

General

Business entity

BGC, Bloomfield-Garfield.org & Rauterkus.com

Established

BGC was established in 1975.

Mark Rauterkus, born in 1959, has been coaching and lifeguarding since 1976. The Rauterkus.com proposal bears the name of the prime worker throughout 2016, however, work documents are published with a Creative Commons license and are not proprietary.

Team members

Richard Swartz, CEO of the BGC, financial oversight, Pittsburgh

Mark Rauterkus, project manager, executive head coach, Pittsburgh

Kevin McCarthy, SKWIM USA, consultant, state of Washington

Alandra Greenlee, expected employee, open water swim coach, Pittsburgh

Dale Ross, expected employee, lifeguard trainer, and assistant coach, Pittsburgh

Staff of BGC's Swim & Water Polo & Pittsburgh Combined. In 2015, the aquatic staff included more than 40 part-time workers.

Katherine Longwell, expected employee, swim coach, pool operator, Chairman of Allegheny Mountain Masters Swimming, Pittsburgh

Mick Nelson, consultant, Facilities Development Director, USA Swimming, Colorado Springs

Description of business

The Bloomfield-Garfield Corporation (BGC) is a nonprofit, community development organization. The BGC exists to improve the quality of life for all in Garfield and surrounding neighborhoods through active community engagement. Community-based and board-driven, one of the BGC's main goals is to get as many people in the community as possible to participate in the efforts aimed at physical revitalization, an improved economy and strengthened social well-being. The BGC often offers financial duties with city-wide programs organized by Coach Rauterkus.

Rauterkus.com is a proposal that aims to produce a cooperative enterprise plan and begin the process of authoring a formal feasibility study for new aquatic venues in Downtown Pittsburgh. Mark Rauterkus, a swim coach, retired publisher, and community activist will research, craft, network, investigate, and publish the various findings. Let's build outreach and buzz around preliminary-design options and the need for quality, inter-city programming for citizens of all ages.

Target Audience

The target audience for Rauterkus.com includes citizens, foundations, donors and government entities. City employees, workers, planning officials, URA, neighborhood groups, civic leaders, parents, taxpayers, and business owners are all part of the target audience for any new public facility. The media, recreation professionals and sports participants are targeted too.

Some VIPs in the process of building a new recreation facilities would include the Citiparks Aquatic Staff, Citiparks Assistant Director, Citiparks Director, City Council Members, Public Works Department and others with oversight on capital projects, the Deputy Mayor, Mayor, plus County Parks Directors, County Council, County Executive. School officials may or may not be involved, but they'd want to be aware, perhaps. Of course folks with the state would be a target audience as it is a State Park. Governor, etc. Natural resources, Dept of Conservation, etc. There is no shortage of interested parties when considering possible changes to public assets. They all should be invited to review the process, contribute ideas, lend a hand and offer opinions of support or otherwise.

The swim community, sports communities, parents, and national experts are target audience. Local and regional coaches are a target.

The Rauterkus.com proposal builds political will and shares a vision. Hence, the target audience

includes all who are willing to dialog about investments, ideas and recreation.

Project overview - Narrative – Info – 1,000 characters:

We call for the authoring of a report by the end of 2016: Downtown Aquatic Activities for Humans. People are going to swim in the rivers of Pittsburgh as some do it now. People around the world swim in open water settings all the time. There are lots of questions. How can aquatics work well in Downtown Pittsburgh? What should and could we be doing here? Swim facilities can be in, on, or next to the rivers. What facilities make the most sense? What seasonal and what permanent facilities can we do? A few temporary treatments might open up a whole new world of affordable, highly motivational, positive health and fitness activities for thousands of city residents. Children can be raised to respect and treasure natural resources and become Jedi Lifeguards. USA Swimming assists w Enterprise Plan. Then -> Feasibility Study. Build-A-Pool expert, Mick Nelson, of CO Springs, can help w a BetaBurgh opportunity. Downtown is growing with neighborhood but now we can transform with new pools.

Long Project overview - Narrative – Info

The proposal called Rauterkus.com calls for the authoring of a report by the end of 2016. The topic for this report is Downtown Aquatic Activities for Humans.

