Fall 2013 MRP Planning Studio - Envisioning a Prosperous Future for the Pioneer Valley Riverfront Club

Introduction
Pioneer Valley Riverfront Club is a riverfront-based recreation non-profit based in Springfield, Massachusetts. PVRC’s mission is “to promote river-based sporting activities, to develop the recreation in the Greater Springfield metropolitan area”. PVRC is looking for fiscal sustainability and a plan to manage growth, both physically and as an organization at large. As a part of our planning studio, we were tasked to provide a vision for PVRC’s future.

Organizational Structure
Pioneer Valley Riverfront Club is an established board of directors, which was formed by the incorporation of the organization in 2007. At the time, the PVRC’s leadership consisted of six members and included an entire article, Article II, to certify the powers, policies, procedures, and functions of the board of directors. The bylaws state that the board of directors is charged with the management and control of the corporation and is also responsible for developing an operating plan that will allow the board to grow and thrive into the future. The board must consist of between five and nine members. PVRC’s bylaws state that the board may appoint any person as a member of their board, and that the board may appoint any person to serve as an alternate member of their board, who will not be an officer of the corporation.

Building & Site Modifications
PVRC Board is currently in need of renovations. The first floor contains storage space for boats, locker rooms, and a large open space used for events. The second floor contains an exercise room, offices, and two large open areas. Of open areas on the second floor, only one is occupied. This space could remain open and the other, which is occupied, may be converted to another program, or become a lounge area.

Accessibility & Connectivity
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Financial Status: Need for a Sustainability Plan
In March of 2013, PVRC was awarded the Live Well Springfield Community Transformation Grant from the Center for Disease Control. Administered by the Pioneer Valley Planning Commission, the CTG grant, worth $370,890, was dispersed with the mission of combating obesity. According to the CDC, the grant was designed to both increase the accessibility to healthy foods and to increase physical activity in the Greater Springfield metropolitan area.

Pioneer Valley Riverfront Club was awarded a portion of the grant to help the club grow and thrive into the future. The club has produced a series of recommendations and timeline for their implementation that will allow the board to grow and thrive into the future. The board has appointed a Vice President, however, at time of writing this document, no one has been appointed to the position of Vice President.

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Programming
PVRC is attempting to grow into a programming powerhouse and attract a variety of programming opportunities. Programming opportunities include: indoor rowing, fitness, and public outreach and engagement. We suggest that PVRC expand on existing programs and add new ones to their growing list of offerings.

Potential Partners
PVRC wishes to carry out changes to the building. However, simply renovating the gym will not be enough to ensure the sustainability of PVRC. PVRC should look into Riverfront Recapture for assistance in the renovation of the gym. PVRC will benefit from a staff member working solely on the visibility of the organization. We advise PVRC to consider expanding their programming to include other non-profit organizations. PVRC will benefit from a staff member working solely on the visibility of the organization. We advise PVRC to consider expanding their programming to include other non-profit organizations.

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