

CREATIVE FUNDING SOLUTIONS

**Return on Investment:
Funding Parks Through
Strategic Partnerships**



CREATIVE



FUNDING



SOLUTIONS

Presented By Greg Melton
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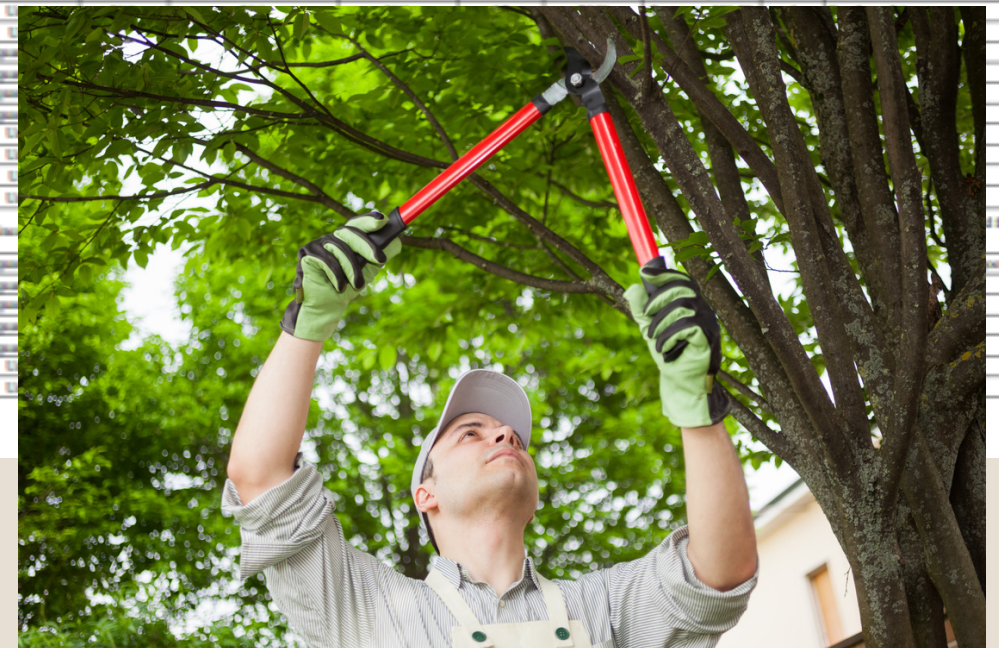
PARKS ARE COSTLY TO MAINTAIN

Park districts are being asked to provide more amenities, more programming and higher quality experiences with increasingly limited operational funding.

PROVIDING MORE WITH LESS!

