



GTBA CAN

Community Action Network



- ❖ **Proposed for 2011**
- ❖ **Subsidiary 501(c)(3) non-profit corp. of GTBA a 501(c)(6) non-profit corp.**
- ❖ **Self-sustaining – project driven – unencumbered – nimble - smart**
- ❖ **Facilitate Private/Public partnerships & co-ventures. Partners may include:**
 - GTBA
 - Galloway Township government
 - Stockton, Seaview, & Noyes
 - AtlantiCare & Bacharach
 - Other governmental and quasi-governmental agencies and authorities
 - Institutional funders, corporate sponsors, small businesses, professionals
 - Other (like-minded) private foundations, grantors and organizations
 - Private citizens



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❖ Reasons to consider GTBA CAN:

- Mission consistent with GTBA founders' vision and organization's by-laws.
- Provide sustainable funding for the GTBA & for GTBA special projects.
- Grow the GTBA network and increase membership.
- Business/commercial district enhancements & beautification projects.
- Drive more consumers to Galloway and create more business opportunities.
- Provide for a better quality of life for the community—giving back to the consumer.
- Funds pledged are fully tax-deductible donations with a 501(c)(3) vs. alternatives.
- More sources for funding – Different sources for funding.
- Government can no longer afford to fund non-essential services. Community development partnerships and sponsorships help stabilize property taxes.
- Provide a reserve for mission consistent scholarships, grants, emergency assistance to business, promotion of Galloway Township, trade marketing dollars.



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❖ How GTBA CAN might function:

- Project specific budget/s with all operational costs accounted for in the P&L.
- Funds pass through to the project or held in trust & drawn down as needed.
- Recurring revenues generated principally through sponsorship, advertising, commissions, merchandising, etc.
- Non-recurring revenue generated from grants, pledges, awards, management fees, etc.
- Future recurring and non-recurring revenues could be generated through investment (short & long term), endowment, annuity, etc.
- GTBA CAN or GTBA would retain a management fee for its efforts.
- Potential alliances with Stockton being explored that could provide operational support, personnel, interns. Arrangement could monetary and non-monetary benefits to Stockton and to Stockton students.
- Commission based project management & business development consultants.



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❖ Examples of special projects & co-ventures GTBA CAN might facilitate:

- Enhance appearance of commercial business districts (4 commercial nodes) and create more vibrant defined areas of commerce (placemaking/streetscaping).
- Fully-integrated sponsorship/marketing program, including site naming rights.
- Sign program (potentially integrated with above).
- Joint marketing and advertising under a “Galloway” promotional umbrella/s.
- Co-branded all encompassing community informational and promotional internet portal suitable for residents (consumers), business resourcing , B2B commerce, GTBA member services, etc. e.g. HaddonfieldNJ.org
- Develop a quality GTV channel that better serves the community and businesses.
- Community map, informational guide & business directory.
- Farmers market on the Smithville Village Green.
- “Pledge-A-Picket”



GTBA CAN

Community **A**ction **N**etwork



❖ Pledge-A-Picket playground improvement program





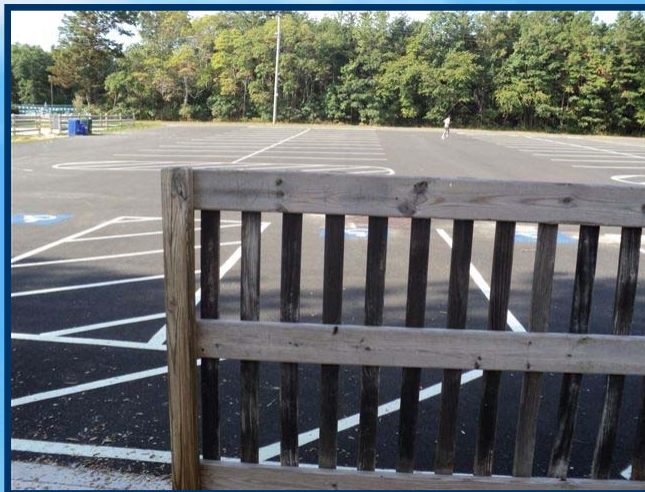
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❖ Imagination Station @ Patriot Lake

- 2158 pickets on exterior side of fence
- No name sponsor currently
- No brand messaging targeted to parents
- \$750,000 capital investment - equipment
- Thousands of families visit weekly





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Pledge-A-Picket Rough Order of Magnitude

| <i>Basis: 2158 pickets</i> | Conservative | | Moderate | | Aggressive | |
|---|-----------------|--------|------------------|--------|------------------|--------|
| Gross Project Revenue (\$100/picket) | \$215,800 | | \$215,800 | | \$215,800 | |
| Materials (pickets) | (\$10) | 21,580 | (\$5) | 10,790 | (\$2.50) | 5,395 |
| Craftsmanship labor (routing & cutting) | (\$10) | 21,580 | (\$5) | 10,790 | (\$2.50) | 5,395 |
| Misc. Costs* | (5%) | 10,790 | (5%) | 10,790 | (5%) | 10,790 |
| GTBA CAN (project management fee) | (30%) | 64,740 | (30%) | 64,470 | (30%) | 64,470 |
| Net Project Revenue | \$97,110 | | \$118,960 | | \$129,750 | |

* Includes: payment processing fees, promotion & advertising, screws, paint