



CENTER FOR CREATIVE
LAND RECYCLING
RECLAIM. CONNECT. TRANSFORM.

Let's Create a Park!

**PLANNING A CREATIVE FUNDING STRATEGY
FOR SUCCESSFUL PARK DEVELOPMENT**

The Challenge

A Need for Parks

- Lack of access to parks
- Poor condition parks
- Climate change and heat
- Public health and wellness
- Open space and biodiversity



Limited Resources

- Park development is expensive
- Parks vs. other infrastructure (roads, utilities, etc.)
- Ongoing O&M



A Need for a Creative Funding Strategy

CCLR, in partnership with WRT, developed this guide to help communities successfully implement park projects through a creative funding strategy.

What is a Creative Funding Strategy?

A Creative Funding Strategy strategically applies **multiple funding sources** at **different phases** of the project, reducing the need to rely on a sole source.



East 14th Street Park

Hayward, CA

HARD transformed a 1.7-acre vacant lot into a vibrant community park with play areas, recreation zones, walking paths, and gathering spaces.

Funding Sources:

- **Land and Water Conservation Fund** – \$3M (Design + Construction)
- **CA Dept. of Toxic Substances Control Grant** – \$883,914 (Site Remediation & Cleanup)



How to Build a Creative Funding Strategy



Step 1: Understand

what's required to build a park, including the development process, your site, your community, and your vision



