Small-Scale Fundraising and Activity-Driven Sponsorships

Developing private support for parks
SPEAKERS

Marc Wilken, Director of Business & Economic Development, Philadelphia Parks & Recreation

Paul K. Williams, President, Historic Congressional Cemetery

Moderator: Lisa Bransten, Director of Partnerships, San Francisco Recreation & Parks Department
CONTROLLING THE REVENUE

CITY COUNCIL ORDINANCE

• Created the “Park Programs and Facilities Fund
• Any concessions operating on City property, managed directly by Philly Parks & Rec
• Retain revenue and reinvest in the parks where the concessions are located or system wide
• Investments included single day programming activities to capital improvements
• Transfer money to our non-profit partner (Fairmount Park Conservancy) via a state mandated fiduciary partner (PIDC)
  • Streamlines investments
  • BUT challenging from an accounting perspective
SAMPLE CONCESSION: PARKS ON TAP

• 23 parks in 23 weeks
• Partnership with individual friends groups and institutional partners
• “Grants” to each friends group to reinvest in programming and small improvements
• Pop up at festivals as well (ex: Cherry Blossom Festival and Craft Hall – winter holidays)
• Average revenue per year to Philly Parks & Rec: $250,000
• Managed by a concessionaire, they bring everything! F&B trucks (including a smoker), furniture, lights, trash/recycling bins and bathrooms
• Philly Parks & Rec hires a Park Ambassador and the Fairmount Park Conservancy has volunteers for engagement
• Very family friendly, no issues with alcohol service
• Vacant lot and empty space beer gardens are popular all over the City
SPONSORABLE ACTIVATIONS

TRANSFORMING PUBLIC SPACES INTO SUPER SIZED PARKS

• The OVAL – surface parking lot into a giant playground
• Parkway – closing streets to provide PLAY, HEAR & MAKE
• Spruce Street Harbor Park – dead space along the river into a seasonal attraction
• LOVE PARK – converted a summer fountain into a giant Christmas Present that doubled as a fundraiser
• Source the right designers and fabricators (locally, nationally or internationally plus follow This is Colossal), build the installation and then the sponsors and foundations will come
CULTURAL DIPLOMACY

INSTALLATIONS

• Renting out or renting from - Montreal
• Local, national and international collaborations to invest on an installation together that travels (like exhibits from Art Museums - Montreal
• The Double Decker Bus The “BOOM BOX” – sponsors, foundations and radio partners
URBAN WOOD

CONVERT WOOD WASTE INTO COST SAVINGS, REVENUE STREAM AND ART/PLAY

• Baltimore Wood Project
  • Job Creation
  • Improve the aesthetic of parks and rec centers – accent wall wood

• Chicago, Theaster Gates – Art & Wood
• Engineered Wood Fiber for playground surfaces
• Sculpture Gardens – Indianapolis Museum of Art (sponsors and foundations)
Paul Williams
President,
Historic Congressional Cemetery
Keep It Simple - Donation Boxes!

Your donations have helped the cemetery go from that...

TO THIS!

Help Congressional Cemetery continue this progress!
Keeping it Free and Simple - Honey Bees

HCC has 34 hives maintained by volunteers

Why Bees?
The media Loves them – annual honey harvest in fall
Local Honey is antibacterial, fends off allergies

Fundraising!
Charged Volunteers $25 to Harvest Honey
Sold 400, 4oz jars for $20 each or $8,000

Rest in Bees
Create or Expand Gift Shop!

Books
Tee Shirts
Mugs
Jewelry
Wreaths
3d Printed Monuments
Purchase at Tradeshows, eBay, or Wholesale
Make it Mobile
$25,000+ Annual Sales
Cinematery: Movie Nights

- Night Time Movies
- Family Friendly
- Royalty Free Movies
- Inflatable Screen Sponsored
- BYOB/Dinner
- 4 Nights
- 300 in attendance at $10 each or $12,000
- Plus (Donated) Beer Sales $1,000
- $16,000 Annual Revenue
Outsource it - 5K Races

Host Three 5k Races Per Year
Outsourced Management/Timing
Themes:
Dead Man’s Run
Flee The British: War of 1812
Gay Pride
Day of the Dog
Kids Run/After Party
Average 1,000 runners each
$20 net per runner
$60,000 a Year
Plus Other Non-Profit Rentals, Beer Tent, Gift Shop
Halloween Events

Morphed from Ghosts & Goblets Gala

Soul Strolls: Twilight Tours

Based on tours at Oakland Cemetery in Atlanta

4 evenings of character led tours of our ‘residents’

Little Cost - High Revenue Potential

12 tours a night (every 15 min)

30 people per $25 tour = $750 per tour

48 total tours = $36,000

VIP Area, $65 ticket x 180 = $11,700

Total with Bar & Gift Shop Sales $65,000
Goats - Both Simple and Complex
Have You Herd? Simple Goats

Hired herd of 58 goats for 7 days
Grazed on invasive species outside our gravesite area
Fenced in by owner – Eco-Goats
Monitored daily and provided water
Cleared 1.6 acres
Consumed poison ivy, kudzu, well – everything
Non chemical alternative
Cost: $4,800: 25 cents per goat, per hour

Why Goats?

Thousands of new visitors came to see the goats
Press revealed that we had plots for sale: $85,000 in sales in 45 days
Viewers learned who we are and where we are
Country and Worldwide Coverage: 50+ live interviews
Have You Herd? Complex Goat Yoga

First time goat yoga was allowed in Washington, DC
Enormous Health Department Bureaucracy
Seasonal timing window
Location, teachers, volunteer logistics
Over two days:
  - Five, 45 min yoga sessions for 55 people at $40 ea. ($11,000)
  - Four, 30 min bottle feeding sessions for 30 people at $25 ea. ($3,000)
$14,000 gross + publicity (Washington Post, Reuters, WSJ)
Plus $2,000 gift shop for $16,000 gross...in 6 hours
Complex, but worth it - Dog Memberships

Capped at 800 Dogs – about 600 Humans
Off leash dog walking, Cemetery completely fenced
Lots of Rules and Regulations
8 volunteer hours per year required = 4,800 Hours!
Built in Security
Closed for events, funerals and Sat from 11-3 for Family Visits
People on the wait list: 400 ($85 fee = $34,000)
600 Members at $325 year = $195,000 (tax deductible)
Plus $50 per dog x 800 dogs = $40,000
Plus $25,000 in additional donations & sales
Plus $3,500 for “Yappy Hours”
Annual Total: **$297,500** – In Unrestricted Funds

Cost?
- $400 for dog tags
- $15,000 for waste removal
Additional Practices

Offer Sponsorships:
- Light Poles, Benches, Bricks, Garbage Cans, you name it.

Rent anything:
- Chapel, Conference Room, Office space, grounds, roads

Ask for Donated Booze from distributors

Pet and/or kid Photos with Santa

GoFundMe for anything

Ask for Stuff!
SPEAKER CONTACT

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Paul Williams, Congressional Cemetery, pwilliams@congressionalcemetery.org
Lisa Bransten, San Francisco Recreation & Park Department, lisa.bransten@sfgov.org
MEMBERSHIP

Your connection to information and expertise on new urban park models, practices, and innovative partnerships.

Members have access to a suite of highly-curated resources specifically designed for the parks community including:

• Webinars
• Online resource library
• Urban park study tours
• Advocacy tools
• Discounted registration to Greater & Greener

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CEU SLIDE

• If available, CEU information will be added here by CPA staff.