- AGING INFRASTRUCTURE
- STAFFING SHORTAGES
- DEFERRED MAINTENANCE

HANS CHRISTIAN ANDERSON PARK												
Location	Category	Item	Quantity	Measurement	Purchase Date	Purchase Price	Funding Source	Useful Life in Years	Anticipated Replacement Date	Current Cost to Replace	Current Condition #*	Notes (Date)
Maintenance Shop	Flooring	Concrete	910	Square Foot	N/A	N/A	N/A	100	2125	\$ 16,200.00	4	Good condition
Maintenance Shop	Walls	Cinder Block	910	Units	N/A	N/A	N/A	100	2125	\$ 25,000.00	4	Some gaps present but structurally ok
Maintenance Shop	Ceiling	Wood Ceiling/Painted	910	Square Foot	N/A	N/A	N/A	50	2075	\$ 22,750.00	4	Some boards need repair
Maintenance Shop	Lighting	Fluores 2x4	12	Units	N/A	N/A	N/A	15	2040	\$ 4,800.00	4	Good condition
Maintenance Shop	Lighting	4'x4'	2	Units	N/A	N/A	N/A	15	2040	\$ 800.00	4	Good condition
Maintenance Shop	Lighting	6'x6'	1	Units	N/A	N/A	N/A	15	2040	\$ 500.00	4	Good condition
Maintenance Shop	Lighting	Flood Lights	3	Units	N/A	N/A	N/A	15	2040	\$ 600.00	4	Good condition
Maintenance Shop	Amenities	Sink	1	Units	N/A	N/A	N/A	25	2050	\$ 1,000.00	3	Good condition
Maintenance Shop	Openings	Bar Doors	2	Units	N/A	N/A	N/A	50	2075	\$ 5,000.00	3	Doors have some damage, needs to be repaired
Maintenance Shop	Exterior	Roof/Eaves	910	Linear Foot	N/A	N/A	N/A	50	2075	\$ 10,920.00	2	Wood rot throughout building. Need to repl.
Maintenance Shop	Exterior	Foundation	910	Square Foot	N/A	N/A	N/A	100	2125	\$ 18,200.00	3	Foundation exposed but ok
Maintenance Shop	Exterior	Roof/Metal	910	Square Foot	N/A	N/A	N/A	80	2105	\$ 45,500.00	3	Good condition
Maintenance Shop	Exterior	Carport/Storage	324	Square Foot	N/A	N/A	N/A	40	2065	\$ 8,500.00	4	Good condition
Restroom 1 - Men's	Walls	Block	550	Square Foot	N/A	N/A	N/A	100	2125	\$ 11,000.00	4	Good condition
Restroom 1 - Men's	Flooring	Tile Epoxy	120	Square Foot	N/A	N/A	N/A	20	2045	\$ 1,200.00	2	Tile ok but need to be re-epoxy.
Restroom 1 - Men's	Dividers	Partitions/Wood	2	Units	N/A	N/A	N/A	30	2055	\$ 2,400.00	4	Good condition
Restroom 1 - Men's	Sanitary Fixtures	Toilets	1	Units	N/A	N/A	N/A	25	2050	\$ 1,500.00	4	Good condition
Restroom 1 - Men's	Sanitary Fixtures	Urinals	1	Units	N/A	N/A	N/A	25	2050	\$ 2,000.00	4	Good condition
Restroom 1 - Men's	Sanitary Fixtures	Sink	1	Units	N/A	N/A	N/A	25	2050	\$ 1,000.00	4	Good condition
Restroom 1 - Men's	Lighting	Recessed	3	Units	N/A	N/A	N/A	15	2040	\$ 600.00	4	Good condition
Restroom 1 - Men's	Openings	Door	1	Unit	N/A	N/A	N/A	30	2055	\$ 1,200.00	4	Good condition
Restroom 1 - Men's	Ceiling	Wood paneling	120	Square Foot	N/A	N/A	N/A	15	2040	\$ 200.00	4	Good condition
Restroom 1 - Women's	Walls	Block	550	Square Foot	N/A	N/A	N/A	100	2125	\$ 1,200.00	4	Good condition
Restroom 1 - Women's	Flooring	Tile Epoxy	120	Square Foot	N/A	N/A	N/A	20	2045	\$ 1,200.00	2	Tile ok but need to be re-epoxy.
Restroom 1 - Women's	Ceiling	Wood paneling	120	Square Foot	N/A	N/A	N/A	40	2065	\$ 1,000.00	4	Good condition
Restroom 1 - Women's	Sanitary Fixtures	Toilets	2	Units	N/A	N/A	N/A	15	2040	\$ 1,500.00	4	Good condition
Restroom 1 - Women's	Dividers	Partitions/Wood	4	Units	N/A	N/A	N/A	20	2045	\$ 4,800.00	4	Good condition
Restroom 1 - Women's	Sanitary Fixtures	Sinks	1	Units	N/A	N/A	N/A	25	2050	\$ 1,000.00	4	Good condition
Restroom 1 - Women's	Openings	Door	1	Unit	N/A	N/A	N/A	30	2055	\$ 1,200.00	4	Good condition
Restroom 1 - Women's	Lighting	Recessed	3	Units	N/A	N/A	N/A	15	2040	\$ 600.00	4	Good condition
Restroom 1	Exterior	Eaves	550	Linear Foot	N/A	N/A	N/A	50	2075	\$ 16,500.00	2	Wood rot throughout building. Need to repl.
Restroom 1	Exterior	Foundation	550	Square Foot	N/A	N/A	N/A	50	2075	\$ 7,700.00	4	Good condition
Restroom 1	Exterior	Roof/Metal	550	Square Foot	N/A	N/A	N/A	75	2100	\$ 10,000.00	3	Good condition
Restroom 2 - Men's	Walls	Block	100	Square Foot	N/A	N/A	N/A	100	2125	\$ 11,000.00	4	Good condition
Restroom 2 - Men's	Walls	Block	100	Square Foot	N/A	N/A	N/A	20	2045	\$ 1,800.00	2	Needs re-epoxy
Restroom 2 - Men's	Walls	Block	100	Square Foot	N/A	N/A	N/A	30	2055	\$ 4,800.00	4	Good condition
Restroom 2 - Men's	Walls	Block	100	Square Foot	N/A	N/A	N/A	25	2050	\$ 6,000.00	4	Good condition
Restroom 2 - Men's	Walls	Block	100	Square Foot	N/A	N/A	N/A	25	2050	\$ 2,000.00	4	Good condition
Restroom 2 - Men's	Walls	Block	100	Square Foot	N/A	N/A	N/A	25	2050	\$ 2,000.00	4	Good condition



WHAT IF PARKS COULD HELP FUND THEMSELVES?

Strategic activation of underused park land can create recurring revenue that supports maintenance, operations and long-term park improvements.

Thoughtful public-private partnerships can enhance both the park experience and financial sustainability.



UNDERUSED SPACE



ACTIVATED PARKS



PARTNERSHIPS



RECURRING REVENUE



PARK
IMPROVEMENTS

PARKS AS COMMUNITY DESTINATIONS

Today's parks are more than recreation spaces. They are social hubs, gathering places and economic drivers for communities.

Well-designed amenities and partnerships can:

- INCREASE VISITATION
- EXTEND LENGTH OF STAY
- IMPROVE USER EXPERIENCE
- GENERATE OPERATIONAL INCOME
- CREATE RESERVATIONS



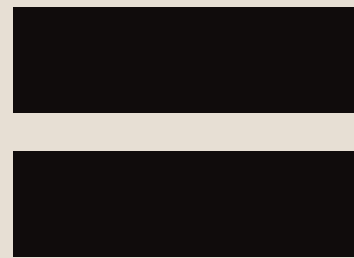
PARTNERSHIP OPPORTUNITIES

Public-private partnerships can range from small vendor agreements to long-term destination amenities.

