) (*An activity is a distinct subset of functions or services within a program to meet the Program Objective.*)

1. Pay bi-weekly salaries of 37 full time employees.
2. City Park will operate Carousel Gardens and Storyland Amusement Park by using recreational services staff to operate facility, police staff to maintain security, maintenance to improve, beautify and maintain grounds and rides and the fiscal and administration staff to monitor safety and attendance.

4. Performance Measure(s) (*Measure the amount of products or services provided or number of customers served. Specific quantifiable measures of progress, results actually achieved and assess program impact and effectiveness. **A Performance Measure must be designated as a percentage, a specific dollar amount or a number***).

1. Dollar amount of salaries paid to 37 full time employees.
2. Number of visitors admitted to amusement park for recreational activities.

ATTACHMENT B
Page 1
Project Budget (2014-2015)
Act 15 of 2014

Schedule 20

New Orleans City Park Improvement Association

Anticipated Income or Revenue

Sources *(list all sources of revenue)*

Amounts

1. Catering & Concessions	\$ 4,888,295
2. Recreational Services (Amusements, Storyland & City Putt)	\$ 3,091,291
3. Golf	\$ 1,494,402
4. Celebration in the Oaks/Special Events	\$ 1,636,442
5. Botanical Gardens (Horticulture)	\$ 840,900
6. Tennis	\$ 480,750
7. Athletic Services	\$ 470,750
8. Leases & Cooperative Endeavor Agreement's	\$ 233,441
9. Donations	\$ 125,000
10. Dog Park	\$ 93,440
11. Act 15 Appropriation	\$ 2,242,583
Total all sources	\$15,597,294

Anticipated Expenses

Expense Categories

Total Amount

**Amount Line Item
Appropriation**

	<i>(see Footnote 1 below)</i>	<i>(see Footnote 2 below)</i>
Gross Salaries(See Attachment B, Page 2)	\$ 6,469,062	\$ 2,242,583
Related Benefits (Employer share)	\$ 956,799	\$
Travel	\$ 30,000	\$
Operating Services:		
Advertising	\$ 158,500	\$
Printing	\$ 50,000	\$
Insurance	\$ 342,177	\$
Maintenance of Equipment	\$ 103,000	\$
Maintenance of Office and Grounds	\$ 521,190	\$
Rentals	\$ 73,000	\$
Software licensing	\$ 100,000	\$
Dues and Subscriptions	\$ 10,000	\$
Telephones and Internet Service	\$ 19,420	\$
Postage	\$ 15,000	\$
Utilities	\$ 585,800	\$
Other (credit card fees)	\$ 124,900	\$
Office Supplies	\$ 699,675	\$
Professional & Contract Services	\$ 2,588,287	\$
(See Attachment B, Page 3)		
Other Charges (See Attachment B, Page 4)	\$ 1,522,484	\$
Acquisitions & Major Repairs	\$ 1,228,000	\$
Total Use of the Appropriation	\$15,597,294	\$ 2,242,583

(Budget categories listed above reflect a typical budget and may be adjusted by the agency and recipient to reflect actual categories necessary for each individual program. Salaries and Professional & Other Contract Services and Other Charges shall be detailed using Pages 2, 3 and 4 of Attachment B).

All numbers must be rounded to the nearest dollar.

Footnote (1) This column represents expenditures by category and MUST equal total sources listed above.

Footnote (2) This column represents the portion of expenditures by category funded by the state appropriation provided by this Cooperative Endeavor Agreement.

ATTACHMENT B

Page 2

Staffing Chart

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Name of Contracting Party: New Orleans City Park Improvement Association

Name of Program: Beautification & Improvement of New Orleans City Park Fund

Name	Title	Total Annual Salary Amount	Total Salary Paid by Appropriation		Related Benefits	Full time or Part Time # of months
			Amount	Percentage		
See Attached Schedule		\$2,242,583.00	\$2,242,583.00	100%		Full & Part Time

Totals

\$2,242,583.00

\$2,242,583.00

\$ -0-

ATTACHMENT B

Page 3

Schedule of Professional and Other Contract Services

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Name of Contracting Party: New Orleans City Park Improvement Association

Name of Program: Beautification & Improvement of New Orleans City Park Fund

Name and Address of Individual and/or Firm	Nature of Work Performed and Justification for Services	Total Contract Amount	Total Paid by Appropriation
Billy Casper Golf 8300 Boone Blvd., Vienna, VA	Golf Management & Course Expense	\$1,267,733	\$0
Orleans Parish Criminal Sherriff New Orleans, LA	Police Details	\$201,554	\$0
Goodwill Industries New Orleans, LA	Janitorial and Mowing	\$270,000	\$0
St. Tammany Linen, Inc. Mandeville, LA	Linen Service for Catering Events	\$160,000	\$0
Omni New	IT Services	\$140,000	\$0
Kinney & Ellinghausen 1250 Poydras St., New Orleans, LA	Attorney	\$75,000	\$0
Ramelli 7136 Washington, New Orleans, LA	Waste Services	\$120,000	\$0
Julia Walker New Orleans, LA	Fundraising Consultant	\$30,000	\$0
New Orleans Police New Orleans, LA	Police Details	\$80,000	\$0
Foley & Judell 365 Canal St., New Orleans, LA	Attorney	\$80,000	\$0
Olinger Group New Orleans, LA	Survey	\$25,000	\$0
Fess Security New Orleans, LA	Security Details	\$115,000	\$0
Postlethwaite & Netterville 1 Galleria Blvd., Metairie, LA	Independent Audit	\$24,000	\$0
Totals		\$ <u>2,588,287</u>	\$ <u>0</u>

ATTACHMENT B
Page 4
Schedule of Other Charges
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Name of Contracting Party: New Orleans City Park Improvement Association

Name of Program: Beautification & Improvement of New Orleans City Park Fund

<p>Provide a description of the intended use of the funds listed in Other Charges and the dollar amount. Each use should be listed separately. Do not budget funds in Other Charges that can be placed in another expenditure category.</p>	<p>List dollar Amount for each use</p>
<p>N/A</p>	
	<p>Total – Should agree with Attachment B, Page 1</p>

ATTACHMENT B-SUPPLEMENT

Business Plan

Narrative Justification for Plan B or Plan C

Act 15 of 2014

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New Orleans City Park Improvement Association

New Orleans City Park Improvement Association (“the Park”) will use the appropriation to fund 37 full time employees in maintenance, horticulture, administration, development, athletics and tennis in order to provide recreation, education, beautification and cultural services to citizens. Due to the loss of the General Fund appropriation, the Park funds 85.8% of its operating budget from self-generated revenues. As a result, cash flow is insufficient to fund all our employees’ bi-weekly paychecks without an advance of 25% of this appropriation. This appropriation will fund salaries in both revenue and non-revenue generating areas of the Park.

