

Ecliptic at Rosa Parks Circle

Preserving a Legacy

Kathy Blaha Consulting, LLC
Strategic Solutions for Park Partnerships

Ecliptic at Rosa Parks Circle: Grand Rapids' Signature Park

- 17 years old
- 700,000+ visitors
- Key entertainment & civic events
- Economic generator



A Growing Need



- High level of users → high wear and tear
- A focus on *both* public park & work of art
- More resources and an asset management strategy

Ecliptic at Rosa Parks Circle *Stakeholders*



Ecliptic at Rosa Parks Circle: Challenges & Needs

- Maintenance
- Programming & engagement
- Restoration
- More & diverse funding
- Coordination and accountability
- Maintain downtown *place* & GR brand

What is a Park Conservancy?

- Private, nonprofit park-benefit organization
- Does NOT own or hold easements on city parkland
- Can maximize value generated by downtown public space



How Could a Conservancy Help the City?



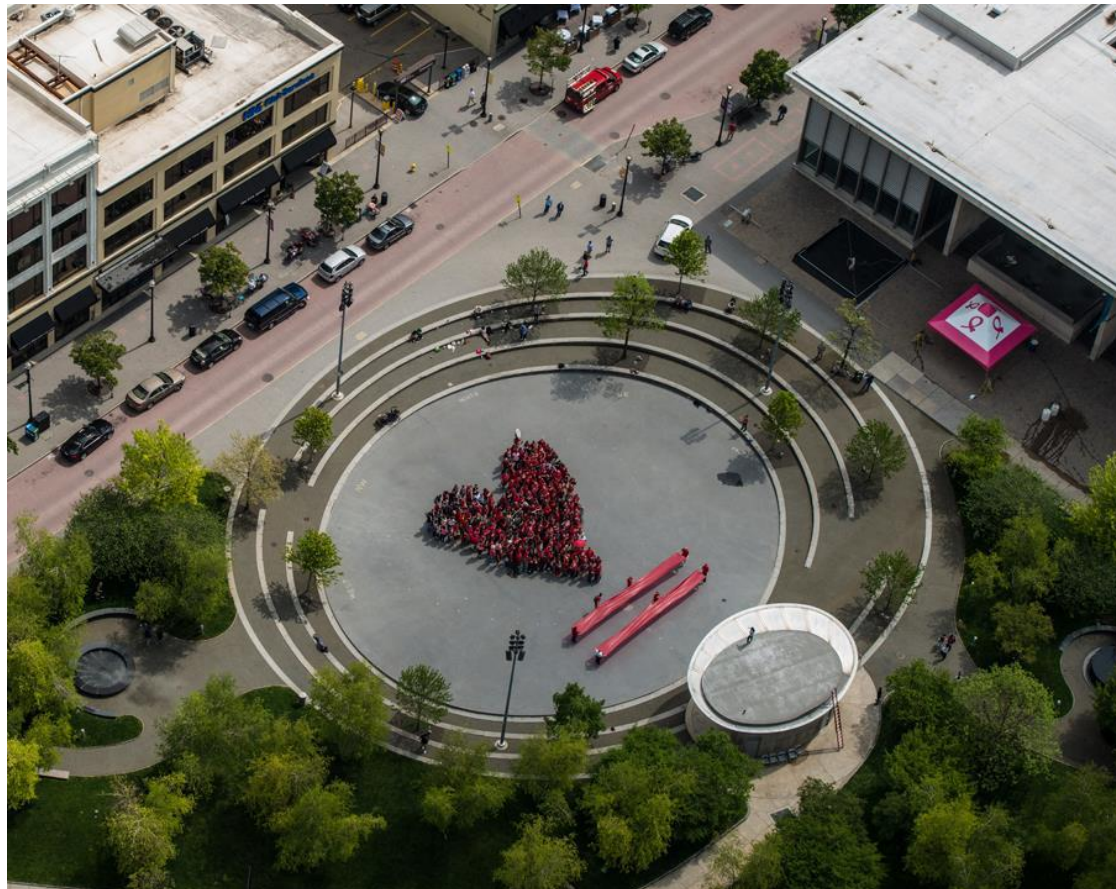
- Engage experts to balance use with sustainability and preservation of art
- Secure diverse funding to leverage city funds

Our Starting Point: A Position of Strength

- No crisis
- Signature park with a distinctive identity
- Willing partners, investors and new downtown investment



Ecliptic at Rosa Parks Circle Partnership: Committed To A Shared Purpose



Ecliptic at Rosa Parks Circle Partnership: A Strategic Mission



Looking Forward: A Better Park Experience

- More programs
- Art management resources
- Capital improvements
- Diverse funding



Next Steps

Create a new conservancy



Develop a business plan



Negotiate partnership agreement



Q & A

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