Step 2: Identify

funding sources that match your project's characteristics



Step 3: Sequence & Stack

applicable funding sources into a comprehensive Creative Funding Strategy



Step 4: Secure

the identified funding opportunities

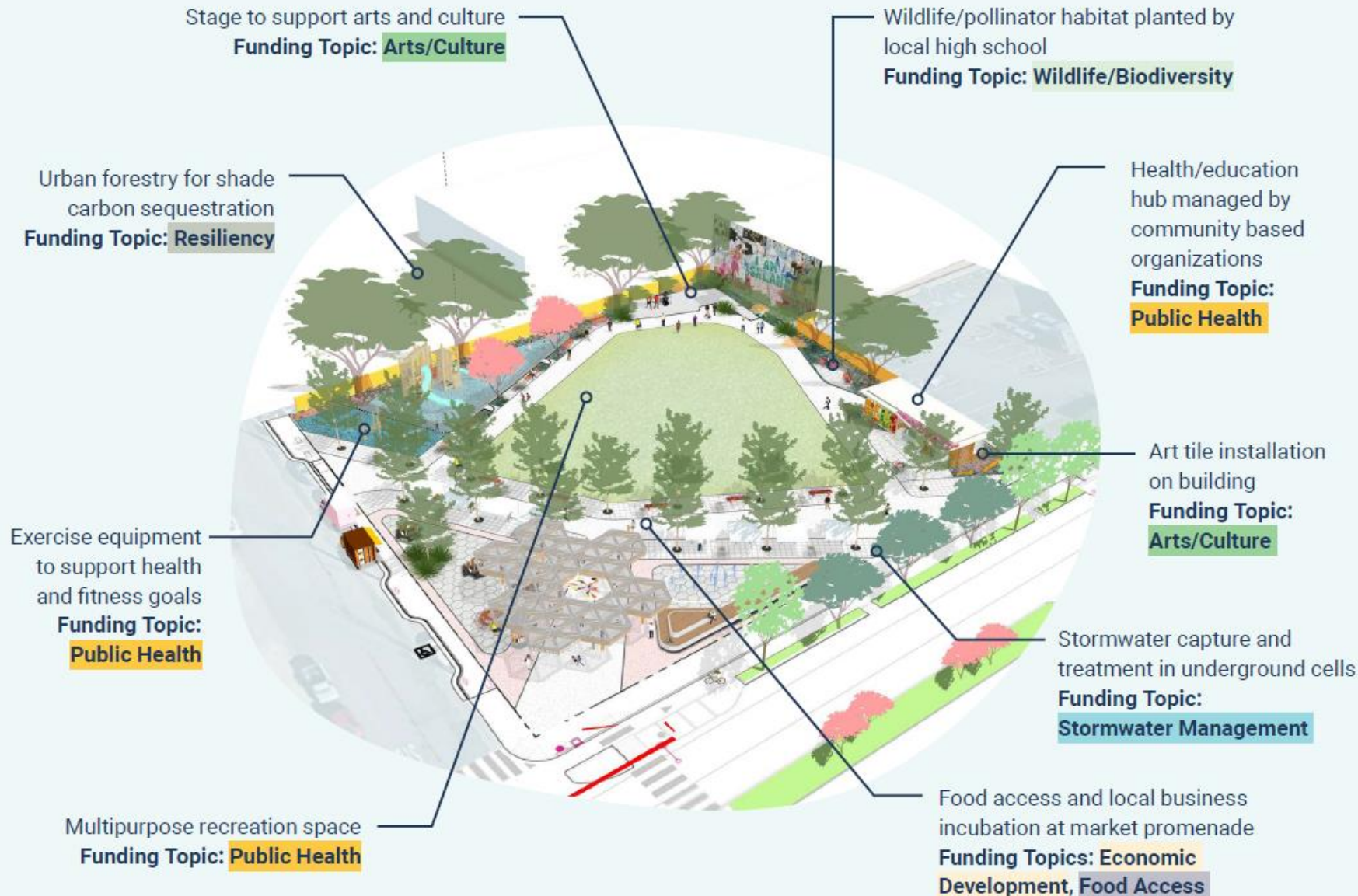


Step 5: Manage

to ensure your project/organization meets all funding requirements



Application: Ashland Zocalo Park



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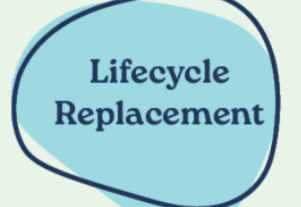
Case Study: Mariposa Creek Parkway

Mariposa County, CA



	FUNDING SOURCE 1	FUNDING SOURCE 2	FUNDING SOURCE 3	FUNDING SOURCE 4	FUNDING SOURCE 5
Name of Source	CA Natural Resources Conservancy Urban Greening Program	PG&E Resilience Hub Program	PG&E Resilience Hub Program	CA Conservancy Environmental Enhancement & Mitigation Program	Caltrans Sustainable Transportation Program
Amount (\$)	\$911,850	\$25,000	\$25,000	\$429,330	~\$200,000
Project Phase	Planning, Design, and Construction	Planning and Design	Planning and Design	Planning/Engagement and Design	Planning and Design
Funding Topic(s)	Green Infrastructure	Resiliency	Resiliency	Ecological and Habitat Restoration	Increasing use of active modes of transportation

Funding Across Project Lifecycle

LIFECYCLE PHASE	DESCRIPTION	TYPICAL COSTS	COMMON FUNDING SOURCES
	Site analysis, engagement, planning, design, and construction.	Feasibility studies, outreach, conceptual design, construction documentation, permitting, construction.	General funds, grants, bonds, mitigation funds, private donors.
	Ongoing park management, activation, and routine upkeep.	Staffing, utilities, programming, insurance, equipment.	General funds, user fees, special service districts, local partnerships, volunteers.
	Upgrades or redevelopment as facilities and amenities age.	Major repairs, replacements, redesigns.	General funds, improvement levies, revitalization grants.

Municipal Funding Tools

- General Funds
- Development Fees
- Bonds
- Special Taxes/Assessment
- User Fees
- Private

Grant Funding Opportunities

- Land & Water Conservation Fund (LWCF)
- Outdoor Recreation Legacy Partnership (ORLP) Program
- State Grant Resources
- Private Grant Resources

Check Out the Full Resource!



The Guide Includes:

- Detailed overview of the funding process
- Helpful resources and links
- Case study examples of successful funding strategies

Scan the QR Code to view the Document:



www.cclr.org/cclr-news/you-need-a-creative-parks-funding-strategy