

**MARJORIE L. AND ARTHUR P. MILLER FUND  
REQUEST FOR PROPOSALS  
FUND FOR OPEN SPACE AND THE ENVIRONMENT**

Across Chester County, local citizen groups are emerging as stewards of their local land resources while other organizations with an environmental focus are forming as issue groups, non-profit agencies, and municipal land trusts. Other non-profits serve as stewards for important parcels of land being used in creative ways for education and demonstration purposes. Each community has valuable resources that are worthy of being preserved— streams, wetlands, green space, areas important to wildlife, scenic vistas, and areas of historic or community significance.

The Chester County Community Foundation is now accepting applications for the Marjorie L. and Arthur P. Miller Fund. ***One challenge grant of up to \$2,500*** is available each year to support a non-profit organization which provides creative solutions to open space preservation and the wise use of environmental resources. The challenge portion of this grant can be met through such diverse means as new forms of in-kind donations and volunteer support and/or new grant dollars. The Miller grant can be used for the following:

- **The creation of a park, trail, or recreation area**
- **A public or school-based environmental education effort**
- **Research and publication about an important environmental issue**
- **Environmental enhancement and preservation of a significant site**
- **Volunteer and leadership development**
- **A demonstration project with wide-use application**

Successful projects will be those that:

- **Involve collaboration with environmental agencies & organizations**
- **Demonstrate high impact relative to the dollars expended**
- **Are of a lasting nature.**

Programs with a significant educational component are encouraged.

Proposals will be accepted until September 15. Upon review of the initial proposals, a site visit may be conducted of the finalists. The grant will be awarded in November.

Please use the attached Grant Proposal Format to apply for the grant. Please explain how you will meet the challenge component in your grant proposal narrative. Grant applications should be submitted no later than 5:00 P.M., **September 15** to: [grants@chescofcf.org](mailto:grants@chescofcf.org) . **Subject:** Marjorie L. and Arthur P. Miller Fund Grant Application

For more information, please contact Beth Harper Briglia, Vice President of Philanthropy Services at the Chester County Community Foundation at 610-696-8045 or at [beth@chescofcf.org](mailto:beth@chescofcf.org). Thank you!

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**SUMMARY SHEET (One page only) Note: If Philanthropy Network Common Grant Application is used, this Summary Sheet MUST accompany application. Please visit our website at [www.chescocf.org](http://www.chescocf.org) to obtain an electronic version of this application.**

**Date:9/15/2018**

**Contact Information:**

Organization Name: Kennett Area Park Authority      Contact Name:Heidi Hauptschein  
Address: PO Box 1121 Kennett Sq PA 19348      Contact Title: Office Manager  
Phone:4848889291      Contact E-mail:  
Web Address: [www.ansonbnixonpark.org](http://www.ansonbnixonpark.org)      Fax:  
Year Incorporated:1989

**Have you previously received the Miller Grant Award:**    Yes  No

If "Yes", please indicate date and amount of each grant, if any, received from the Foundation:

(1) Year: \_\_\_\_\_ Amt Rec'd: \$ \_\_\_\_\_      (2) Year: \_\_\_\_\_ Amt. Rec'd \$ \_\_\_\_\_  
(3) Year: \_\_\_\_\_ Amt Rec'd: \$ \_\_\_\_\_      (4) Year: \_\_\_\_\_ Amt. Rec'd \$ \_\_\_\_\_

**Organizational Information:**

Geographic Area Served (*If not all of Chester County, specify primary Chester County municipalities served*):

Geographic Area Served (*If not all of Chester County, specify primary Chester County regions served*):  
Borough of Kennett Square, Kennett Township, all surrounding townships, northern New Castle County

Describe Population Served and Annual Number of People Served:

Anson B. Nixon Park is open 365 days a year to all residents of area. Approximately 160,000 people visit the park each year.

Mission: Preservation of Anson B. Nixon Park with free access to general public; promotion of recreation interaction among community's diverse population; collaboration with other recreation organizations.

Proposal Summary: Install a new kiosk at the park to help tell the history of the park, to provide information about programs and provide a map of the park.