FOOD and BEVERAGE	RECREATION	MOBILE VENDORS	COMMUNITY RETAIL
Coffee Shops, Breweries, Restaurants	Pickleball, Golf Training, Climbing, Sport Tournaments	Food Trucks, Seasonal Vendors	Bike Rentals, Markets, Recreation Retail

PARTNERSHIP OPPORTUNITIES

- ANNUAL OPERATING CONTRACTS
- RENTALS
- RESERVATIONS
- PROGRAM INCOME
- TOURNAMENT FEES



WHAT'S NEEDED ? INFRASTRUCTURE

POWER

- Temporary Hookups
- Dedicated Electrical Panels
- Generator Restrictions
- Event Power Access

WATER

- Potable Water Access
- Handwashing Requirements
- Vendor Connections

WASTE

- Trash/Recycling Stations
- Grease Disposal considerations
- Maintenance Coordination

ACCESS

- ADA Accessibility
- Service Vehicle Circulation
- Customer Queuing Space
- Parking

UTILITIES

- Sewer Connections for permanent concessions
- Wi-Fi Opportunities
- Lighting/Security



AGENCY DUE DILIGENCE and PERMITTING

HEALTH DEPARTMENT

- Food Service Permits

PLANNING/ZONING

- Allowed Land Uses and Setbacks

FIRE DEPARTMENT

- Truck Spacing, Propane and
Emergency Access

PUBLIC WORKS

- Utilities and Circulation
- Easements

LEGAL COUNSEL

- Lease and Operating
Agreements





SUCCESSFUL = MARKETABLE !

Successful activation begins with identifying park spaces that are visible, accessible and currently underutilized.

- ATTRACTION- NUMBERS OF USERS
- CULTURE - CONNECTION
- BRANDING / THEMING
- QUALITY
- SAFETY / SECURITY
- COMMITMENT



BUILDING THE FOUNDATION

Successful projects require early coordination between park districts, planners, legal teams and potential partners.



1

IDENTIFY OPPORTUNITY SITES

2

REVIEW ZONING and LAND USE REQUIREMENTS

3

EVALUATE UTILITIES, ACCESS and CONSTRAINTS

4

ASSESSMENT and PROGRAMMING

5

ENGAGE POTENTIAL PARTNERS

6

DEVELOP CONCEPTS and AGREEMENTS

7

GENERATE RECURRING REVENUE

OUR CASE STUDIES



TRUCKEE PARK/ TRAILHEAD

A trailhead and park space will transform into an active destination with small commercial pads for a market and brewery.

