



ANNUAL REPORT 2019

Greater Park Hill Community, Inc.

Greaterparkhill.org
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OVERVIEW

Overview of the Organization

GPHC is a 501(c)3 nonprofit and a Registered Neighborhood Organization with the City and County of Denver. GPHC is primarily a volunteer-run organization that employs two part-time staff. Our board of governors are key to the organization's mission.

Greater Park Hill Community, Inc., is a volunteer-based registered neighborhood organization that:

Promotes the character and vibrancy of Park Hill;

Provides resources, information and advocacy; and

Preserves quality of life and the history of the neighborhood through community participation.

Note from the Executive Director

2019 marked the 50th Anniversary of Greater Park Hill Community, Inc. (GPHC). What began as the Park Hill Action Committee in the mid-20th century, devoted to addressing racial injustices, has adapted over the years. GPHC has advocated for equity in schools and housing, responsible development, safety from crime, safety for pedestrians and cyclists, inclusion of green space, and other issues that impact the quality of life for Park Hill residents.

A 50th Anniversary Party was held on June 1st in the form of a block party on Fairfax Street. The invitation was open to all residents and friends of Park Hill. Music, pizza, wine, and beer were among the main attractions. The event also included a silent auction, history exhibition, mural unveiling, resident interview compilation video, and activities for children.

It was also a year of change and transition at GPHC. Former Executive Director, Sierra Fleenor, left the organization in February. I took on the ED role in mid-March. My previous involvement with GPHC includes Home Tour & Street Fair Organizer (2015-2018) and Fundraising Chair/Board Member (2017-2019).

One of the first changes I instituted was an adjustment to office hours. This change was intended to increase productivity and provide flexibility in order to better meet the various needs of the community. Months later, I continue to assess and refine the various systems and processes at GPHC in order to optimize efficiencies for the limited human and financial resources of the organization.



Lana Cordes, Executive Director

Year at a Glance

GREATER
PARK HILL 2019
 COMMUNITY BY THE NUMBERS



324

MEMBER
HOUSEHOLDS

5,291

HOURS
VOLUNTEERED

641

DONATIONS



2,169

INDIVIDUALS
SERVED THROUGH
FOOD PROGRAMS

22,492

MEALS PROVIDED



6

COMMUNITY
EVENTS

13,444

EVENT ATTENDEES



10

NEWSPAPER
AWARDS

14,000

NEWSPAPER
CIRCULATION

3

YEARS AS A
CERTIFIED GREEN
BUSINESS

2

YEARS IN THE
SUSTAINABLE
NEIGHBORHOOD NETWORK

13

SUSTAINABILITY
PROGRAMS & EVENTS

BOARD OF GOVERNORS

Board Roster

Executive Committee

Chair	Tracey MacDermott
Chair-Elect	Vacant
Secretary	Bernadette Kelly
Treasurer	Heather Shockey
Community Safety	Geneva Goldsby

Elected Governors

District	Governor
1	Lamone Noles
2	Ryan Hunter
3	Heather Shockey
4	Kevin Wiegand
5	Blair Taylor
6	James King
7	Jon Bowman
8	Nam Henderson
9	Stephanie Ceccato
10	Colette Carey
At Large	Justin Petaccio
At Large	Jeanette Fedele
At Large	Matt Bradford
At Large	Rebecca Rogers
At Large	Louis Plachowski
At-Large	Christine Caruso

Committee Chairs

Committee	Chairperson
Blockworkers	Vacant
Building Services	Louis Plachowski
Community Planning	Lisa Zoeller
Community Safety	Geneva Goldsby
Education	Lynn Kalinauskas
Finance	Heather Shockey
Fundraising	Vacant
Health & Human Services	Vacant
Human Relations	Vacant
Property Use/Zoning	Bernadette Kelly
Public Information	Melissa Davis
Youth Services	Vacant

Board Member Report

In 2019, an annual board member report was implemented to help us capture information about our board's engagement and activities. The request was made of 23 board members to complete and return the brief report. 8 reports were completed and returned (35% response rate). The following summarizes the report responses.

