



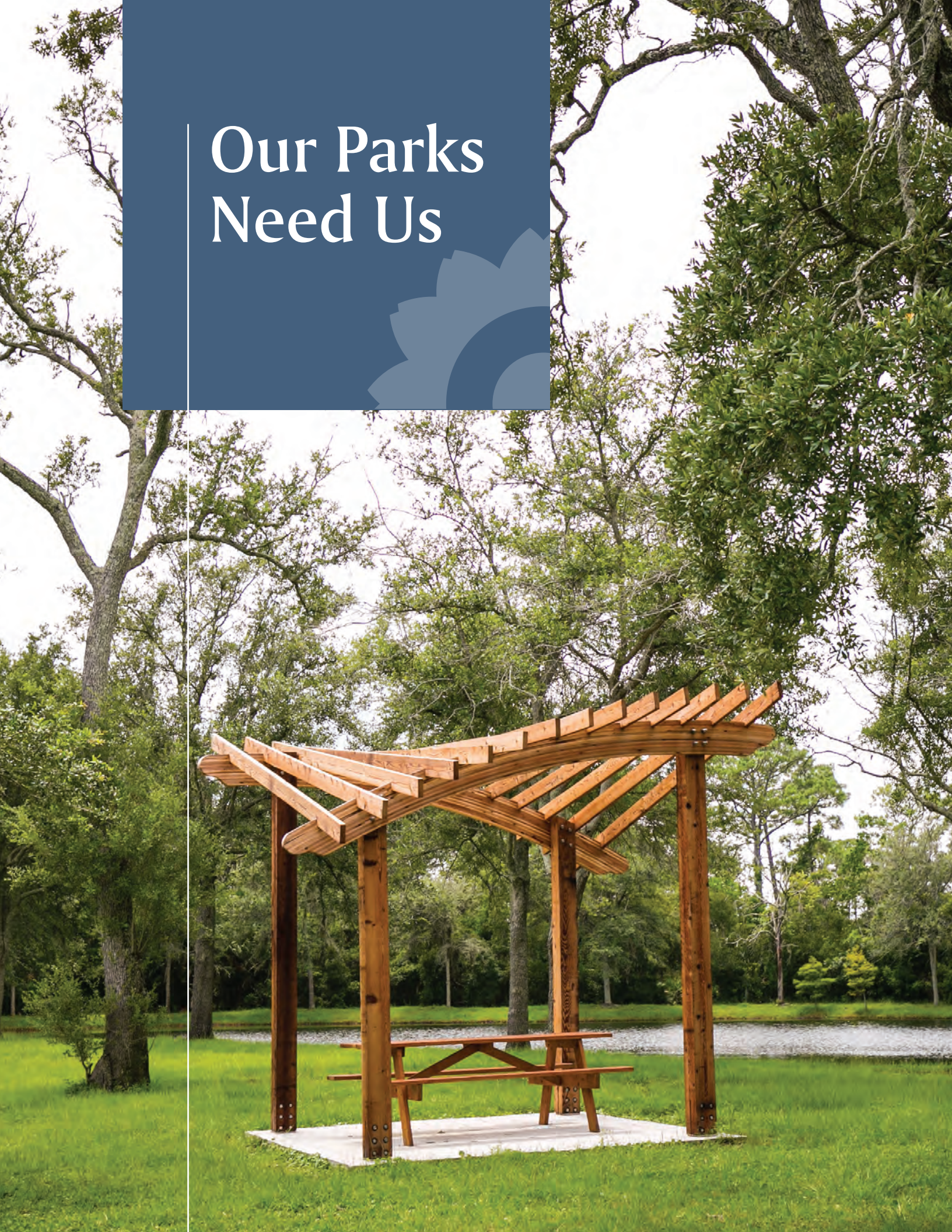
PUBLIC
TRUST
FOR CONSERVATION

The Revive Initiative

Creating and Sustaining
Beautiful Green Spaces in
Northeast Florida




Photo Taken at Butterfly Garden at Huguenot Memorial Park

Our Parks Need Us








While Jacksonville boasts the largest urban park system in the country, it is also one of the most underfunded. We urgently need additional private investment to help cover the costs of improving our public green spaces.

