

GOAL: \$4.3 million



Currently
\$1.6 million
raised

Let's
BUILD
the dream



KELLOGG PARK

An Oasis on the Westside



The Kellogg Park campaign provides opportunities for you to help build a unique recreational asset for everyone: a much needed green space for families to picnic, seniors to stroll, children to play, and a wonderful gathering spot for community events.



Kellogg Park will enhance our entire city and improve health and wellness, develop stronger families, raise neighborhood spirit, protect natural resources and open space, attract visitors and increase real estate values.



The 2.5 acre site at Ventura Avenue and Kellogg Street is being designed with amenities that maximize quality of life, environmental impact and public health in the Westside community.



If you plant a seed of an idea and water it with patience, perseverance and participation, this seed may very well grow into a reality.

– Jackie Pearce
Ventura Avenue resident

Not only will Kellogg be a wonderful place for our children to play, parks attract both tourists and residents, helping stimulate the local economy.



– Juan Gonzalez, owner of Ventura Avenue business Taqueria Tepatitlan



Getting the land for the park was a big win for our neighborhood – through advocacy and speaking out great things can be accomplished.

– Tomas Luna
Ventura Avenue resident



Dream Timeline

KELLOGG PARK

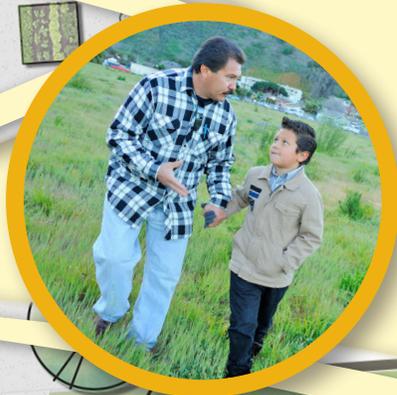
2012

- City Council approves purchase of park site
- City partners with The Trust for Public Land (TPL) & Kaiser Permanente Heal Zone



2011

- VAULT – Ventura Avenue United Leadership Team advocates for new Avenue parks space
- Ventura Avenue at Kellogg Street parcel listed for sale



2013

- TPL and City receive \$1 million Urban Greening grant for park design
- New crosswalk installed on-site
- Kellogg Park Working Group forms to guide park development



2014

- TPL and City receive \$584,000 Housing Related Parks Program grant for park
- Avenue residents complete 2,000 surveys to prioritize park amenities
- 250 Avenue residents take part in five public design workshops
- Community launches fundraising at "Día de los Muertos" celebration on park site



KELLOGG PARK

Proje

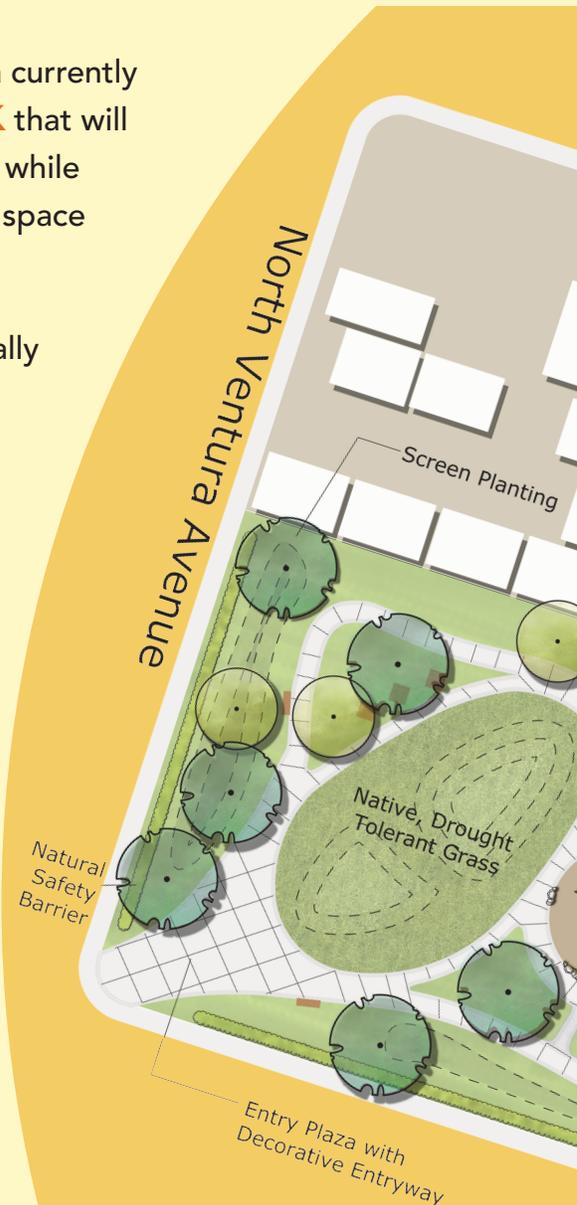
The proposed Kellogg Park Development Project will transform a currently vacant 2.5-acre lot into **a green, vibrant nature park** that will utilize landscape performance features to mimic natural systems, while creating a brand new, **highly accessible** community green space in the City of Ventura's Westside neighborhood.