In 2019, GPHC board members were involved in the following community organizations that have impact on Park Hill:

- Northeast Park Hill Coalition
- Dahlia Center Advisory Committee

- City Park Friends and Neighbors
- Denver INC (Inter-Neighborhood Cooperation)
- WalkDenver
- Park Hill Neighbors for Equity in Education
- Denver Public Schools
- East Area Plan Steering Committee

The following is a compilation of activities completed by some board members in 2019:

- Participated in/represented GPHC at community events
- Participated as a committee member for fundraising events
- Volunteered on a day-of basis at GPHC events
- Attended other community organization meetings
- Volunteered with food programs such as farm stand food delivery and Thanksgiving
- Wrote articles for GPHN
- Attended GPHC meetings
- Facilitated communications with constituents

The following is a compilation of goals or planned activities of some board members for 2020:

- Tree-to-Table program for recovering food from neighborhood trees
- Identify and support ways to increase greenspace for residents (especially north of 26th) and/or improve access to existing greenspace.
- Engage with other RNOs regarding the city of Denver's Neighborhood Planning Initiative (NPI) or specifically the East Area.
- GPHC Neighborhood Guide based on the neighborhood survey results/East Area Plan results
- Hosting some sort of alternative mobility event

The following is a compilation of recommendations from some board members for the organization:

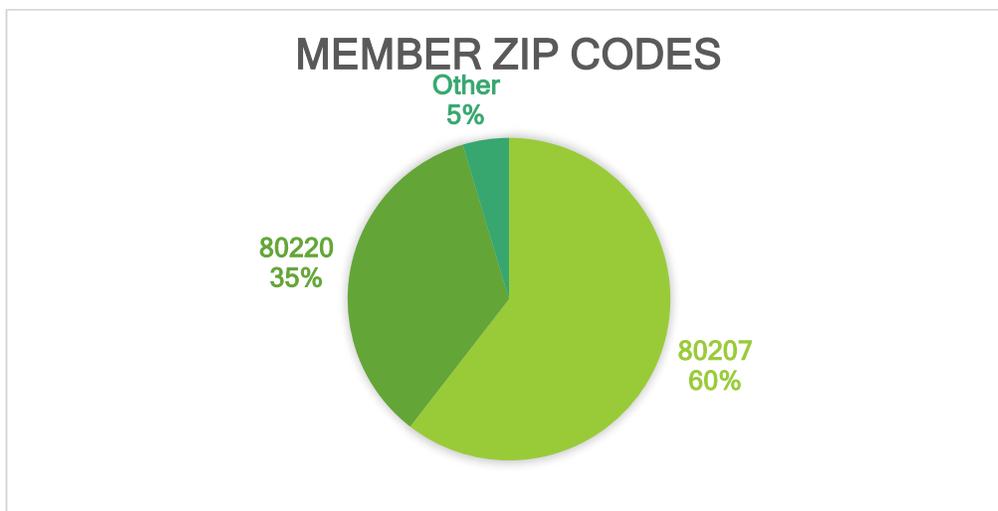
- How to GPHC's mission, set Board-wide goals, and work harder on what is within our control than on projects we may, at best, merely influence.
- In recent years GPHC has appeared to leap from land-use crisis to crisis, where the organization has little to no power because it involves someone else's property. Is this our purpose?
- Building connections within our (rather expansive) community - and facilitating ways for neighbors to get to know and respect one another.
- Rejection of the East Area Plan in its present form, it is poorly planned based on the transportation corridor and infrastructure, there are innumerable flaws.
- Maintaining the Conservation Easement at The Park Hill Golf Course and preserving that land as "Open Space" in the form of a park as opposed to full scale development.
- At community meetings each person before they speak say their name and cross streets/organization - helps us follow up with attendees' comments.
- List a more comprehensive schedule or calendar of community events in the newspaper or move it to a more prominent location.
- More collaboration with PHNEE to see about potential policy and or neighborhood recommendations

