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  • From the home page, select schedule
  • Go to today’s date and find the title of this session and tap
  • In the middle of the page, tap General Session Survey
  • Fill out the Session Survey

Your responses will be shared with the accrediting agency.
PARKXCHANGE Workshop: Developing Citywide Park Nonprofits

Welcome and Introductions
OVERVIEW OF RESEARCH
Charlie McCabe, Researcher, The Trust for Public Land
Charlie.mccabe@tpl.org

THE CONTEXT: Public & Non-profit parks agencies in the 100 largest U.S. Cities

• Data from the Trust for Public Land (Center for City Park Excellence)
• Annual survey and GIS data collection results in a number of reports, including:
  • ParkScore® Index: since 2012 (www.tpl.org/parkscore)
  • ParkServe®: since 2017 (14,000 urbanized areas, about 80 percent of the U.S. population) (www.tpl.org/parkserve)
• For the purposes of this presentation, a focus on the 100 largest U.S. cities
  • 65 M people, about 20 percent of the U.S. population
  • 300 public parks agencies
  • 181 non-profit parks agencies (friends, conservancies, foundations, city-wide)
Several things to note

• Volunteer hours recorded by both public and non-profit parks agencies continue to grow:
  • 2018: **16.9 M** hours, worth **$433 M**
  • 2019: **17.6 M** hours, worth **$503 M**
• **32** out 100 cities do not have a non-profit parks partner
• **32** out of 100 cities have a city-wide parks non-profit partner (ranging from advocacy, action and park development, programming and operations and maintenance)
### A Focus on Spending

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Public Parks Agencies</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>Non-profit Parks Agencies</td>
<td>167</td>
<td>181</td>
</tr>
<tr>
<td>Public Parks Agencies</td>
<td>$7.4 B</td>
<td>$7.1 B</td>
</tr>
<tr>
<td>Non-profit Parks Agencies</td>
<td>$499 M</td>
<td>$597 M</td>
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<tr>
<td>Median year 501c3 status granted</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>Median number of employees</td>
<td>5 (total 2,125)</td>
<td></td>
</tr>
<tr>
<td>Median spending per non-profit</td>
<td>$571,922</td>
<td></td>
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<tr>
<td>Agencies spending less than $1 M</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>Agencies spending more than $1 M</td>
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<td></td>
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<tr>
<td>Agencies spending more than $5 M</td>
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</tbody>
</table>
City-wide parks non-profits

• 32* out of 100 cities have a city-wide parks non-profit partner (ranging from advocacy, action and park development, programming and operations and maintenance)

• Cities with city-wide parks non-profits: Anchorage, Atlanta, Austin, Baltimore, Baton Rouge, Chicago, Dallas, Denver, Des Moines, Houston, Indianapolis, Jersey City, Los Angeles, Louisville, Minneapolis, Nashville, New York, Oakland, Omaha, Philadelphia, Phoenix, Pittsburgh, Plano, Portland OR, San Antonio, San Francisco, San Jose, Seattle, St. Paul, Tucson, Virginia Beach and Wichita.

• *-There are a total of 34 parks non-profits focusing on city-wide efforts in the 32 cities.
### 2019: 34 city-wide parks non-profits

<table>
<thead>
<tr>
<th>Description</th>
<th>Data</th>
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<tr>
<td>Median year 501c3 status granted</td>
<td>1996</td>
</tr>
<tr>
<td>Median number of employees</td>
<td>4 (total 277)</td>
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<tr>
<td>Median spending per non-profit</td>
<td>$795,764</td>
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<tr>
<td>Agencies spending less than $1 M</td>
<td>21</td>
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<tr>
<td>Agencies spending more than $1 M</td>
<td>13</td>
</tr>
<tr>
<td>Agencies spending more than $5 M</td>
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</table>
### 2019: City-wide vs. All parks non-profits

<table>
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<tr>
<th></th>
<th>City-wide</th>
<th>All parks non-profits</th>
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Citywide Park Nonprofits:

LESSONS LEARNED
Why are Citywide Park Nonprofits Important?

• Equitable distribution of park resources throughout the city
• Raising funds to supplement public dollars
• Advocating for parks and building capacity of citizen groups
• Enhancing capacity of city to implement capital projects
CORE FUNCTIONS

• Fundraising
• Capacity-Building
• Advocacy
• Community Engagement
• Capital Projects and Programs
KEYS TO SUCCESS

• Good relationship with city while maintaining independence
• Empower community, volunteers, friends groups
• Focus on where you bring value – tell your story
• Focus on equity
• Strong board that can do the work or raise $
PANEL DISCUSSION

Moderator: Caryn Ernst, Director of Strategic Initiatives, City Parks Alliance
cernst@cityparksalliance.org

Thatcher Bailey, Executive Director, Seattle Parks Foundation
thacher@seattleparksfoundation.org

Carolyn Ramsay, Executive Director, Los Angeles Parks Foundation
Carolyn@laparksfoundation.org

Colin Wallis, CEO, Austin Parks Foundation
colin@austinparks.org
CASE STUDY: PROVIDENCE, RHODE ISLAND

PART I: Identifying issues and engaging the community
RHODE ISLAND CASE STUDY

PARTICIPANTS

Resident and Founder of Friends of Brown Street Park

Deputy Director of Neighborhood Park Services, DPR

Director of Neighborhood Park Services, DPR

Director of Adult Fitness Programs, YMCA

Director, Healthy Communities Office
WORK AS A GROUP TO IDENTIFY:

1. Overlapping interests and priorities for the Dept. of Parks and Recreation, YMCA, Healthy Communities Office, Friends of Brown Street Park.

2. Misalignment or potentially conflicting interests for the organizations involved.

3. Your own bottom line, including your constraints and potential flexibility (as your character)

4. Resources – financial, technical, volunteer or staff capacity, or other – that you and your organization bring to the table.
CASE STUDY: PROVIDENCE, RHODE ISLAND

PART 2: Initial successes
GROWING AND SUSTAINING PARK PARTNERS

Work as a group to answer the following questions:

1. Based on your experience with Friends of Brown Street Park and its partners, in what ways can park partners improve and activate parks?

2. What types of support and technical assistance do you think new park partners will need to be effective?

3. How could you and other organizations provide this support and technical assistance?

4. How can you leverage your limited investment to grow the capacity and sustainability of park partners?
CASE STUDY: PROVIDENCE, RHODE ISLAND

PART 3: Establishing the Partnership for Providence Parks

In addition to running the Parks Academy, the Partnership:

• Serves as fiscal agent for park partners
• Raises citywide funds and creates grant opportunities
• Creates plug and play programming that communities can implement themselves
• Plans citywide park activation events
INSTITUTIONALIZING SUSTAINABILITY

As Superintendent, Wendy:

1. Prioritized making the department transparent and collaborative

2. Invested in training and support for her staff

3. Leveraged underutilized existing city resources to sustain programs formerly run by the Partnership

4. Formalized programs that had been successfully piloted by the Partnership

5. Leveraged grant dollars to bring capacity in-house
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