Encouraging **multi-generational** use and utilizing universally accessible design features, the proposed design includes the following: a **new playground** area (for ages 2-12 with a nature and adventure focus); 0.34-mile **walking path** with mile markers; **fitness equipment**; drought tolerant, grassy play area/open space; 1.75 acres of **native plantings; swales** and a **water catchment** system.

Night-sky friendly lights (solar or LED); **community art; bike racks, picnic areas, and benches**; interpretive signage; and a **stone amphitheater** will provide a natural setting for the community to enjoy and in which outdoor classes can be held.

Through the Westside Community Plan's intended development of **bike/pedestrian paths, trails, and street extensions**, the project will enhance new, non-motorized connections to the Ventura River Parkway, beaches, and other neighborhoods.

In addition, the project will prioritize sustainable, **locally sourced materials with recycled content** wherever possible. Recoverable materials generated during construction will be separated and recycled to minimize construction waste. Patrons from the surrounding community will be the primary beneficiaries of the new park.



Project Concept Plan





KELLOGG PARK

Your contributions are needed to make the 2.5 acre park a reality for our community.

Please join us!

Naming Opportunities provide donors with the unique opportunity to direct their contribution to a specific area of the park. Your donation may be designated in the name of the donor or contributing organization, or in memory of or as a tribute to an individual.

Contributions to the Kellogg Park Launch are considered tax deductible under state and federal law and are administered by the Ventura Community Partners Foundation, a 501(c)(3) organization.

Kellogg Park's environmentally beneficial features will not only save city resources, they will also inspire sustainable practices in the community.



– David Goldstein, Environmental Columnist "Eye on the Environment"





Donor Naming Opportunities

 \$1,000	Donor Wall	 \$15,000	Public Art
 \$2,000	Bike Racks (2)	 \$25,000	Fitness Equipment
 \$2,500	Drinking Fountains (2)	 \$50,000	Learning Pods
 \$3,000	Trees (50)	 \$75,000	Community Garden
 \$4,000	Dog Friendly Amenities (2)	 \$100,000	Entry Plaza
 \$5,000	Benches (10)	 \$125,000	Amphitheatre
 \$7,500	Picnic Tables (10)	 \$200,000	Water Play Feature
 \$10,000	Solar Lighting	 \$250,000	Playground
		 \$1,000,000	Entire Park

Donations \$1,000 or more receive:

- A name and logo plaque on chosen amenity
- Thanks in marketing materials
- Professional photo of your group at park
- Acknowledgement on city's social media

Donations \$10,000 or more receive all the \$1,000 benefits and customized sponsor benefits to fit your needs and interests such as:

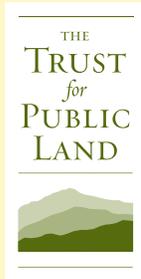
- Booth at city special events
- Link to your business on city's website
- Feature story in My Ventura Magazine (circulation 45,000)
- VIP tickets for city events
- Customized marketing package
- Acknowledgement on solar powered recycle bins downtown
- Promotional videos
- Opportunity to speak at events





Acknowledgments

The City of Ventura gratefully acknowledges the following agencies for their support of Kellogg Park.



TRUST FOR PUBLIC LAND

A national nonprofit organization that conserves land for people to enjoy as parks, gardens, natural areas and open space.

www.tpl.org



WESTSIDE COMMUNITY COUNCIL

A group of dedicated volunteers focused on improving the quality of life for all on the Westside.

www.wccventura.org



CITY OF VENTURA CITY COUNCIL

Department of Parks Recreation & Community Partnerships

www.cityofventura.net/kelloggpark



CAUSE

Central Coast Alliance United for a Sustainable Economy
Community voice for working families and immigrant communities.

www.causenow.org



THE HEAL ZONES

A Kaiser Permanente program designed to help make healthy choices more accessible to people in underserved communities.

www.healzones.org

For More Information Contact



Parks, Recreation & Community Partnerships - Katrina Maksimuk
805/658-4775 • kmaksimuk@cityofventura.net

Kellogg Park • Ventura Avenue & Kellogg Street

In compliance with the Americans with Disabilities Act, this document is available in alternate formats by calling 805/658-4726 or by contacting the California Relay Service. 