MEMBERS

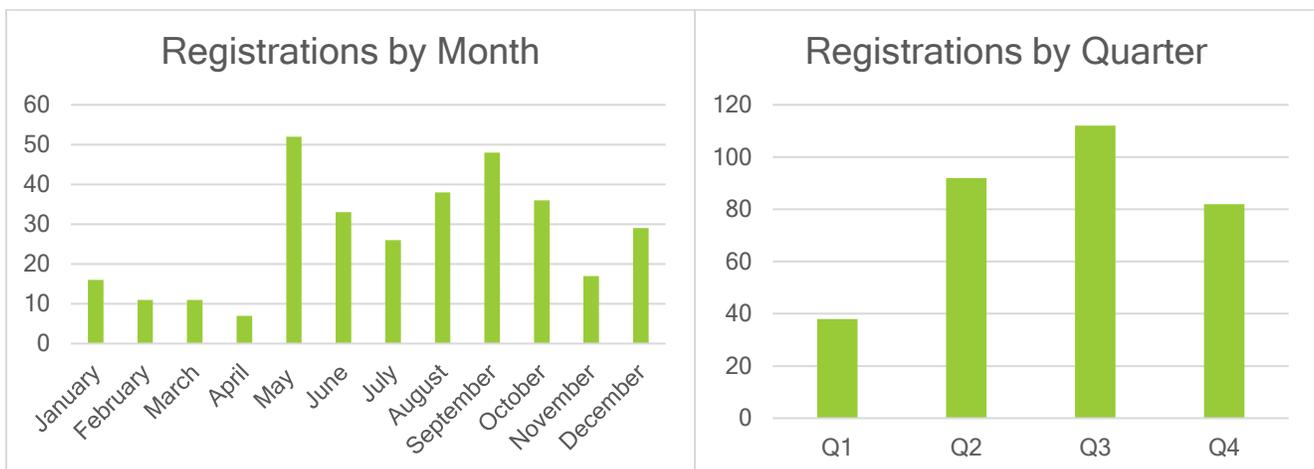
A donor management software called Bloomerang was purchased in late 2018 and was implemented in 2019. The software will allow GPHC to better track and acknowledge donors and members as well as optimize solicitations and conversions from donor or attendee to member.

324 memberships were purchased (both new registrants and renewals) in 2019. 23 of these constituents set up recurring payments/annual renewal. The average spend per membership was \$56.11.

Our members reside primarily in 80207 (60%), followed by 80220 (35%). The remaining 5% of members live in other zip codes including 80216 and those that are outside of Park Hill.

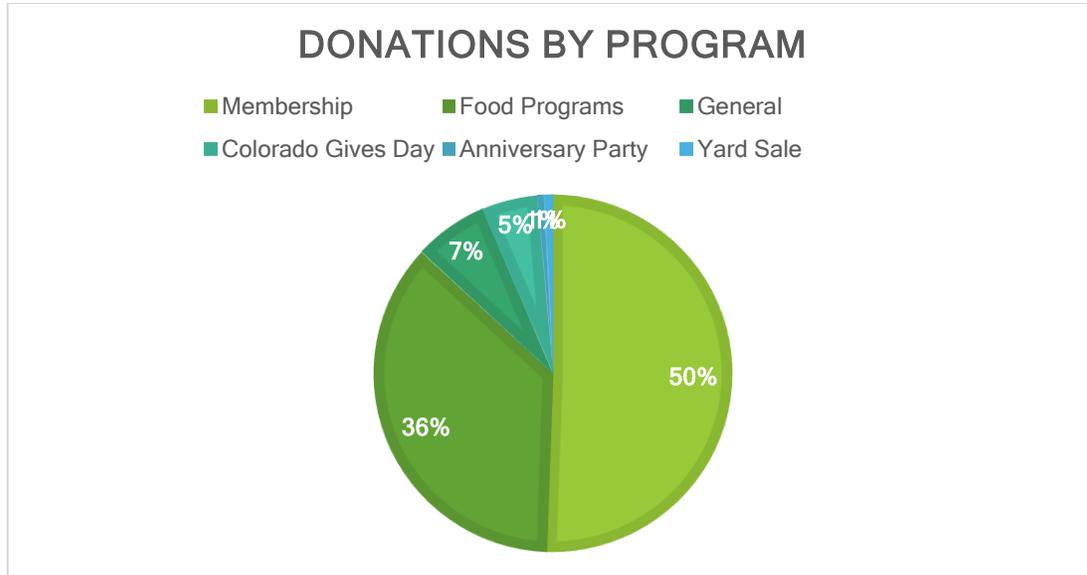


Membership registration (both renewals and new sales) is not spread out evenly throughout the year. The majority of registrations occur in Q3, followed by Q2, then Q4, and finally Q1. This is mainly a function of the timing of the expiration and subsequent renewal of existing memberships.

