

What is a City Park Conservancy?

- Private, non-profit park benefit organization.
- Raises money independent of the city.
- Spends money under a plan of action mutually agreed upon with government.
- Impetus for their creation comes from combination of users and residents, but the political receptivity of mayor, council and city government is a *de facto* requirement.



“There was a time when urban parks were firmly considered the pride, joy and responsibility of taxpayers. Once a park was in the public domain, all agreed that its weight was to be carried on the shoulders of city government.

No Longer. While many places still hew to the traditional model, a growing number of cities now utilize private donations to rebuild, refurbish, and even maintain some of their most iconic parks.

Today’s favored revitalization structure is the conservancy.”

- *The Trust for Public Land, 2015.*

IMAGINE CLEARWATER MASTER PLAN

KEY NEXT STEPS

Establish a Conservancy: A conservancy's role will evolve over time, but in the near term, a conservancy can be critical for advocating for *Imagine Clearwater*, passing the referendum, and assisting the City in planning activities for the design, operations and programming of the park. The conservancy should be comprised of a variety of individuals from different backgrounds who collectively can ensure that the design envisioned in this plan is implemented and the community excitement for this waterfront is sustained. The conservancy may also begin fundraising for the waterfront's capital costs.



Park Conservancy Roles & Responsibilities

- Fundraising
- Organizing Volunteers
- Design, Planning & Construction of Capital Projects
- Outreach & Marketing
- Programming
- Advocacy
- Maintenance & Security

