Envisioning a Prosperous Future for the Pioneer Valley Riverfront Club

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Scope of Work

• Technical Assistance
• Visioning for 5 year plan
• 60 page report:
  ➢ Strengths
  ➢ Weaknesses
  ➢ Opportunities
Agenda

• Introduction
• Organizational Structure
• Building & Site Modifications
• Accessibility & Connectivity
• Programming
• Potential Partners
• Visibility
• Questions
Introduction
Mission & History

“to promote river-based sporting activities, to develop river access, and encourage recreation in the Greater Springfield metropolitan area”
Context & Setting
Existing Finances

- Recipient of the Center for Disease Control Community Transformation Grant (CTG)
- $370,890
Organizational Structure
Recommendations

• Standing Subcommittees
  ➢ Rowing
  ➢ Governance
  ➢ Fundraising
• Ad Hoc Subcommittees
  ➢ Board Expectations
  ➢ Self-Assessment
• Vote in Vice President
• Recruitment and Retention
Founder’s Syndrome

- Schmidt’s 4 symptoms
  - Grandiosity
  - Delegation
  - Leadership shift
  - Rigidity
- Not only about a founder: can be seen in an organization’s staff or board of directors
Implementation

90 days
• Self-Assessment ad hoc subcommittee

1 year
• New board expectations
• Rowing subcommittee
• Amend bylaws
• New board members

3 years & beyond
• Continued evaluation and recruitment
Building & Site Modifications
Building Modifications

- Existing boathouse constructed in 1901
- Not on National Register of Historic Places
- City retains ownership, PVRC leases facility
- Agreement possible with city to alter site
- PVRC has outgrown facility
Site Layout
Tear Down, Build New

Weaknesses:
Financing, permitting, need for extra storage space onsite

Strengths:
Customized space, out of flood plain, expanded space on lower lot for storage, closer to bike path, unobstructed view
Renovate and Build Storage

Weaknesses:
Must be built on upper lot, increased liability, permitting

Strengths:
Building customized to organization’s needs, functionality, one facility out of floodplain, increased space, increased visibility from main road
Projected Costs

Restoration and additional storage:
$3.5m ($364/sq ft | 9,600 ft²)

Restoration and storage on upper site:
$3.2m ($266/sq ft | 12,000 ft²)

Tear down, build new:
$3m ($312/ft² | 9,600 ft²)
Recommendations

- Historic preservation
- Independent storage facility
- Area for events and retail
- Expanded exercise areas
- Adequate security
- Emphasize riverfront location
- Expand partnerships
Open Space

- Currently, impervious surface
- Portion of site used by independent rental business

**Recommendation:** create green open space on site along river, recreational and relaxing atmosphere, open space for programming and activities, bike path accessibility

**Financing:** MassDevelopment, future CDC funding
Case Study

Riverfront Recapture
Hartford, Connecticut
Bike Path

- Remove chain link fence
- Reroute bike path
- Connect existing portion of bike path with others

Financing:
PVPC (Transportation Improvement Plan), City of Springfield, future public and private grants
Case Study

Buffalo, New York Bike Trails
Accessibility & Connectivity
Key Gateway Improvements

Complete Streets
• Biking
• Walking
• Public transit
• Driving

Increased signage
Core intersection accessibility
Proposed Complete Streets:
Increased Accessibility to the Pioneer Valley Riverfront Club
Example: Public Health District

- Liberty Heights
- Memorial Square
- Brightwood
- Metro Center

- Expand on existing public health partnerships

- Increase funding opportunities
Impervious Pavement & Combined Sewage Overflow Locations: 2 Mile Buffer Surrounding Pioneer Valley Riverfront Club
Existing Green Space in the Proposed Public Health District
Programming
Adult Competitive Rowing Team

Recommendation
• Increase members

Precedent Study
• Riverfront Recapture
  Hartford, Connecticut

Timeline
• 1 year

Funding
Camps

Recommendation
• Youth Summer Camp Program

Precedent
• East Bay Rowing Club

Timetable
• 90 days
• 6 months

Funding
Internships

Recommendation
• Rowing Coaches
• Administrative work

Timetable
• 90 days

Potential partners

Funding
Potential Partners
**Expansion of Existing Outreach**

Expanding upon existing partners will help PVRC with:
- Visibility
- Revenue
- Membership

Three questions to ask for each program:
1. Status
2. Members
3. Revenue

**Recommendations**
- Join The Chamber’s of Commerce of Greater Springfield
  - Advertisement
  - Visibility
  - Networking
Implementation

90 Days
• Evaluation of partnership using three questions
• Contact Chamber of Commerce of Greater Springfield

1 Year to 5 Years
• Marketing development after partnership with Chamber of Commerce
• Suggest events for Springfield communities at PVRC: increase partnerships
• Start hosting events
• Create partnership with gyms
Potential Partners

- PVRC
- YMCA
- Community United Way of Pioneer Valley Inc.
- Big Brother Big Sister
- Children’s Study Home Inc.
Visibility
Public Engagement

- Community visioning
- Organizational-scale
- Neighborhood-scale
- Healthy community design survey

Healthy Community Design

Health starts where you live, learn, work, and play

- I want more options to help me be physically active.
  - Sidewalks
  - Bike lanes
  - Public/multipurpose spaces
  - Daily activities within walking and biking distance
  - Other: __________

- I want to have healthier and more affordable food choices.
  - Community gardens
  - Farmers market
  - Healthier food choices in grocery stores
  - Fewer liquor/fast food/convenience stores
  - Other: __________

- I want to be able to go where I need to go in my community more easily without a car.
  - Better access to public transportation
  - Easier to bike and walk to my daily activities
  - Other: __________

- I want to feel safe in my community.
  - More street lighting
  - Well-marked crosswalks and bike lanes
  - Reduce vehicle speeding on residential streets
  - Create opportunities to get more eyes on the street day and night
  - Other: __________

- I want to have more chances to get to know my neighbors.
  - Pleasant public spaces to gather
  - Other: __________

- I want my community to be a good place for all people to live regardless of age, abilities, or income.
  - Housing available for all income levels and types of households
  - Easy for people to get around regardless of abilities
  - Other: __________

- I want to live in a clean environment.
  - Reduce air and noise pollution from sources like freeways
  - Clean water supply and proper sewage facilities
  - Soil that is free of toxins from past uses
  - Other: __________
Marketing

- Webpage updates/maintenance
- Main sign improvements
- Email lists
- Ads/flyers

Do you want to try a new activity that keeps you healthy and lets you meet new people in your community while enjoying one of our most beautiful resources: the Connecticut River?

Come check out the **Pioneer Valley Riverfront Club** and Riverfront Park to learn about rowing and other community programs we offer! Or, rent a bike for the day and cruise the bike path!

(Scholarships and other funding opportunities are available)

North Riverfront Park
121 West St., Springfield, MA
Next to the North End Bridge
www.pvriverfront.org
413-736-1322
Events

- Potluck-style
- Fundraisers
- Rowing regatta
- Expansion
- Yearly event: Rockrimmon
- Riverfront Revelry
Photo Credits

www.priverfront.org
http://www.pvrowing.com
www.riverfront.org
www.springfield-ma.gov/riverwalk
www.priverfront.org/events.htm
www.riverfront.org/recreation-programs/rowing/adult-rowing/competitive
eastbayrowingclub.org/oakland-tech-summer-camps
http://www.masslive.com
Questions?