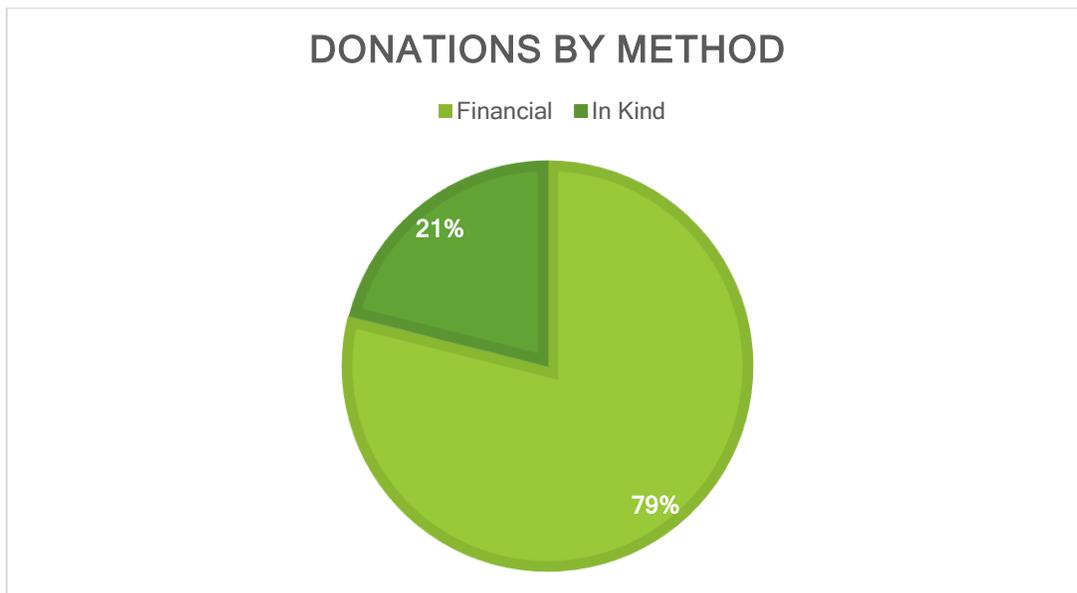


DONORS

There were 641 donor transactions recorded in 2019. 50% of donations received were in the form of memberships. The second-largest category, at 36%, were donations made to food programs. The below graph provides a breakdown of donations by program/fund.



The majority (79%) of donations recorded were financial. The remaining 21% of donations were in-kind donations made mainly to the food programs. It is worth noting that not all in-kind donations are recorded; only if a donor elects to sign our log.



Bloomerang includes a proprietary algorithm that looks at every donor interaction and measures each constituent's engagement level on a scale of "cold", "warm", "hot", "on fire". The algorithm looks at giving patterns, clicks on emails, frequency of interaction, method of giving, etc. As of the close of 2019, there were 7 individuals on the "On Fire!" list and 17 individuals on the "Hot" list.

VOLUNTEERS

All of GPHC's programs are sustained and supported primarily by volunteers with the help of a small staff. We have a diverse array of volunteer opportunities that range in timing, location, and intensity.

Volunteers contributed 5,291 hours to GPHC in 2019. At the current, industry-accepted rate of \$24/hour, our total annual volunteer hours are valued at \$126,972. The below table breaks down the hours by category and program.

