

Grand Traverse Regional Land Conservancy



Acme's Bayside Park – From Vision to Action



Conditions Along the Corridor



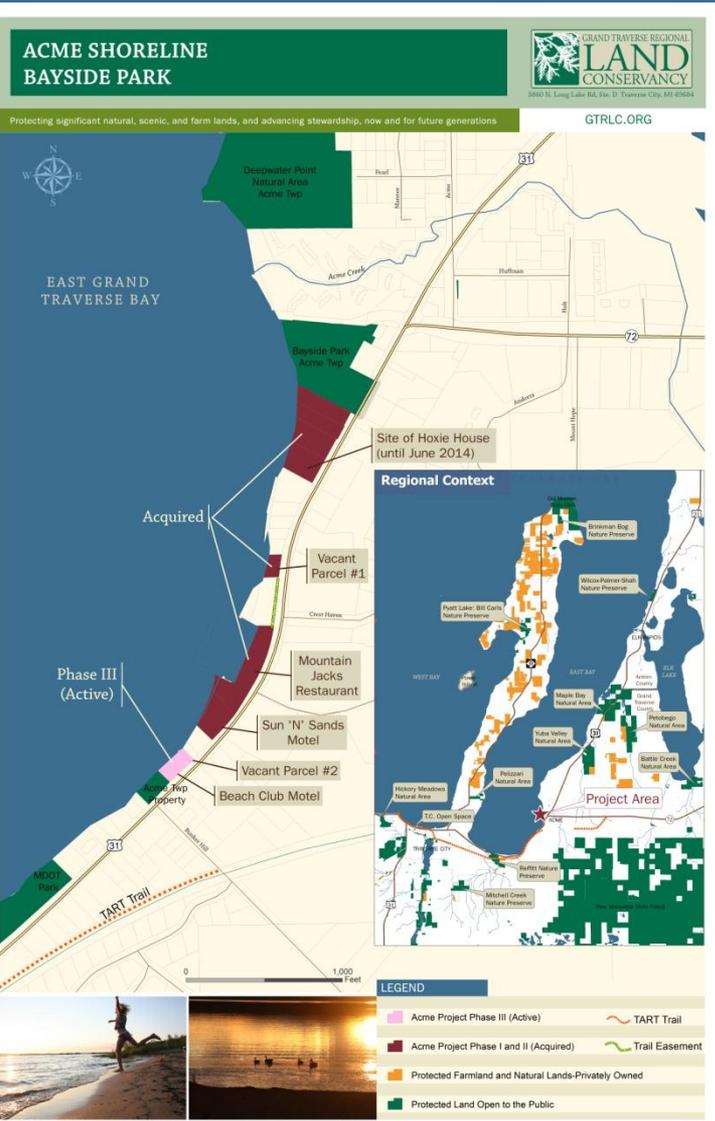
Conditions Along the Corridor



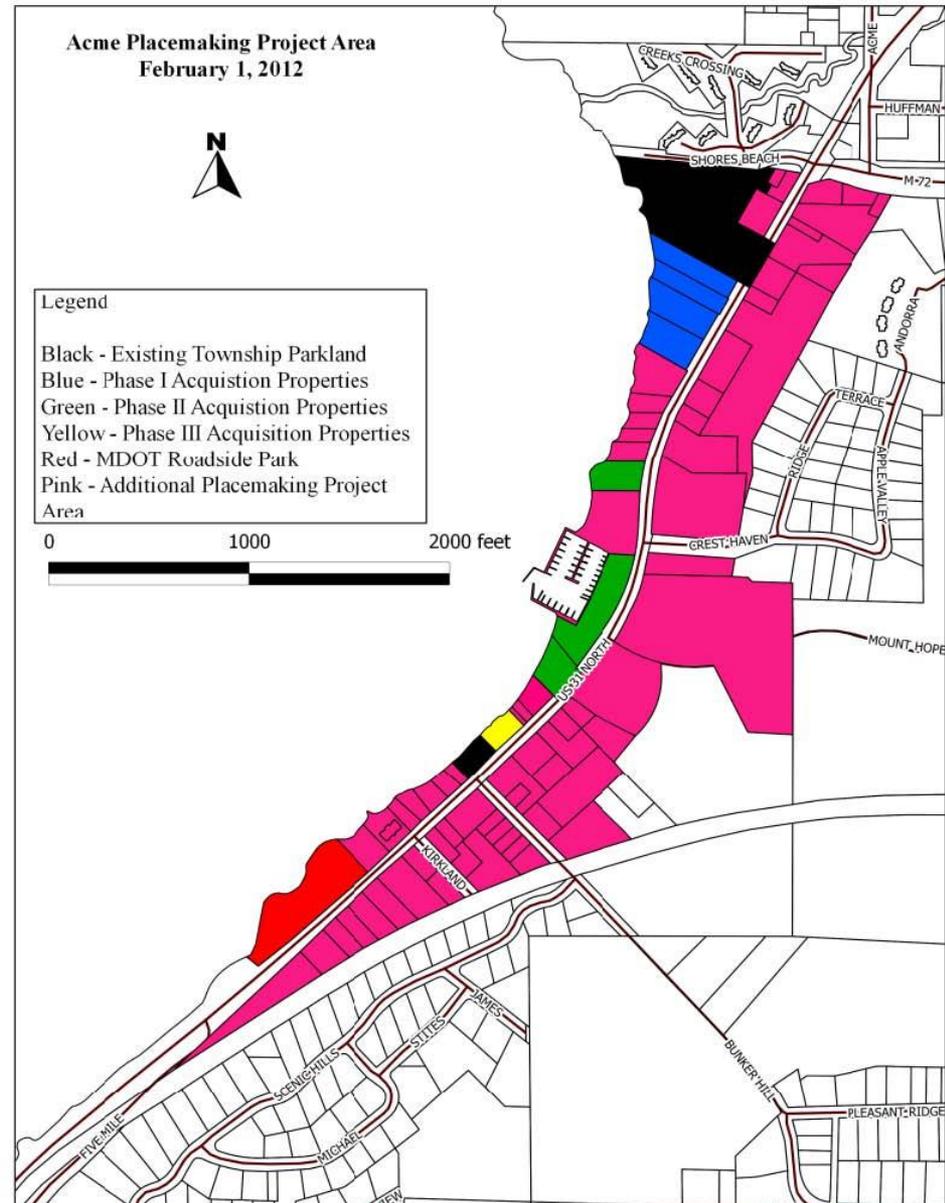
Conditions Along the Corridor



Acme's Bayside Park – Vision & Action Plan



Park Context: Creating a Strong Community



Acme's Bayside Park, Project Financials

- **Total cost of first three phases:** \$8 million
- **Uses of Funds:** Property acquisition, building deconstruction, pavement demolition, site stabilization, some short-term improvements, park endowment
- **Sources of Funds:**
 - **Public:** Michigan Natural Resources Trust Fund, State Blight Elimination grant, Acme Township, MDEQ
 - **Private gifts and grants:** Herbert H. and Grace A. Dow Foundation, The Carls Foundation, Margaret A. Cargill Foundation, Consumers Energy Foundation, Oleson Foundation, Rotary Charities of Traverse City, Schmuckal Family Foundation, Biederman Foundation, and private individual donors
- **Endowment** will be held by Grand Traverse Regional Community Foundation

Acme's Bayside Park, Private Fundraising

- Private foundation relationships and grant writing
- In-home events
- Personal solicitations
- Direct mail (Phase 1 only)
- Media outreach to spread the word about need
 - Traverse City Business News
 - UpNorth Media
- Marketing in support of fundraising
 - Website
 - Social media
 - Facebook presence
 - YouTubeVideo: <http://www.youtube.com/watch?v=UtfvEUFSfKl>

Properties during deconstruction



Properties during deconstruction



Properties after deconstruction



Properties after deconstruction



Properties after deconstruction



Acme's Bayside Park – Persistence & Partners



Building Connections, Creating a Place



A Community's Vision in Action



Thank you!



Grand Traverse Regional Land Conservancy

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