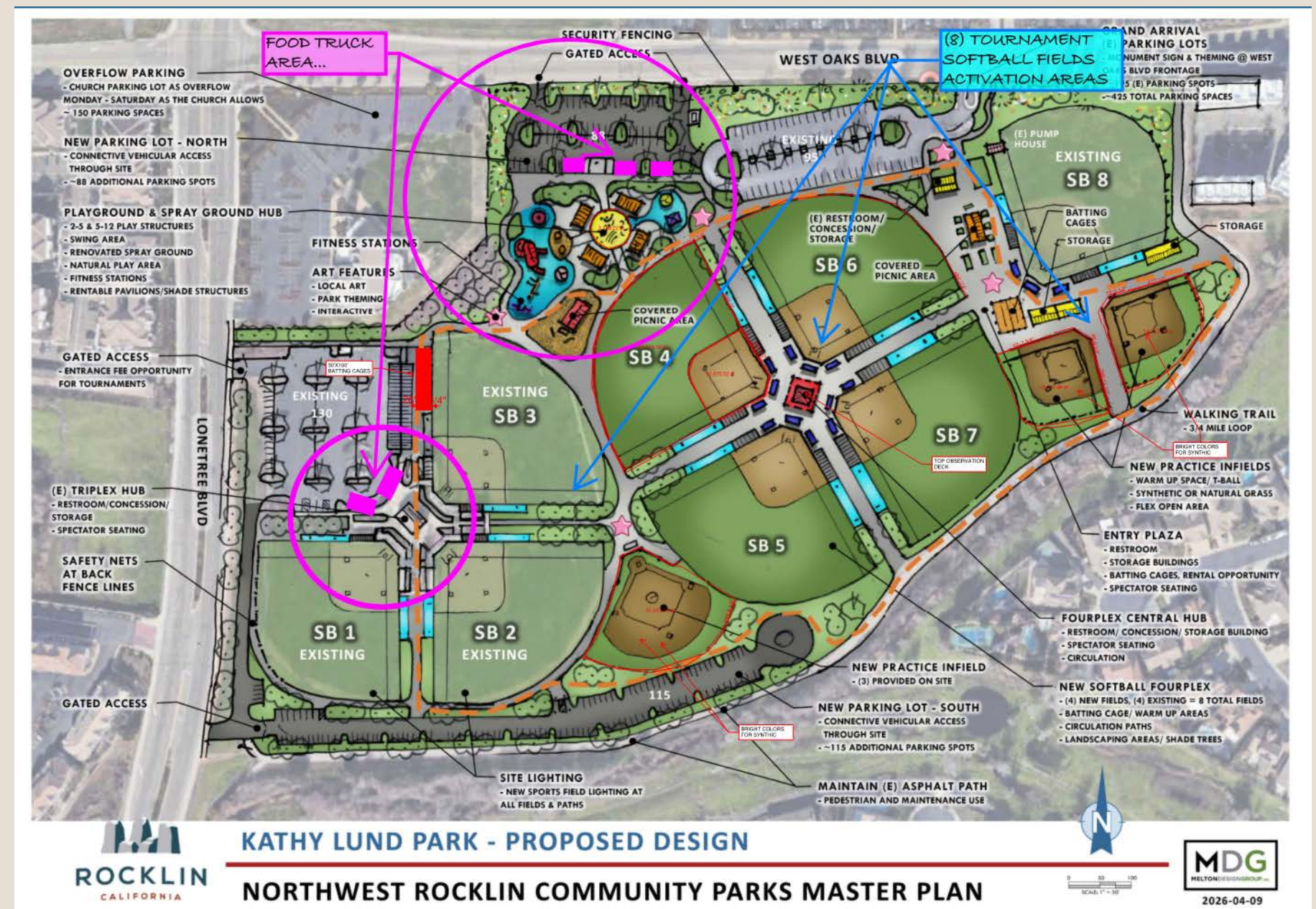
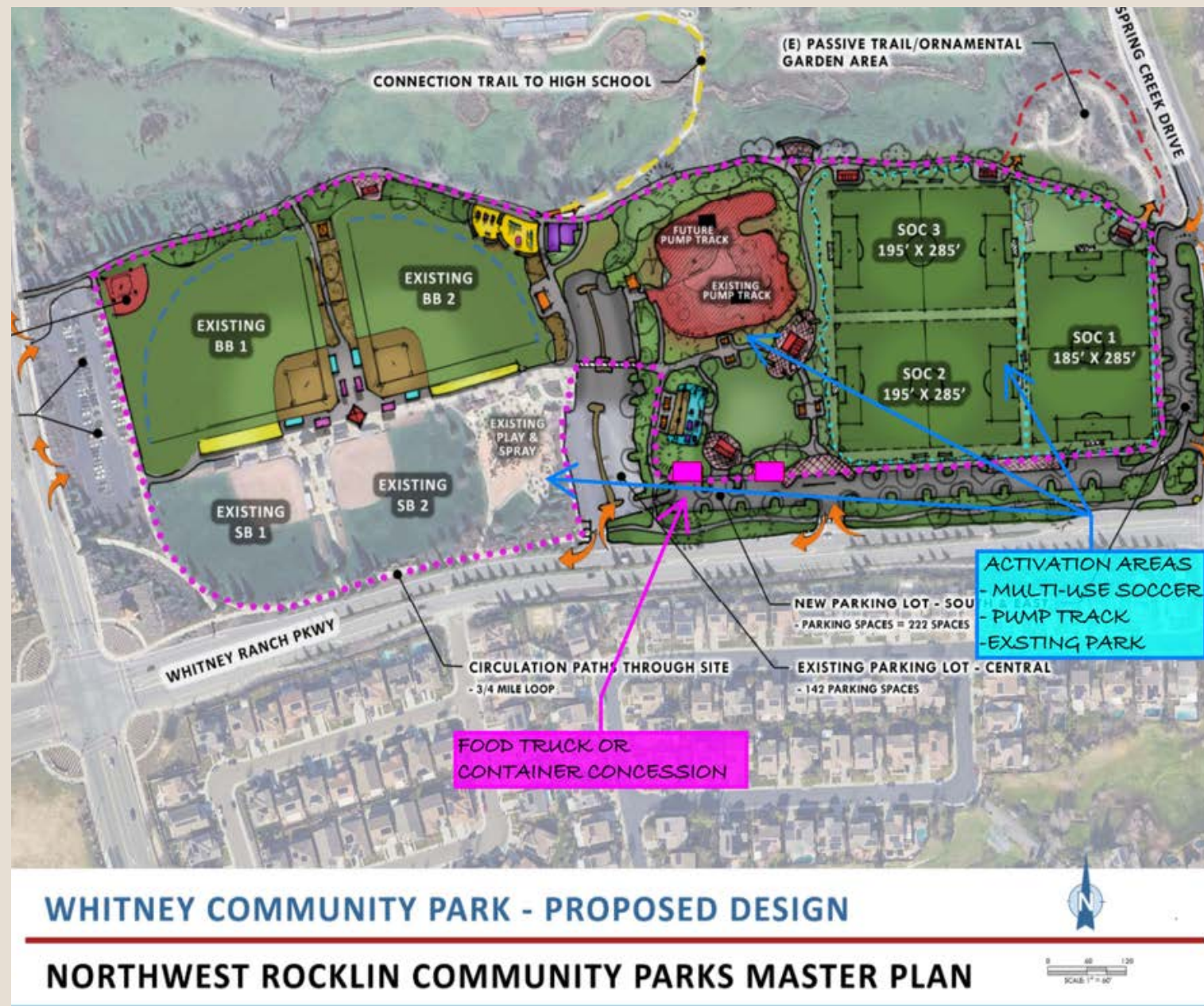
- INCREASED ACTIVITY
- ENHANCED USER EXPERIENCE
- RECURRING REVENUE OPPORTUNITIES
- YEAR-ROUND ACTIVATION