Category	Event/Program	Total Hours
Fundraising and Events - 1,834	Garden Walk	817
	4th of July Parade	238
	Home Tour & Street Fair	635
	50th Anniversary Party	144
Food Programs - 1,953	Emergency Food Pantry	850
	Farm Stand	81
	WFP	900
	Thanksgiving 2018	90
	Garden	32
Newspaper - 1,100	Bundling	89
	Blockworkers	1,011
Other - 404	Intersection Murals	75
	Meetings	262
	Survey	60
	Other	7
	Grand Total	5,291

The following volunteers dedicated the most hours to GPHC in 2019:

200+ hours:	100-199 hours:	
Jean Ercolani	Janey Alpert	Erika Hutyra
Claudia Fields	Justin Bresler	Debra Lovell
Tracey MacDermott	Harold Fields	Patty Mead
Chuck Nelson	Carla Finch	Justin Petaccio
	Maria Goodwin	Deb Rosenbaum
	Noni Horwitz	Blair Taylor
	Jessica Howard	Sue Weinstein

PROJECTS

Intersection Murals

Since mid-2018 GPHC has been actively advocating for improved traffic calming measures and pedestrian safety infrastructure in response to overwhelming concern from residents. Though progress has been made through traditional channels, it has been slow and uncertain through City processes. We were informed of an unconventional option offered through Denver's Community Active Living Coalition (CALC) and the Department of Public Health & Environment. Though there are no official studies that show intersection murals are an effective means of traffic calming, they are an effective means promoting neighborhood identity and a sense of place, as well as providing a visual cue to drivers that pedestrians may be crossing. We worked closely with CALC on the design, planning, permitting, and installation of 2 murals, painted on the asphalt at the intersections of 19th and Elm (adjacent to Park Hill Elementary) and 30th and Dahlia (adjacent to Stedman Elementary). The murals were themed on climate change to help promote further awareness on the existential crisis. The installation was a wonderful community project and the murals were very well-received. GPHC plans to install 2 more murals in the spring of 2020, adjacent to Smith and Hallett Elementary.



Pedestrian Crossing at 23rd and Kearney

Another "win" resulting from pedestrian safety advocacy was the installation of a stop-gap treatment at the intersection of 23rd and Kearney. The treatment includes a painted crosswalk and pedestrian crossing signage. This intersection is great cause for concern due to the volume of students who walk to/from McAuliffe (Smiley) School to the commercial district. A more robust solution is slated for this intersection but will not be installed until 2021. This interim treatment at least allows DPS to implement crossing guards, should they choose to do so, and provides drivers with visual cues to stop for pedestrian crossing.

Neighborhood Survey

In July, the board held a special meeting to discuss the ramifications of the sale of Park Hill Golf Course (PHGC) to developer Westside Investment Partners. The result of the meeting was the decision to pursue a neighborhood survey in order to gather more input on what residents would like to see happen to that swath of land. A committee was formed and the process of selecting a company began. National Research Center, based in Boulder, was selected for their ability to produce a statistically sound survey and validated results. The scope of the survey was expanded beyond the issue of the PHGC and aimed to gather information on many subjects - crime and safety, traffic, quality of life, retail options, parks, etc. - in order to inform the board's position and priorities going forward. The survey was sent to 2,000 randomly selected households and achieved a 16% response rate. The full report was delivered in November and was made available to the public. The board will meet in early 2020 to discuss the results of the survey and determine how to prioritize issues identified in the report.

Honey Hill Good Neighbor Agreement

Honey Hill Café, located at 4628 E 23rd Ave. (former location of Spinelli's Bakery) applied for a liquor license in the fall. A group of residents from the 2200 block of Kearney contacted GPHC to express concern. We facilitated an initial meeting between the owner of Honey Hill and the residents; all parties agreed to pursue and Good Neighbor Agreement (GNA). Over the course of a few months, we facilitated negotiations between the parties. Ultimately an agreement was reached prior to the hearing. Executive Director, Lana Cordes, attended the hearing to endorse the GNA. As of the close of 2019, the Hearing Officer presiding over the case had issued a recommendation that the license be approved subject to the terms of the GNA. In the first week of 2020, the official approval was issued by the Department of Excise and License. The terms of the GNA will be listed as conditions of the license.

PROGRAMS

Food Programs

GPHC has been operating food services in some form for more than 50 years. It truly is one of the hallmarks of the organization. In 2019, our food programs consisted of the Emergency Food Pantry, Weekend Food Program, Thanksgiving Giveaway, and Free Farm Stand.