Organization Description: The Kennett Area Park Authority manages and operates the Anson B. Nixon Park in Kennett Square, PA

Annual Budget \$ 191K (see attached)      2 # of Full-Time Equivalent Paid Staff

40% of budget for program expenses      11 # of Board Volunteers

20% of budget for administrative expenses      190 # of Active Non-Board Volunteers

40% of budget for fundraising expenses      2,500 # of Volunteer Hours

100 % total

**Top 3-5 funding sources:**

Municipality donations, tower income, donations from local businesses and the public

***Proposal Information:***

Grant Amount Requested: \$2,500 Description of Grant Purpose: WELCOME INFORMATION KIOSK

A major element of the signage initiatives is a three-sided information kiosk to be installed at a prominent location. The three panels will include: 1) a welcome map with wayfinding information, 2) a history of the Park and significant events and activities; 3) a 30" x 40" lockable display case for current activities and how visitors can become involved. The new logo will be shown on each panel. It will be six feet high and 2-3 feet wide and will be bilingual.

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**GRANT PROPOSAL NARRATIVE**

**Please provide the following information clearly and concisely.**

**Proposals of 1 or 2 pages are strongly encouraged.**

**1. Organization's history, goals, key achievements and distinctiveness**

The Kennett Area Park Authority (KAPA) was incorporated by the Commonwealth of Pennsylvania in December 1988, as a Joint Municipal Authority by Kennett Township and the Borough of Kennett Square. KAPA's stated purpose is to own and maintain the now 106-acre Anson B. Nixon Park which straddles both the Borough and Kennett Township. The nine-eleven member volunteer board is appointed by the respective municipalities to serve as stewards of Nixon Park.

Nixon Park is unique in that it is one of only two municipal parks in the state of Pennsylvania (to the best of our research) not under the full jurisdiction and tax based financial support of a county, town, or borough. The volunteer board is responsible for the day to day as well as long-term operation of the Park.

The Park consists of rich natural habitats, including a beech grove containing a specimen estimated to be over 250 years old. Adjacent to the beech grove is a natural area abounding with native trees, shrubs, and wildflowers; included are specimens of umbrella magnolia, a rare plant for this area. Outstanding features include two ponds, totaling 6 acres, and the Red Clay Creek and its tributaries. Of historical significance are the remnants of the Borough's waterworks facility (early 1900s) and site of the Chamber's family homestead (Bloomfield, circa 1794-early 1900s), where many native species of trees were planted and a now-overgrown meadow established.

The Park is open to the public every day of the year, dawn to dusk, with no admittance fee. It features over 2.5 miles of walking trails, six picnic pavilions, an entertainment

stage, a top-rated 18 hole disc golf course, tennis and volley ball courts, and athletic fields. The Oreste "Tino" Leto athletic fields are leased to the Southern Chester County Soccer Association. Since the Park's opening in 1993, visitation to Nixon Park has grown to over 170,000 annual users from diverse cultural backgrounds and representing the Borough of Kennett Square, all nearby townships, as well as people from the broader region who enjoy the Park's facilities and events. Seasonal events offered to the public at no charge include an eight week concert series organized and presented by a volunteer corps. After the initial state and county funding to develop the park between 1988 and 1993, KAPA successfully raised the funds to build the entertainment pavilion, athletic fields, preparation of a master plan, and currently under development, a new entrance road and dog park.

The park is maintained by two part-time seasonal staff assisted by an equipment maintenance person, one part-time administrative assistant, and is supported by volunteers and generous donations from Kennett Township, Kennett Square Borough, individuals and corporations. The Park continually is improving with the most recent improvement being a new and safer entranceway, the creation of a dog park, and tying into the municipal sewer system of Kennett Borough.

## **2. Funding request:**

In 2016, a CCCF grant funded consultant services to develop a strategic plan for the Kennett Area Park Authority. As part of that process, interviews and focus groups gathered information to better understand how KAPA is perceived in terms of mission, leadership, and impact on the community. Recommendations included improving park signage, such as creating large displays to explain the Authority's Master Plan and funding needs, and the need to keep the signage up to date. One of the goals of the plan is to expand communication opportunities to effectively promote the Park, educate visitors and provide an improved visitor experience. A step to accomplish this goal is to develop a list of all new signs that are needed, including new signs at each entrance with a new map, and to refresh and/or develop new signage to ensure signage is consistent. A graphic design firm has been hired to develop a new logo and create and install signage at appropriate locations. A new sign has been installed at the entrance to the Park, and design and location of other signage has been submitted.

## **3. Timetable, with anticipated outcomes and their relevance to the nonprofit's mission**

The new entrance to Nixon Park has been completed over the past year. A dog park is near completion. The timing of better signage works cohesively with these improvements.

**4. How impact and results will be demonstrated** KAPA has much to share with our visitors about how the park has grown and improved over the past 25 years. The new signage goes hand in hand with providing a better visitor experience