-  In 2020, only .003% (\$178,495.00) of the funding spent on improving Jacksonville's parks came from private sources. ⁱ
-  Jacksonville ranked 85th out of 100 for park expenditures per resident in large cities. ⁱⁱ
-  Duval County ranked last in park spending among Florida counties with major cities. ⁱⁱⁱ

We Can Revive Our Green Spaces

This year Public Trust for Conservation launched our Revive Initiative. We initiated three projects in which we revived public green spaces in Duval County. Our goal is to continue collaboratively reviving parks, creeks and other public green spaces, taking a balanced approach to ensure inclusion of those in underserved communities.

Our Accomplishments At-A-Glance:

-  Designed and planted a new butterfly garden and trees at Huguenot Memorial Park.
-  Restored Sulzbacher Village's streetscape by planting trees and creating a native flower garden.
-  Lead the design and construction of a one-of-a-kind pergola at Tide Views Preserve (as seen to the left).

A gift to the Public Trust for Conservation for our Revive Initiative will help transform our city's green spaces, creating a living legacy for generations to come.



Scenic Jacksonville Board Members, Executive Director John November, Planting Contractor Alfred Romeu, and Sulzbacher CEO Cindy Funkhouser celebrating ribbon-cutting at the Sulzbacher Village

Progress Through Collaboration

Public Trust for Conservation leads green space restoration and enhancement projects through three phases:

When communities can use and enjoy these enhanced and restored green spaces, many will be inspired to become stewards of our imperiled natural resources.

⚙️ FIRST

We identify and contact community partners and government agencies that might collaborate on a shared vision to revive a public green space in need.

⚙️ SECOND

We help design the project and secure the resources needed to complete it. If we uncover any administrative obstacles or legal impediments, our teams take the steps needed to remedy them.

⚙️ THIRD

We organize and carry out the work. Our professional team coordinates and supervises these ecological restoration and green space enhancements to completion. This work can include local stakeholder participation, corporate volunteer work-days as well as soliciting local government resources.

We commit to a 10-year sustainability plan for each project. Environmental renewal projects need this kind of commitment and long-term investment to achieve truly transformative changes in these neighborhoods.



Mockingbird Nest in Yaupon Holly Pictured Above
Appeared at Huguenot Memorial Park Following Tree Planting

“This tree planting and flower garden project brings my neighborhood to life and gives our community hope.”

- Joe Parrott,
Sulzbacher Village
Tree Planting
Crew Member



Lending A Hand: One Neighborhood At A Time

Joe Parrott lives in an urban neighborhood whose streetscape had been neglected. Joe wanted to be part of the change.

Public Trust for Conservation stepped in to collaborate with Scenic Jacksonville and the City of Jacksonville to plant trees and a flower garden at the Sulzbacher Village – housing for formerly homeless women and families. We also planted trees at the entrance of the nearby Twin Towers public housing complex.

Together landscapes were designed and teams that included Joe and other local residents went to work. “This tree planting and flower garden project brings my neighborhood to life and gives our community hope,” exclaimed Joe. Looking towards the future, Joe is hopeful. “Now I get to tell my grandkids that I helped plant these trees.”





Taking Pride In Our Parks

Public Trust for Conservation will elevate our community green spaces, enhancing outdoor experiences throughout Northeast Florida- but only with your partnership and donations (at any level):



Every **\$1,000** helps pay for ongoing maintenance for all Revive Initiative investments.



A donation of **\$5,000** will pay for recreational improvements such as new picnic tables, park benches, or bike racks.



\$10,000 can cover the installation of amenities such as swing sets, upgraded drinking fountains, and one-of-a-kind art installation projects.



\$25,000 funds improvements such as new shade structures, small pavilions, or bleachers.