Emergency Food Pantry

The respect for our clients is paramount and therefore we operate under a client-choice model or “shopping” model with clients able to select food from different categories based on available supplies and family size. This allows the clients to choose foods that they prefer and will use, thus maintaining client dignity and reducing waste, while allowing GPHC to control the quantities and types of foods supplied.

Our pantry is intended for emergency needs, not as an ongoing food source. We aim to provide an approximate 3-day supply of groceries, based on documented family size. Clients are limited to nine (9) pantry visits each calendar year.

The pantry serves clients every Monday and Wednesday from 10am-1pm. The majority of our food comes from individual and group donors. Occasionally we receive food from Food Bank of the Rockies. Occasionally we purchase food from Food Bank of the Rockies, grocery stores, or other markets in order to make up depleted stock, offer fresh or new items, or fulfill grants.

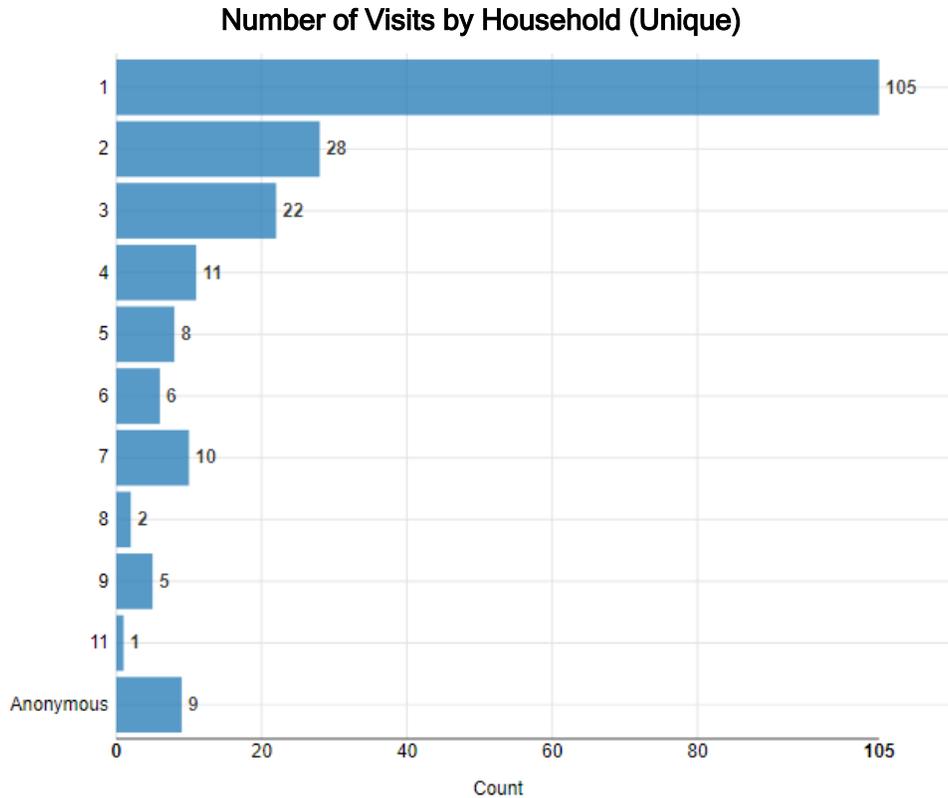
In January 2019 we were awarded \$4,000 through the Colorado Food Pantry Assistance Grant. We were required to spend the funds on Colorado Proud products and the intention was to introduce more fresh foods into pantries. We chose to spend the majority of the funds on fresh/frozen meat - mostly chicken, ground beef, and sausage. We also supplemented our coffee inventory. The funds allowed us to provide fresh/frozen meat in the pantry from early June to early October. Unfortunately, legislative funding for this program was reduced by 80% for the 2020 cycle and GPHC, along with 2/3 of the applicants, did not receive a grant.

