



Connecting everyone to the outdoors™

Parks Maintenance: Policies and Funding *Session 3: Nontraditional Funding Models*

February 7, 2024

Parks Maintenance Nontraditional Funding Models

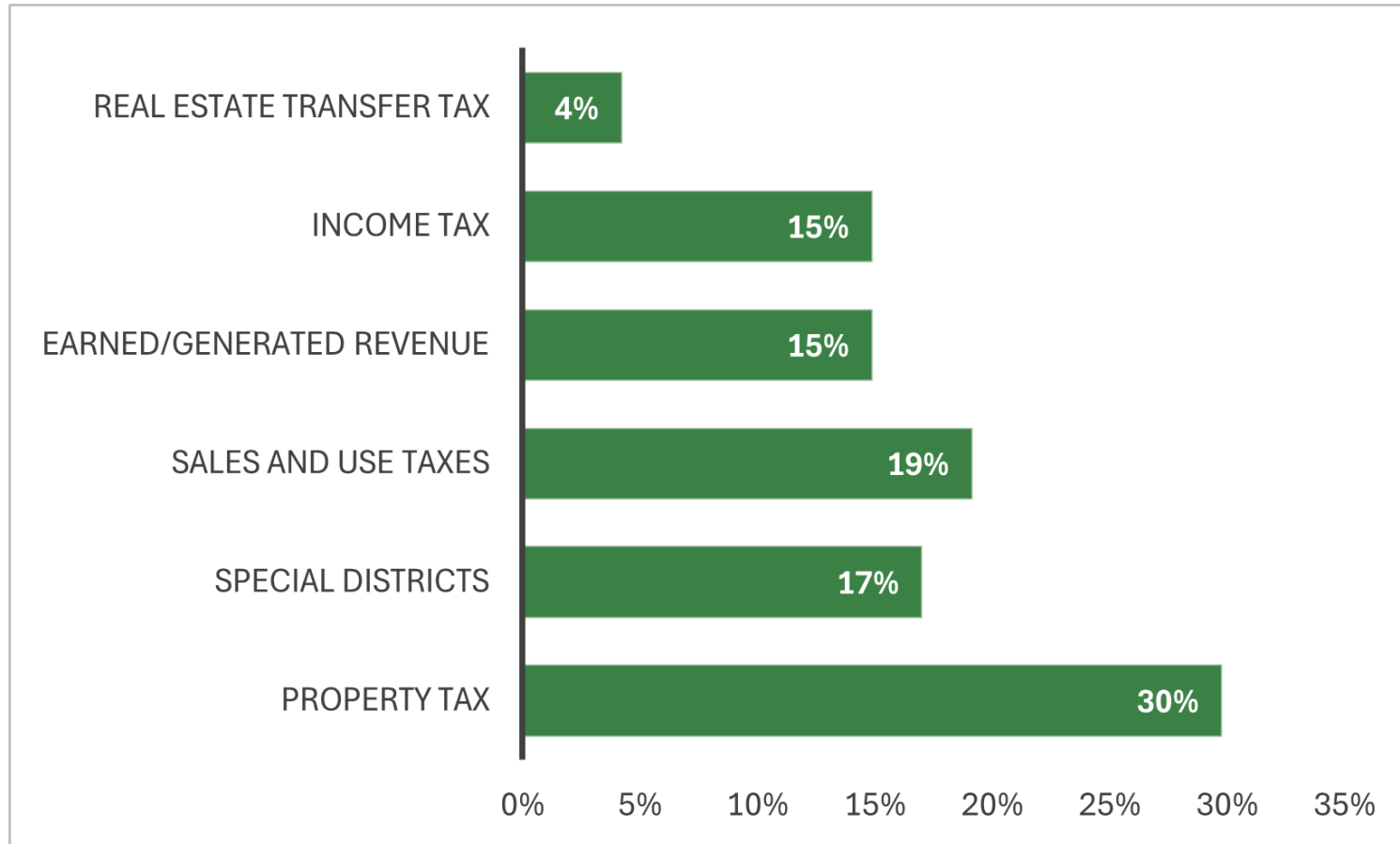
Agenda:

- Recap of Session 2
- Presentations (10 min)
 - Central Atlanta Progress (CAP) & Atlanta Downtown Improvement District (ADID)
 - Piedmont Conservancy
- Moderated Panel (20 min)
- Breakout Groups (25 min)
- Closing



Session 2: Traditional funding models

Poll Results: Does your city use one or more of the following sources to fund parks operations and maintenance?



Session 2: Traditional funding models

What are opportunities and challenges in public financing for park maintenance?

- Across geographic and political boundaries, **voters approve of increased taxes** to support parks and conservation.
- **Nonprofit park support organizations are integral in providing additional resources and capacity** to municipal park systems. While this support is often necessary, it is important that supplemental funds are on top of, not in place of, dedicated city funding.
- **Coalition-building is critical** to galvanizing widespread support for parks, given local leaders' diverse array of competing priorities.
- **Consider not just who, but when** to engage stakeholders in public financing campaigns. Engage potential naysayers early in the process, leverage nonprofit partners and advisory councils to build a broad network of support, and follow up with community members as allocated funds are spent.

Session 3: Nontraditional Funding Models

- Majority (overall 92%) of funding for parks operations & maintenance comes from public sources
- Partnering with nonprofits are critical to filling operations & maintenance gaps in park systems, and improving park quality and conditions
- Advocacy for increasing funding is key. Through coalition building, we raise the visibility and importance of parks as essential infrastructure.





Poll

Which partnership are you looking to strengthen or explore to improve park(s) maintenance in your city?

- Friends of parks groups
- BIDs or other special purpose district
- Park-specific organization (e.g. park foundations, conservancies)
- City-wide park organization



Approaches to funding parks operations and maintenance

Atlanta, GA

Breakout rooms

20 minutes

Select one of the following rooms for Q&A with speakers, and discuss key themes from their presentations:

1. Atlanta DPR 1
2. Atlanta DPR 2
3. BIDs/ Downtown
4. Conservancies



Welcome back!

Fill out the exit ticket before you leave.



Thank you!

Next session

Wednesday, April 3 – Maintenance staff, capacity & partnerships

Questions? Comments?

Reach out to Christina Jang

christina.jang@tpl.org



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