Estimated income: \$6,000/month

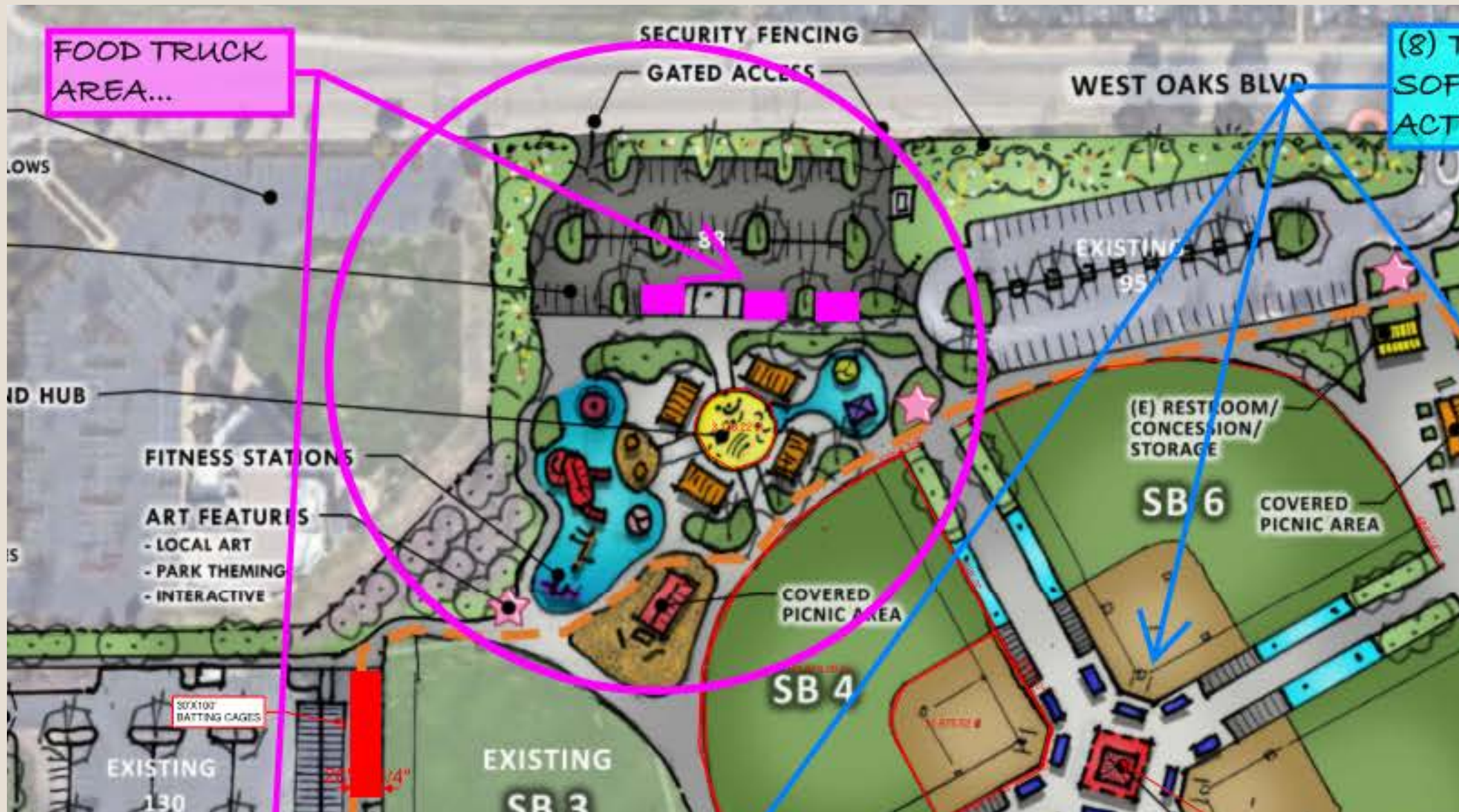


ROCKLIN PARKS MASTER PLANS

- HEAVY ACTIVATION – TOURNAMENT PLAY
- MANY SPECTATORS
- PLENTY OF PARK SPACE – GOOD UTILITY LOCATION
- ORGANIZATION TO OPERATE – AT EACH PARK



