

James River Association's **e**xtreme stream makeover

Extreme Stream Makeover

Since 2006, JRA has conducted three highly successful, large-scale Extreme Stream Makeover (ESM) watershed restoration projects in the James River watershed. This community-based watershed restoration program targets an impaired waterway with projects designed to directly address the causes of downstream and mainstem pollution, including increased sediment and nutrient loads, degraded habitat and rainwater management which lead to the degradation of the James River and the Chesapeake Bay.

The visible goal is the restoration of a neglected tributary of the James River. This goal is accomplished through the management of rain water runoff through localized projects such as the construction of rain gardens and BayScapes, the installation of rain barrels, streamside buffer planting and trash clean-up.

More broadly, the event is designed to increase personal awareness about the importance of stream health as part of the overall water quality of the James River.

Extreme Stream Makeover 2011 – Newport News – Stoney Run Watershed

The fourth of its kind, the Stoney Run Extreme Stream Makeover is in the early planning stages. This week-long project is scheduled for April 11 – 15, 2011. Projects will be completed at the Grissom Library, the Stoney Run Athletic Complex, the Chowan Ditch and Denbigh High School

Early plans call for the Grissom Library Parking Lot Island to be a major project where JRA will retrofit the existing island and turn it into a bio-retention cell. At the Stoney Run Athletic Complex, JRA will retrofit the existing managed turf area that is adjacent to the main parking lot so that it will more effectively capture and treat runoff. The current landscaping consists of grass and a few trees that are planted around the perimeter of the site. Our goal is to replace much of the turf with native herbaceous plants and shrubs. We will also add native shade trees. The end result will be a vegetated area that not only treats runoff more efficiently but also is much more aesthetically pleasing. Both locations are highly visible public sites, adding to their value in educating the public. Projects at these sites and others will be executed by volunteers.

Partnerships and Logistics

Forming partnerships with local government, area businesses, universities, schools and professional, social and civic organizations is crucial to the success of a major watershed restoration initiative like the planned Extreme Stream Makeover. JRA is currently in discussion with representatives from the City of Newport News, including the Department of Public Works; Hampton Roads Planning District Commission; Virginia Department of Conservation and Recreation; Virginia Living Museum; Rotary Club of City Center-Newport News; Christopher Newport University; and Anheuser-Busch Companies.

The local community is an integral part of an Extreme Stream Makeover. In addition to identifying, assessing and mitigating runoff problems within the watershed, an ESM is designed to educate the general public about the need to control runoff to protect the waterways. As part of its education and outreach efforts JRA will be teaching participants how many of the projects executed during the ESM can be adapted to the individuals' homes. It is our intention that observers and interested non-participatory individuals will also absorb this knowledge. In choosing partners to participate in the ESM JRA is also looking to acquire a dedicated corps of volunteers for the week-long effort. JRA's goal is to include 300 – 400 Tidewater citizens in the five-day makeover. Volunteers will be asked to contribute a full day (8:30am – 4:30pm) or a half day (8:30am – 11:30am or 1:30pm – 4:30pm) shift.

Sponsorship Opportunities

Extreme Sponsor _____ **\$20,000**

- Business logo included prominently on all media materials, signage and event banners
- Opportunity to address the audience during opening ceremonies
- Rain Barrel workshop for 20 employees (materials included), date TBD
- Business logo included in thank you advertisement in *Daily Press* and *Virginia Pilot Business Sections*
- Invitation to celebrate the culmination of the project with state and county officials
- Special opportunity for employees to participate during *Extreme Stream Makeover week*
- Lunch and watershed educational program provided to sponsor volunteers
- Listed on JRA website and in Annual Report

Stream Sponsor _____ **\$10,000**

- Business name listed on all media materials, signage and event banners
- Rain Barrel workshop for 10 employees (materials included)
- Business name included in thank you advertisement in *Daily Press* and *Virginia Pilot Business Sections*
- Lunch and watershed educational program provided to sponsor volunteers
- Name read from podium during opening and closing ceremonies
- Listed in JRA Annual Report and on website

Day Sponsor _____ **\$5,000**

- Business name listed on all media materials, signs and banners
- Lunch and watershed educational program provided to sponsor volunteers for the day
- Business name included in thank you advertisement in *Daily Press* and *Virginia Pilot Business Sections*
- Name read from podium during opening and closing ceremonies
- Listed in JRA Annual Report and on website

Supporting Sponsor _____ **\$2,500**

- Business name listed on signage
- Business name included in thank you advertisement in *Daily Press* and *Virginia Pilot Business Sections*
- Name read from podium during opening and closing ceremonies
- Listed in JRA Annual Report and on website

For more information about JRA, please visit www.jamesriverassociation.org. JRA is also on Facebook. Information about ESM is available at www.extremestreammakeover.org.