Through our partnership with Food Bank of the Rockies, we have access to Link2Feed, a software for food banks and food pantries. This software allows us to input client information, track visits, and generate custom reports/statistics:

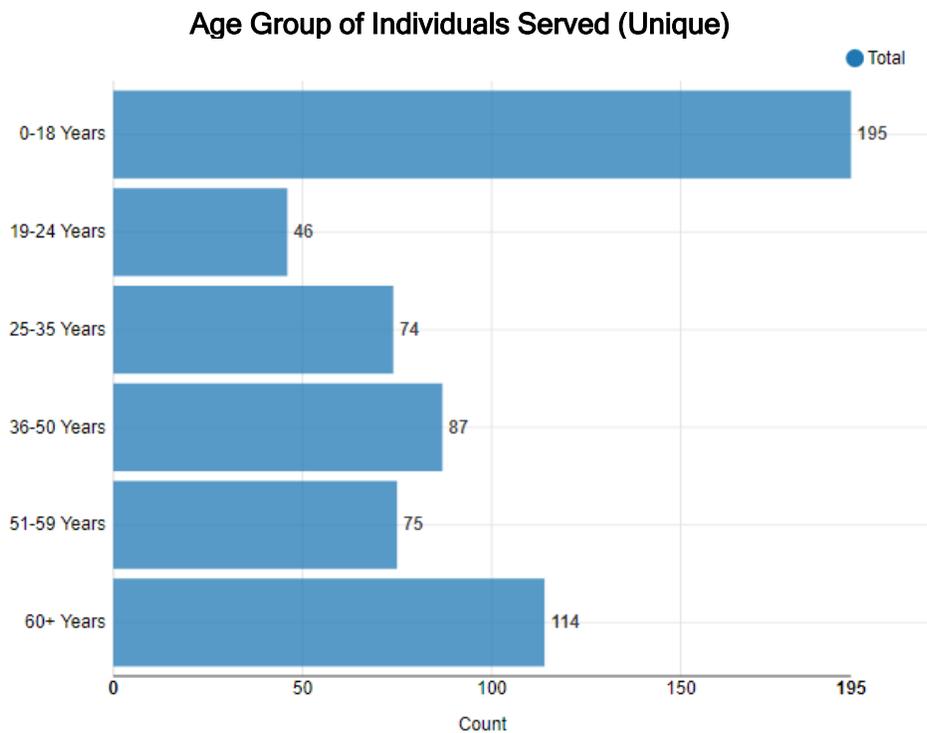
In 2019 we served 614 unique individuals from 207 households. 1,430 individuals were served across all visits, result in the distribution of 12,870 meals (3 meals for each of 3 days per individual).

73% of the households that utilized the pantry in 2019 are located in 80207.

51% of households utilized the pantry just once in 2019. Fewer than 3% of households utilized their maximum allotment (8+) of visits.



33% of the individuals we served were between the ages of 0-18. 19% of the individuals we served were 60+.



Weekend Food Program

Our Weekend Food Program aims to fill the nutritional gap experienced by some Park Hill students over the weekend. Each week during the school year, we provide a bag to each student in this program that includes two breakfasts, two lunches, and two snacks.

Volunteers administer the program, making sure students receive a variety of nutritious and kid-friendly foods. This group not only packs all of the bags, but also picks up food from Food Bank of the Rockies and delivers bags to area schools.

As part of Food Bank of the Rockies Totes of Hope program, we receive a donation of food each week that covers many of the lunch items. We provide breakfast and snack items through donations from neighbors and businesses.

During the 2019-20 schoolyear we are servicing 30 students at Park Hill Elementary and 30 students through Vickers Boys & Girls Club. 8,400 meals and 4,200 snacks will be distributed over the course of the schoolyear.

Thanksgiving Giveaway

In 2013, GPHC held the first official Thanksgiving Giveaway. Before that time, we informally supported families and for 27 years we ran a Christmas Basket giveaway that ended in 1992 due to a lack of volunteers. Our Thanksgiving Giveaway is an integral part of the services we offer at GPHC and this occasion provides our neighbors with opportunities to volunteer, donate, or receive food, according to their needs and capacity. It is our goal to ensure as many families in need as possible enjoy a traditional Thanksgiving dinner provided by their neighbors and GPHC.