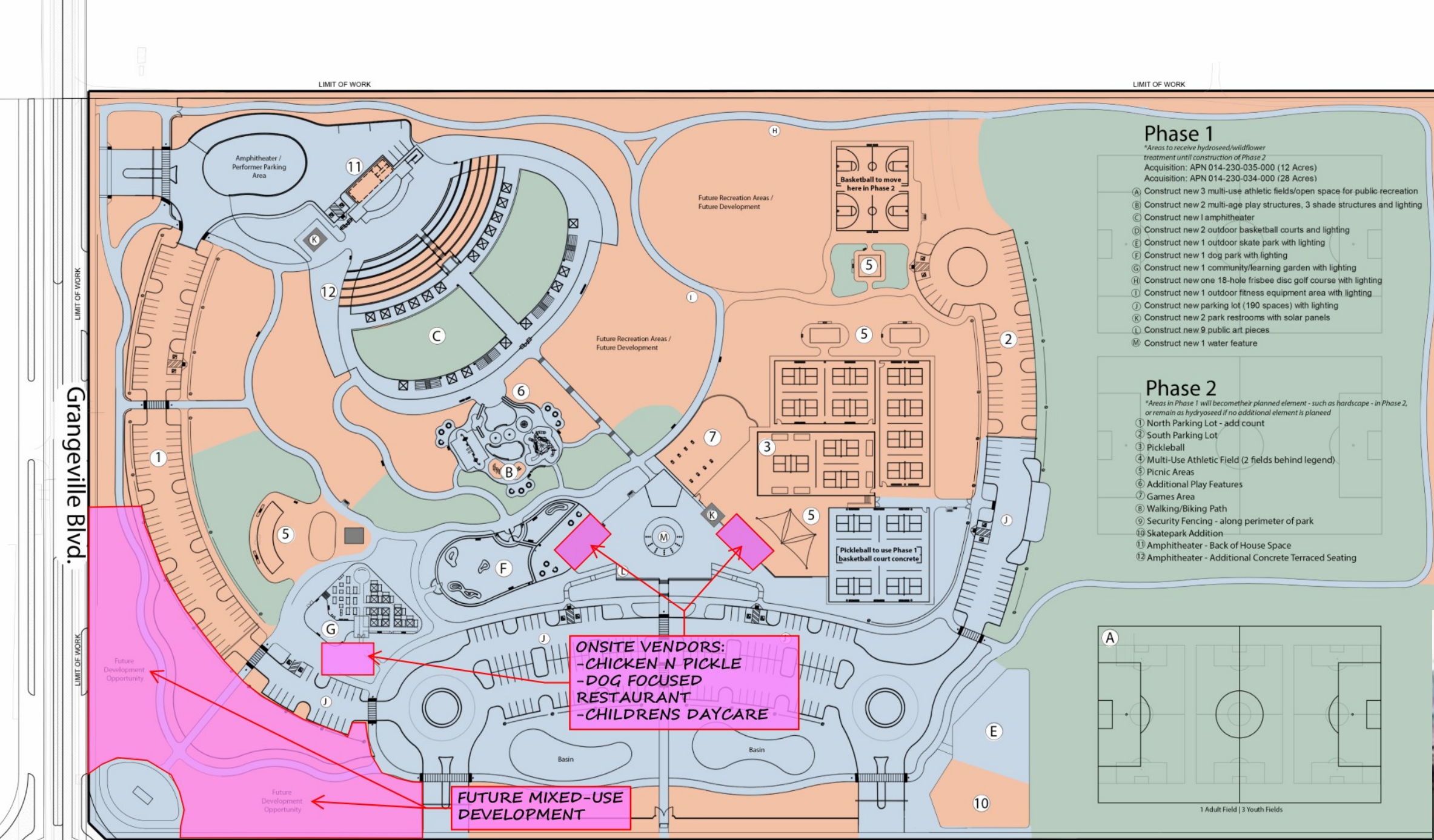
ROCKLIN PARK MASTER PLANS



- FOOD TRUCK OR CONTAINER
- SOFTBALL CLUB TO OPERATE
- COMPETITION WITH SNACK SHACK / THE SNACK SHACK SELLS DIFFERENT PRODUCTS

Estimated income: \$1,500/month
3 Parks = \$4,500/month

HEROES PARK, HANFORD

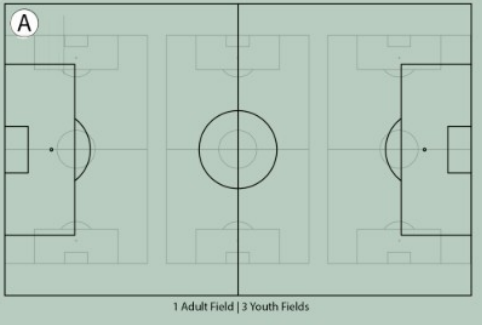


- Phase 1**
 *Areas to receive hydroseed/wildflower treatment until construction of Phase 2
 Acquisition: APN 014-230-035-000 (12 Acres)
 Acquisition: APN 014-230-034-000 (28 Acres)
- A Construct new 3 multi-use athletic fields/open space for public recreation
 - B Construct new 2 multi-age play structures, 3 shade structures and lighting
 - C Construct new 1 amphitheater
 - D Construct new 2 outdoor basketball courts and lighting
 - E Construct new 1 outdoor skate park with lighting
 - F Construct new 1 dog park with lighting
 - G Construct new 1 community/learning garden with lighting
 - H Construct new one 18-hole frisbee disc golf course with lighting
 - I Construct new 1 outdoor fitness equipment area with lighting
 - J Construct new parking lot (190 spaces) with lighting
 - K Construct new 2 park restrooms with solar panels
 - L Construct new 9 public art pieces
 - M Construct new 1 water feature

- Phase 2**
 *Areas in Phase 1 will become their planned element - such as hardscape - in Phase 2, or remain as hydroseeded if no additional element is planned
- 1 North Parking Lot - add count
 - 2 South Parking Lot
 - 3 Pickleball
 - 4 Multi-Use Athletic Field (2 fields behind legend)
 - 5 Picnic Areas
 - 6 Additional Play Features
 - 7 Games Area
 - 8 Walking/Biking Path
 - 9 Security Fencing - along perimeter of park
 - 10 Skatepark Addition
 - 11 Amphitheater - Back of House Space
 - 12 Amphitheater - Additional Concrete Terraced Seating