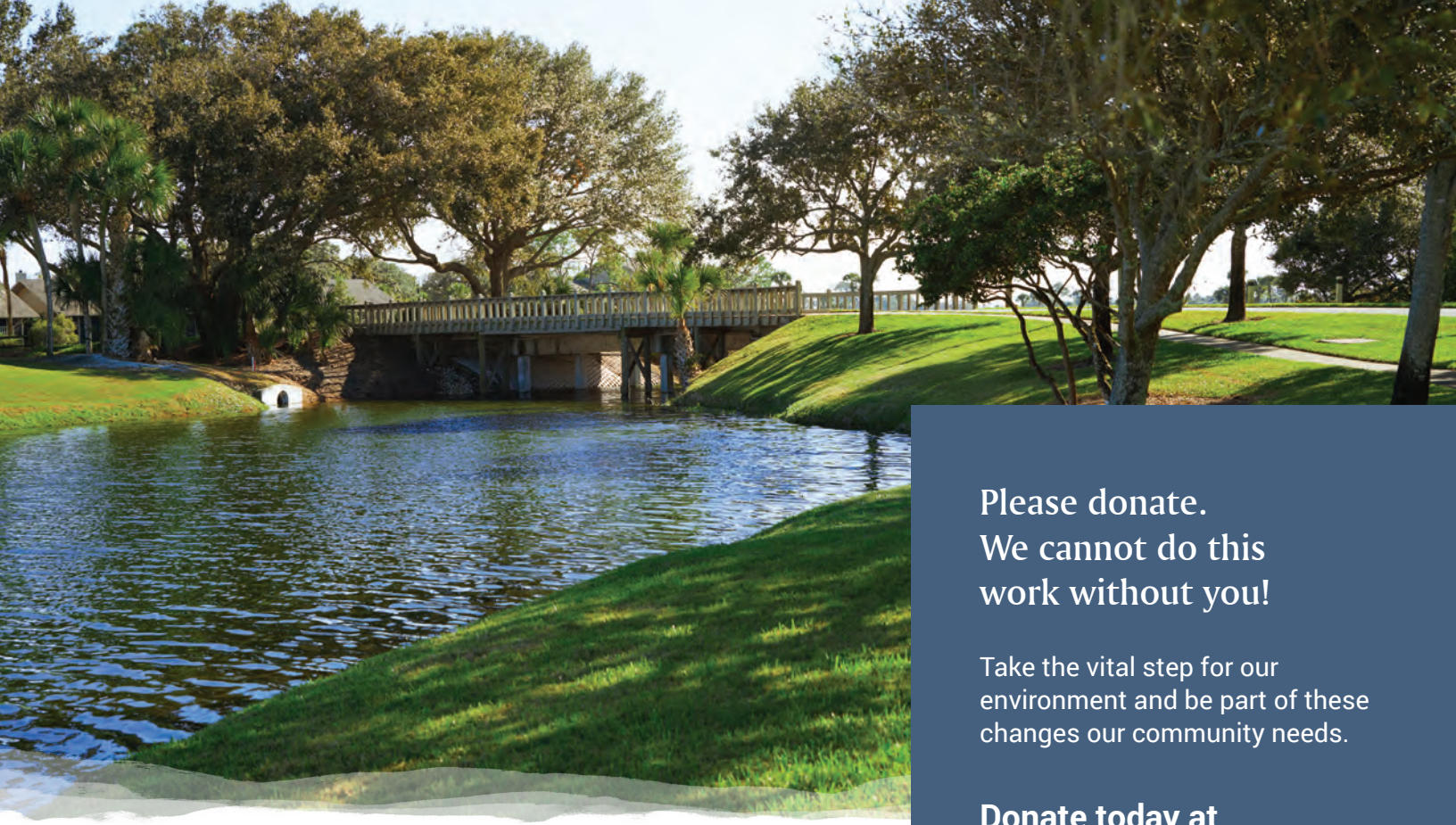


A gift of **\$50,000** can pay for major installations such as a new set of playground equipment or a splash pad (with a matching donation).

Corporate Engagement

Please connect us with corporations you trust.

We can then form mutually beneficial alliances that elevate their brands and provide transformative experiences for their employees.



**Please donate.
We cannot do this
work without you!**

Take the vital step for our environment and be part of these changes our community needs.

