Building Capacity Through Small Grant Programs
TUESDAY, July 23, 2019 | 2:30pm
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Building Capacity Through Small Grant Programs
SPEAKERS

Ed Ewing, Director of Programs, Seattle Parks Foundation
Dave Harvey, Executive Director, Park People
Colin Wallis, CEO, Austin Parks Foundation
Dana Wedeles, Principal Planner, City of Alexandria, VA
SMALL IS BIG
The Seattle Parks Foundation

• Bringing People Together to Make Parks Happen
Seattle Parks Foundation

- Became an independent nonprofit in 2001
- 4.3 Million Budget
- 9 Staff Members
- 23 Board Members
- 84 Community Partners
Seattle Parks Foundation

• **VISION** Everyone in Seattle should feel connected to safe and beautiful green spaces and have easy access to recreational opportunities that meet their needs and the needs of a growing and changing population.

• **Fiscal Sponsorship** We provide 501(c)(3) tax-exempt status and a suite of accounting, insurance, fundraising, communications, and advocacy services to community groups that are making park and public space projects happen across the city.

• **Fund Management** We manage restricted and general-purpose funds, including endowments, for donors who want to make long-term and legacy investments in Seattle’s parks and public space system.

• **Major Initiatives** We support partner capital campaigns, large-scale community park planning, and civic-scale parks and public space advocacy initiatives.
Seattle Parks Foundation

- Seattle Population 700,000 +
- Asian 14%
- African American 7.2%
- Hispanic 5.5%
- Multicultural 6.2%
- Native American/Pacific Islander 1.1%
- White 66%
Diversity varies widely among Seattle neighborhoods

The diversity index for Seattle block groups ranges from a low of 13 in Madison Park to a high of 77 in Delridge.

Source: Esri

MARK MOWLEN / THE SEATTLE TIMES
Seattle Parks Foundation

- Average 50% of tract area w/o easy open space access
- Median Household Income $47,000
- 1 in 5 Residents Speak English “less than very well”
- 40 -80% People of Color
Health Disparities

- Duwamish River Valley
- South Park
- Georgetown
Community Parks Fund

- Supports Planning, Creation, Expansion, Enhancement, Advocacy
- Underserved Neighborhoods
- Increase Access to Seattle Parklands
- Supported with High-Level Stewardship
- Leverage Community Philanthropy and Public Funding
- Compelling Projects with Community Visibility
Community Parks Fund

• $2.1 Million Invested Since 2013
• $882,000 (42%) In Communities of Color
• $162K (51%) Capital Projects
• $75K (24%) Capacity Building
• $65K (21%) Programming
• $15K (5%) Advocacy
• $317,000 (2019)
Results

• 18 Projects
• 3 Community Visioning Plans
• 1 Amazing Community Partnerships & Planning Manager
• Community Advocacy
• Community Leadership & Skill Building
• Community Building & Engagement
What’s Next: Neighborhood parks Fund

- Opportunity for Greater Alignment & Shared Vision for Public Space Projects
- Equity Focused
- Community Driven
- City Wide Impact
- Seattle Parks Foundation, Community Partner Network, Seattle Parks & Recreation, Parks Board, Mayor, City Council
CANADA WIDE

PROGRAMS

LEARNING

RESEARCH

PROFESSIONAL SERVICES
TD PARK BUILDER GRANTS / SPARKING CHANGE

- Toronto only
- Underserved neighbourhood—public space
- Training, support
- $1,500 grant to support events
TD PARK PEOPLE GRANTS

• 7 cities
• Community park groups, particularly in underserviced neighbourhoods
• Public space
• Up to $2,000
• 3 events
FILLING A NEED

• Programming = huge benefits but no gov’t $
• Partnership groups in parks new to Canada
• Brings in gov’t as a partner
• Builds capacity and credibility
• Brings in new partners and funders
PARKWAY FOREST PARK - TORONTO
FLYOVER PARK - CALGARY
LE GRAND POTAGER - MONTREAL
KEY FACTORS FOR SUCCESS