People are going to swim in the rivers of Pittsburgh as some do it now. People around the world swim in open water settings all the time. There are lots of questions. How can aquatics work well in Downtown Pittsburgh? What should and could we be doing here?

Swim facilities can be in the rivers, on the rivers and next to the rivers. What facilities make the most sense? What seasonal and what permanent facilities can we do? A few temporary treatments might open up a whole new world of affordable, highly motivational, positive health and fitness activities for thousands of city residents.

Pittsburgh can be the North American hub for canoe water polo. Our children can be raised to respect and treasure the rivers and natural resources and become Jedi Lifeguards who know the rivers and themselves in intimate and emotional ways.

USA Swimming offers assistance in the crafting of an Enterprise Plan in the process of making a formal Feasibility Study for the possible investments of private and public money into building aquatic facilities. After attending the Build-A-Pool seminar with Mick Nelson of Colorado Springs, those plans and proposals should and could be made. The Beta Burgh opportunity can provide extra energy and expertise in these efforts.

For years, many have been championing the idea that Downtown Pittsburgh would be a great, new neighborhood with thousands of new residents filling the streets and spaces once only devoted to office workers. That is a wonderful transformation for the city and its progress is unmistakable. But sadly, throughout the Downtown neighborhood certain things are missing, such as a public-playground swing set.

Current state of product or technology to be used for the project? Include conceptual, conducting market research, prototype development, beta testing, testing analysis.

There are countless options and new tech enhancements to aquatic facilities now in the marketplace and being developed. The proposal can explore those findings and document them as an educational asset.

The Kickstarter and Indiegogo crowd source campaigns are newer, as is the smaller nonprofit campaigns of Ioby.org. This venture could establish a crowd source effort at its conclusion.

Schedule

The Rauterkus.com schedule calls for ongoing observations throughout the spring and summer. Behind the scenes discussions can occur with national experts as soon as funding is obtained. Community outreach

efforts happen in the normal summer activities at the pools, with the families, at the parks.

The big push comes with the publishing of the report in the fall of 2016. All work is put into the public realm for others to use and modify by the end of December 2016.

Describe how the project will impact the Downtown community. How will you measure the impact? Downtown workers, residents, visitors, specifically? Will it affect other populations or communities outside your primary community?

Rauterkus.com can impact the Downtown community in positive ways. Pittsburgh needs a discussion on way to help our kids and some of the spaces geared to kids and families are absent from Downtown. Downtown can be a playground for more than the professional athletes.

Is the project sustainable for long term implementation? How will it be maintained?

Rauterkus.com aims to make a sustainable aquatic attraction for Pittsburgh's Downtown community and beyond. Prior planning prevents poor performances and with public spaces, we need additional planning. This proposal starts that recreation discussion with a splash.

Preferred location to activate as part of your proposal? Public or private property? Explain why this location is preferred.

The spaces for use in the effort with the plan at Rauterkus.com are not a factor. Many of the meetings can happen in small groups. Clinics and information sessions in larger classrooms and a design charrette are expected, but any office space Downtown would be fine.

Budget for Rauterkus.com

Total Cost: \$10,000

Insurance	\$300.00
BGC Overhead	\$600.00

Equipment	Q	\$ per unit	Total
Hardware	1	1000	1000
Transportation	10	50	500
Printing	1	3000	3000
Displays	5	315	1575
Software App Program			
	1	1000	1000
Designer	5	401	2005
	Summary		9980

Not included: Staffing, Part-time workers, storage, security, wifi, postage, PR.

Insurance, Permits & Permission

Rauterkus.com will procure general liability insurance from the BGC insurance agency, or some sport-specific agency for the duration of time that the project is active. The Pittsburgh Downtown Partnership and others, if applicable, are to be named as additional insured to the policy. Global insurance costs estimates are included in the budget. User fees that cover individual insurance coverage are to be paid by the participants.

Since the Rauterkus.com proposal is more academic and with a focus on the creation of documents, there are no user fees and athletic participants who need coverage.

Activities in publicly-owned public spaces that required Special Event Permits through the City of Pittsburgh are expected and assistance from the Pittsburgh Downtown Partnership in the application process is welcomed. All rules will be followed. Activities in privately-owned public spaces would occur after permission was obtained.