ONSITE VENDORS:
 -CHICKEN N PICKLE
 -DOG FOCUSED RESTAURANT
 -CHILDRENS DAYCARE

FUTURE MIXED-USE DEVELOPMENT



Heroes Park - Full Build

Phase 1
 Phase 2 / Hydroseed
 Grass



HEROES PARK, HANFORD

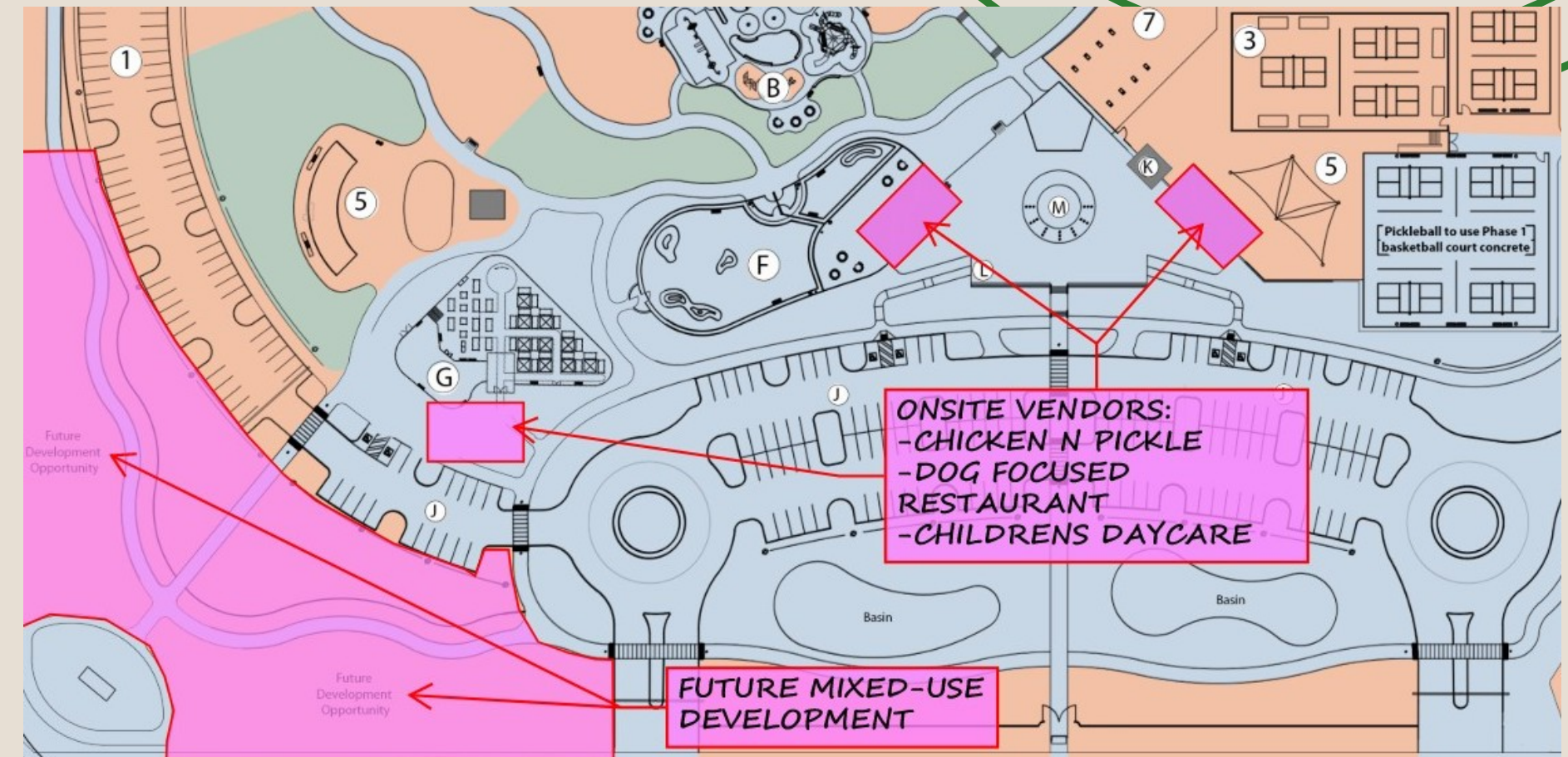
- CONCESSION BUILD BY CITY
- YEARLY / MULTI-YEAR LEASE
and or
- UNIMPROVED LAND LEASE

- LARGER INVESTMENT

Estimated income: \$2,500-\$3,500/month
for three concessions = ~\$9,000/month

Longer Term Land Lease – Conventional
Retail / Mix-Use

Estimated Net Income: \$10,000/month



C.A.R.D. – CHICO

Beyond Golf Facility



- EXTRA SPACE
- LARGE CONSTRUCTION / LAND LEASE
- UNIQUE RECREATION ELEMENT
- SERVES THE POPULATION – NOT COUNTRY CLUB

C.A.R.D. – CHICO

Beyond Golf

CARD converted underused overflow parking into a golf training and recreation facility featuring:

- INDOOR SIMULATORS
- PRACTICE AREAS
- SYNTHETIC GREENS
- SHORT-COURSE PLAY
- FOOD and BEVERAGE

Estimated income: \$5,000-\$7,000/month
Unimproved Ground Lease - Long Term
District owns improvements





YOUR TURN?

What parks have you activated?

Has anyone tried bringing in Public-Private partnerships?

With Whom? Did it work? What happened?



LET'S BRAINSTORM!

Talk with your team or neighbor
and think about ...

YOUR BUSIEST PARKS ...

- Strengths / Weaknesses
- Opportunities / Constraints
- Profitable?



