



## Hyattsville City Council Agenda Item Report

Meeting Date: March 20, 2017

Submitted by: Patrick Paschall, W3

Submitting Department: Legislative

Item Type: Resolution

Agenda Section: Consent Items (8:25 p.m. - 8:30 p.m.)

### **SUBJECT**

Council Discretionary Funds to Sponsor Spring 2017 Hy-Swap

### **Motion #**

153-03-FY17

### **Recommendation:**

I move that the Mayor and Council authorize the expenditure of \$500 (\$250 each from Ward 2 and 3) in Council Discretionary Funds for the City of Hyattsville to sponsor the Spring 2017 HY-Swap event scheduled to take place in the City Building on April 8, 2017.

### **Sponsor(s):**

Paschall, Wright, Warner, Croslin, Frazier

### **ATTACHMENTS**

[HY-Swap Info Sheet 20170131.docx](#)

### **Summary Background:**

This is a request for \$500 in Council Discretionary Funds - \$250 from Ward 2 and \$250 from Ward 3 - for the City of Hyattsville to sponsor the Spring 2017 HY-Swap event. HY-Swap is a free exchange of infant, children's and maternity clothing, gear, and toys, organized by local volunteers dedicated to sharing and circulating items in good condition within the community, providing savings for local families and reducing waste.

HY-Swap has evolved and grown from a wild idea to a Hyattsville tradition, that has so far supported sharing and re-use of thousands of items. The core group of volunteers have a keen eye toward sustainability so that it will continue as a unique institution that represents the spirit of community sharing and re-use, characteristics central to the Hyattsville ethos.

HY-Swap's Impact. Since the swap started in 2014, we have grown from a pool of 10 volunteers serving 90 families, to 46 volunteers serving 202 families, and recycled more than 1,200 cubic feet of clothing, linens, toys, books, and gear, represented in more than 600 boxes and bags of donations, plus large equipment and furnishings.

Spring '17 on April 8 is the 5th HY-Swap and will be the largest yet. A core group of 12 volunteers plan and manage the effort, and an additional 40-50 volunteers sort, haul, set-up, host, and breakdown. Our goal is to reach 250 families, reaching all Hyattsville neighborhoods.

City Sponsorship entails financial support to help offset the costs of producing this free, volunteer run community event that provides free children's clothing and supplies to the public, as well as assistance promoting the event through the City's channels of communication, such as the City's event calendar, email communication tools, and the Hyattsville Reporter.

Benefits of Partnership with the City of Hyattsville

HY-Swap's greatest assets are the team volunteers who make the event happen, trust from the community to receive donations, and ability to successfully organize a tremendous volume of donations and recycle them back in to the community.

HY-Swap's greatest needs are free or low-cost space to host the event and marketing to reach and engage all neighborhoods within Hyattsville.

HY-Swap's goal is to become a sustainable tradition within Hyattsville, cycling infant, children's, and maternity clothes, toys, and gear within the community and engaging families in a network of sharing and support.

HY-Swap has had solid growth since we started, and anticipate continued growth as we reach more neighborhoods in Hyattsville, but also anticipate that costs will level off. We established a \$1,000 event budget, and will solicit donations, as well as seek modest support from the City.

Partnership with the City will support several of our key needs to build capacity to meet our goal. In particular, City partnership offers

- preferential scheduling for City space (e.g. Multi-Purpose room in the Municipal Building);
- advertising and outreach across Hyattsville through the City's community announcements; and
- modest financial support to offset costs.

**Next Steps:**

Staff will collaborate with HY-Swap organizers to determine next steps and a communications strategy.

**Fiscal Impact:**

\$500

**City Administrator Comments:**

Staff supports this proposal for partnership.

**Community Engagement:**

Staff will work with HY-Swap organizers to coordinate a community engagement strategy.

**Strategic Goals:**

Goal 5 - Strengthen the City's Identity as a Diverse, Creative, and Welcoming Community.

**Legal Review Required?**

N/A