**Donate today at
Publictrustlaw.org/donate**

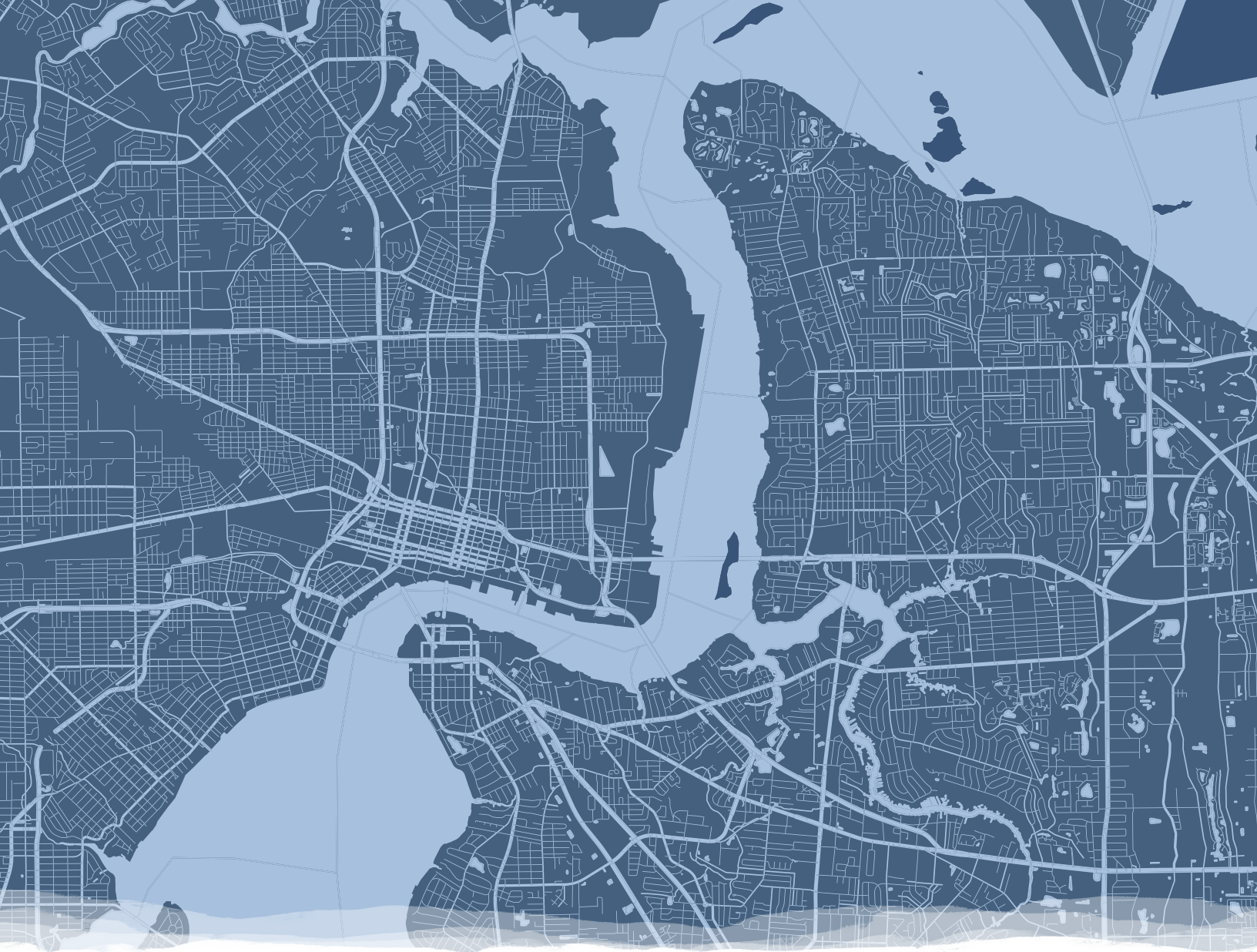
Annual Revive Initiative Funding Needs

For 3 Revive Initiative Projects in 2021-2022

	Avg. Cost Per Project	Annual Budget
Design and Professional Services	\$23,000	\$69,000
Direct Cost for Materials and Labor	\$150,000	\$450,000
Administration	\$25,000	\$75,000
Maintenance Endowment	\$20,000	\$60,000
TOTAL	\$218,000	\$654,000

Fundraising Campaign Goals for Each Project

Gift Size	Gift Count	Total
\$50,000	1	\$50,000
\$25,000	2	\$50,000
\$10,000	4	\$40,000
\$5,000	12	\$60,000
\$1,000	18	\$18,000
TOTAL		\$218,000



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ⁱ The Trust For Public Lands; 2020 City Park Facts; www.tpl.org/2020-city-park-facts; accessed August 4, 2021.

ⁱⁱ & ⁱⁱⁱ Mark Woods; "If downtown is the heart, this is the soul out here"; October 25, 2019; The Florida Times-Union; www.jacksonville.com/news/20191025/mark-woods-if-downtown-is-heart-this-is-soul-out-here.