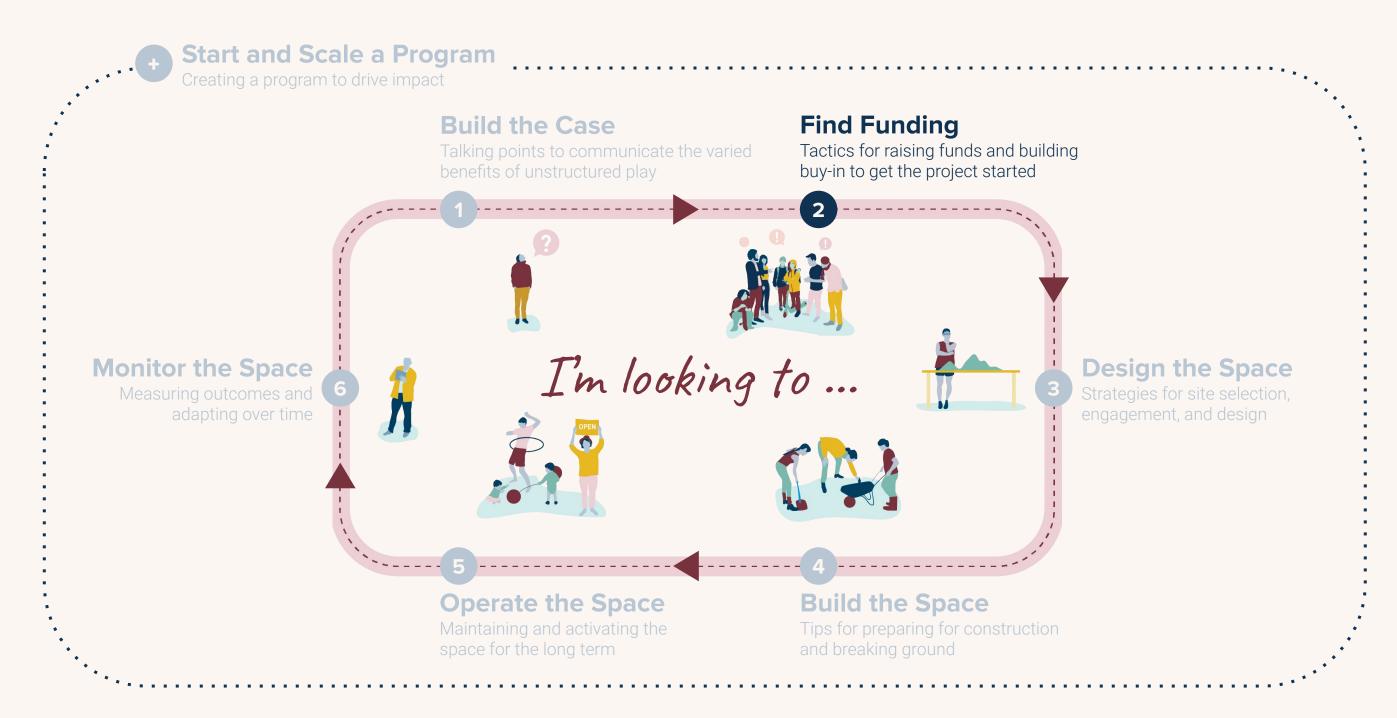
We all have a role to play — what's yours?

Depending on where you sit in the life cycle of play space or skatepark development, there are a range of lessons learned from this study that can inform your approach.



Gehl — Making Cities for People

Built to Play



Let's ...

Find Funding

You have rallied support for a new play space or skatepark in your community - now you need to find the resources to bring it to life.



You might relate to someone like Nancy Winzer of Port Huron, MI Parks & Recreation, who used the unifying power of play to bring city leaders and philanthropy together to back a range of play projects — from nature play to SuperSlide to a skatepark - across her city.



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Find Funding

Tactics for raising funds and building buy-in to get the project started

A "Skate of the Art" fundraising event in Ellicottville, NY was one of many initiatives put together by the project team to raise funds for their new SK8EVL skatepark, including a BBQ cook-off, a soup bowl fundraiser, ski and skateboard raffles, and more.



PHOTO: COURTESY OF SK8EVL TEAM

Make the vision concrete through visuals.

Help potential donors imagine the proposed play space with conceptual sketches, renderings, and other visuals that bring the project from an abstract idea to a space that feels plausible.

★ Kate Litwin, project lead at Howell Summit Gardens, reported that early renderings from a landscape architecture firm helped communicate what's possible, and catalyze fundraising for her whimsical play space vision.

Target funding sources that are earmarked for connected community priorities.

Expand beyond play-centric funding sources to those related to environmental, community and economic development, health, and other priorities.

★ The Rochester Play Walk used health-related funds, including funding from the New York State Department of Health, the Greater Rochester Health Foundation and Excellus Blue Cross Blue Shield.

Identify savvy public servants experienced in cobbling together funding sources.

Connect with trusted, local civil servants who can help get funding across the finish line.

★ In Springville, NY, the grantee organization, Green Springville, initially faced challenges fundraising during COVID; the organization worked with the Village Administrator, Liz Melock, who unlocked public funds for the new skatepark.

Show the catalytic effect of investing in play through follow-on funding.

As a fundraising messaging strategy, highlight the return on investing in play space development.

★ 43% of Built to Play projects who participated in a survey reported follow-on funding after the initial investment from the grant.

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