• Have a great funder
• Keep it simple – no charitable stats, limited reporting
• Staff support and training – during and after applications
• Cities on side – permitting costs and process
• Experiment and take chances
• Evaluate
SPARKING CHANGE REPORT

Catalyzing the
Social Impacts of Parks
in Underserved Neighbourhoods
PARK PEOPLE

PARKPEOPLE.CA

TWITTER: @park_people
FACEBOOK: parkpeopleCA
INSTAGRAM: @parkppl
APF partners with our community to enhance people’s lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.
OUR CHALLENGE

• Trust for Public Land ranked Austin #43 on ParkScore this year

• Austin has a $600M backlog of maintenance and improvement projects

• Austin faces significant disparities from east to west resulting from a 1928 city masterplan which racially segregated the city.
Austin Parks Foundation has been a partner and beneficiary of the Austin City Limits Music Festival for 13 years. Over the course of our partnership, $35 million has been generated by the festival for our public parks, trails and green spaces.

Together we’ve invested in parks across the city through large scale strategic investment, like:

- $5 million for Auditorium Shores Renovation
- $2.5 million for Zilker Park Lawn Restoration and Tree Care
- $1 million for Republic Square Renovation

Proceeds from the 2018 festival will be put toward park projects in all 10 City Council districts like:

- **GOVALLE**
  - District 3
  - Playscape and ball field revitalization

- **BUTLER**
  - District 9
  - Alliance Children’s Garden

- **ZILKER**
  - District 8
  - Nature & Science Center Master Plan

- **SPRINGDALE**
  - District 1
  - Playscape and fitness zone renovation

- **EASTLINK**
  - Districts 1.3.4
  - Hike and bike trail development

- **GRANTS**
  - Districts 1-10
  - Community initiated park improvements

In 2018 alone, through a percentage of ticket sales, fans of ACL Fest contributed $5.1 million. Every ticket means more volunteers, more programming and more improvements to Austin’s parks, trails and public spaces!

Together we have funded hundreds of additional park improvement projects across the city. Learn more at austinparks.org
ACL GRANTS PROGRAM

NEIGHBORHOOD GRANTS
$500 - $5,000
Monthly Awards

COMMUNITY GRANTS
$5,000 - $50,000
Twice Per Year

IMPACT GRANTS
$100,000
Once Per Year
ODOM SCHOOL PARK - $2,000 GRANT
PONCIANA PARK - $50,000 GRANT
ST. JOHN PARK - $100,000 GRANT
WHAT WE LEARNED

• Lack of access to professional design services
• Cost of design services is a barrier
• Limited opportunities to give community input
OUR IMPACT

• ACL Grants have invested $20 Million in Austin’s parks since 2006

• We reach all 10 districts of Austin, and into every neighborhood
City of Alexandria

• In Northern Virginia south across the Potomac River from Washington D.C.

• The City encompasses 15.75 square miles

• 2018 population estimate was 151,300

• 1,012 of publicly owned open space
Community Matching Fund Background

• The Department of Recreation, Parks and Cultural Activities established the Community Matching Fund in 2016 through its Capital Improvement Plan and as part of our PARKnership Program.

• Provides matching 1:1 dollars for groups that propose fundraising for park and recreation improvement projects.

• Fosters public/private partnerships and cultivates innovative ways for residents to have a greater stake in improving the park and recreation facilities that they use.
Community Matching Fund Process

• Each year, community groups that lives and/or works in the City of Alexandria can apply for the matching fund through a competitive process.

• The group must demonstrate in their application a capacity to build a stronger and healthier community through park and recreation facility improvements.

• There is $100,000 to distribute and projects are selected by the Park and Recreation Commission.

• If selected, applicants must agree to fundraise their portion within a year, or provide equivalent in-kind donation or volunteer labor.
Lessons Learned

• Ensure that both parties are tracking progress and have tight agreements

• Project selection needs to consider staff work load

• Work with groups to get good cost estimates and determine clear expectations if the project goes under or over budget

• Despite these bumps and lessons learned, our partners put the heart into the facilities and community – their pride and involvement make it worth it.
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

Join City Parks Alliance today! To learn more, visit our membership table in the exhibition hall or go to cityparksalliance.org/membership.

#greatergreener