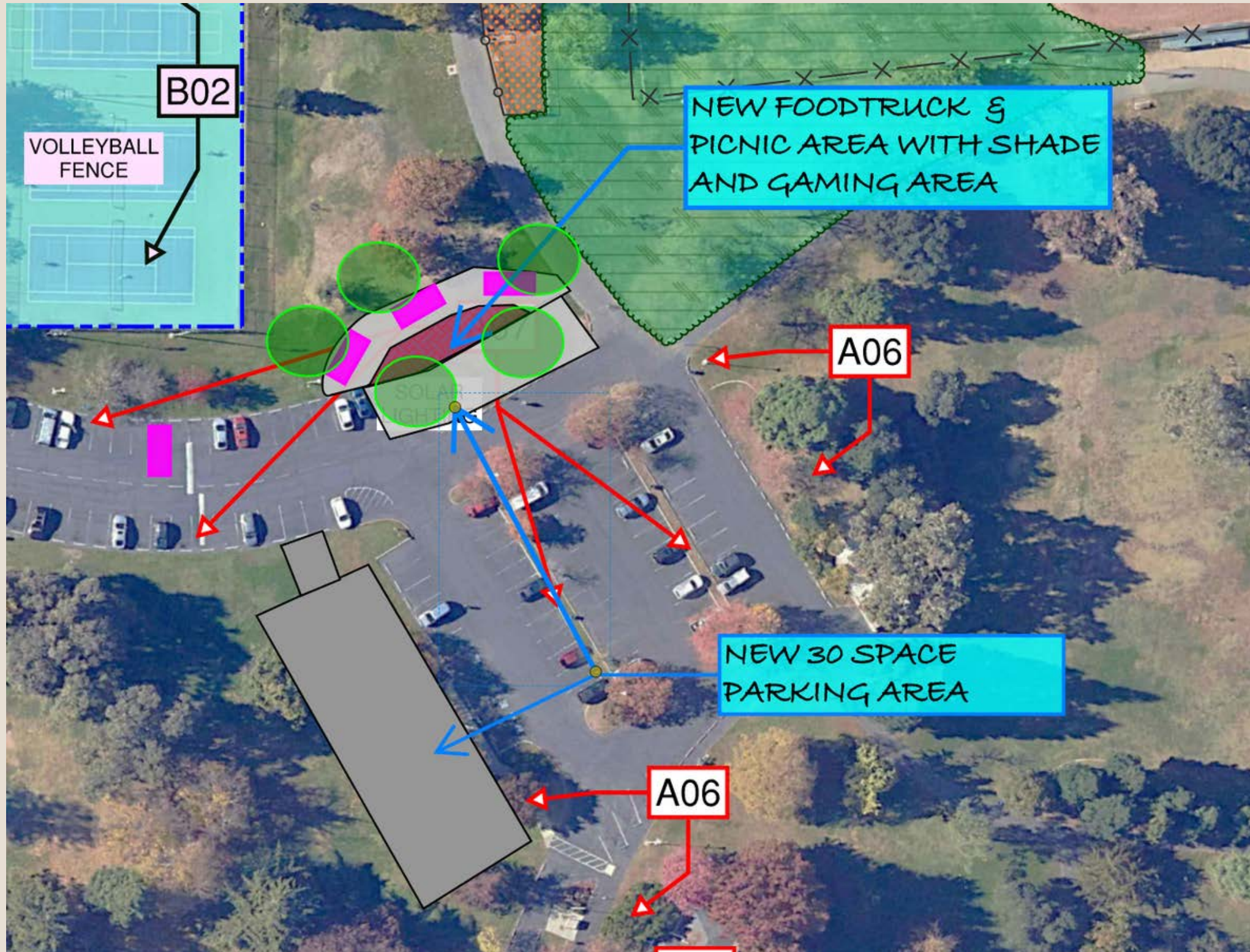
HEAR FROM THE CLIENT: FULTON-EL CAMINO RPD –



- VERY ACTIVE PARK – WEEKDAYS / WEEKENDS
- NEEDS LOTS OF DEFERRED MAINTENANCE
- LOW MONTHLY INCOME
- WHAT OPTIONS DO WE HAVE



HEAR FROM THE CLIENT: FULTON-EL CAMINO



**Estimated income: \$5,000-
\$6,000/month**

POTENTIAL REVENUE STREAMS

“CREATIVE DESIGN / BUSINESS CREATES OPPORUNITY”

Revenue structures can vary depending on the project type, partnership model and operational goals.

- LONG-TERM LEASE INCOME
- VENDOR AGREEMENTS
- SPONSORSHIP OPPORTUNITIES
- DIGITAL SIGNS/ADVERTISING
- BRANDING
- EVENT ACTIVATION
- INCREASED VISITATION



RECURRING OPERATIONAL REVENUE CAN HELP OFFSET LONG-TERM MAINTENANCE COSTS

BEYOND REVENUE

Successful partnerships do more than generate income. They create active destinations that strengthen the community.

- INCREASED PARK ACTIVITY
- SAFER ACTIVATED SPACES
- EXPANDED AMENITIES
- COMMUNITY GATHERING OPPORTUNITIES
- YEAR-ROUND USE
- STRONGER LOCAL IDENTITY and OPTICS
- MINIMIZED DEFERRED MAINTENANCE



CREATING LASTING COMMUNITY VALUE THROUGH THOUGHTFUL
ACTIVATION and PARTNERSHIPS

WHERE TO BEGIN

Park districts can begin exploring activation opportunities through a phased and strategic approach.

- AUDIT UNDERUSED PARK SPACES
- COORDINATE WITH PLANNING AND LEGAL TEAMS
- IDENTIFY RECREATION-DRIVEN OPPORTUNITIES
- ENGAGE DESIGNERS
- MIXED-USE REAL ESTATE PROFESSIONALS
- DEVELOP PRELIMINARY CONCEPTS
- EXPLORE PARTNERSHIP OPPORTUNITIES
- STRUCTURE AGREEMENTS AND IMPLEMENTATION



DESIGNING PARKS THAT SUSTAIN THEMSELVES

KEY TAKEAWAYS

THINK OUTSIDE BOX

- PARKS CAN BECOME FINANCIAL, RESILIENT COMMUNITY ASSETS
- STRATEGIC PARTNERSHIPS CAN SUPPORT MAINTENANCE and OPERATIONS
- UNDERUSED LAND CAN BECOME ACTIVE COMMUNITY DESTINATIONS
- RECREATION and ECONOMIC ACTIVITY CAN WORK TOGETHER – BE ENTERPRISING
- THOUGHTFUL PLANNING IS CRITICAL TO LONG-TERM SUCCESS



THANK
YOU!



QUESTIONS & DISCUSSION



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