The graphics below represent some key statistics from our 2019 program:



Free Farm Stand

Every Monday throughout the growing season, approximately June through October, we have fresh produce available at our Free Farm Stand. The majority of the fresh food supplied comes from a partnership with Denver Food Rescue (DFR). DFR volunteers pick up food from the East High Farmer’s Market on Sunday afternoon and bike/drive it to our office to be distributed on Monday. The food is free and “rescued” because it is at a point where it can no longer be sold and would likely be discarded. We also receive fresh food from the Dahlia Campus Farm and Gardens; they typically bring us whatever they have in overabundance. And our final food source is neighbors/residents who grow food in their own gardens and have enough to share.

In 2019 the Free Farm Stand distributed 3,566 pounds of food to 273 participants.

Food Waste

Inevitably, there is some food in our programs that must be discarded because it is expired or otherwise compromised and unsafe to distribute. We donate as much as we can to Project: THRIVE!, a small animal sanctuary. Other items are composted through the city compost program.

Newspaper

The Greater Park Hill News (GPHN) has been in continuous production since 1960. This free community newspaper continues to be distributed entirely by volunteers (“blockworkers”) and circulation is 14,000 monthly. GPHN is self-sustaining in that it pays for its own expenses (staff, printing, equipment, supplies, etc.) with the revenue achieved through advertising sales.

Ten awards were presented to GPHN and its contributors in 2019:

- Society of Professional Journalists Top of the Rockies regional contest - 3 awards
- Colorado Press Association -- 7 awards

Sustainability

GPHC continues to support a variety of sustainability and environment-focused programs. August 2019 marked our second full year as participants in the Sustainable Neighborhood Network with the City of Denver. As of the close of 2019, program points had not been attributed to our entries for the period of May through August and therefore an accurate point total cannot be reported at this time.

List of sustainability programs that were administered, sponsored, or hosted by GPHC in 2019:

Seed Bomb Workshop	Sustainability Zone @ Street Fair
Chaff Giveaway	E-Recycling @ Street Fair
Harvesting Rain Water Workshop	Accelerated Neighborhood Climate Action Forum (Part 2)
Seed Saving Workshop	Health Threats of Climate Change Along Denver’s Front Range
Special Screening of The Human Element	Intersection Mural Installation
Garden in a Box Giveaway	

Events

Community Yard Sale

The 7th Annual Park Hill Community Yard Sale was held on May 4th and had 33 registered participating homes. The Yard Sale is not a fundraising event for GPHC. We neither incur any direct expenses nor receive any revenue from this event. We coordinate the registration and outreach as a service to the community.

Garden In a Box

The Garden in a Box program encourages novice and low-income gardeners to try their hand at growing their own food. Each spring we distribute kits that include seedlings, seeds, instructions, and other tools to help gardeners grow vegetables in a 4×4 plot. The 4th Annual Garden in a Box giveaway was held on May 18th. 45 residents participated and we distributed 488 donated seedlings and an unknown number (hundreds) of seed packets.

Garden Walk

The 19th Annual Park Hill Garden Walk was held on June 23rd. This year six gardens were featured including the community garden and farms at the Dahlia Center for Health and Well-being. Approximately 540 tickets were sold for the event this year.

4th of July Parade

2019 marked one decade of the Park Hill 4th of July Parade. The 10th Annual event boasted the largest number of spectators (the organizer estimated 10k) and the greatest number of participants (more than 50 registered groups) to date.

Home Tour & Street Fair

The 41st Annual Park Hill Home Tour & Street Fair was held on September 8th. Under new leadership this year, the Home Tour offered 5 featured homes and sold 826 tickets. The Street Fair featured just shy of 100 vendors and approximately 2,000 attendees. The Street Fair also featured a Sustainability Zone and free electronics recycling through PCs for People.

Meetings

Nine regular, monthly Community & Board Meetings were held (Jan-June, Aug, Sept, Nov) in addition to the Annual Meeting in October. A board retreat was held in February and two special board meetings were held (July and November), both relating to Park Hill Golf Course/Neighborhood Survey. Numerous other meetings took place that did not include the community or the entire board, such as meetings of the Executive Committee, Budget Committee, Survey Committee, and various staff meetings.