

# Funding Group

**Goals:**

Work with the Technical Assistant Advisory Group to identify grants, corporate sponsorship, public support and other funding sources to realize the physical implementation of a waterfront public pathway. Funding shall be sought for temporary (less than 10 year life span) path improvements, permanent pathway improvements, and programming, events, infrastructure, and maintenance needs. Develop a budget, working with the Waterfront Advisory Group, and set goals for one year, three years, and five years for pathway implementation.

**Expertise needed in the Group:**

Fundraising and development experiences, business and grant-writing experience, pathway/walkway/public realm funding, programming, maintenance. Enthusiasm and creativity for new resources and fundraising methods. Experience in mobilizing volunteers.

**Roles:**

Grant-writing, public funding identification, budget-writing, crafting a “pitch” that speaks to diverse audiences about pathway benefits, development/funding/solicitation pitches for businesses, philanthropic organizations, individuals.

**Near-term goals:**

Identify funding for permanent or temporary pathways in three pilot pathway areas (to be identified). Craft maintenance and programming strategies for the next year with funding sources identified and committed.

**Long-term goals:**

Secure long-term funding streams for expanding pilot areas and for institutionalizing a waterfront-wide mechanism for pathway construction, programming, maintenance, and marketing.

*Goals*

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*Roles:*

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*Next Steps:*

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## District 1: Johnson's Creek

### Funding + Support Possibilities

1. Funding for natural restoration and public boardwalk on Johnson's Creek could come from conservation organizations like the Trust for Public Land or the Nature Conservancy
2. Additional support from CTDEEP and possibly EPA or other federal grantmaking agencies

## District 3: Yellow Mill Channel

### Funding + Support Possibilities

1. Crowdsourced funding for a floating pool, as in the + Pool example, through sites like GoFundMe and Kickstarter.
2. Communities in Michigan and Massachusetts are also using a new "civic crowdfunding" platform pairing placemaking projects with state agencies and foundations that match donations, called Patronicity.

3. Kayaks, canoes, and paddleboards might be stored at a marina near Waterview Park during the winter months if the owner agrees.

## District 6: South End/Seaside

### Funding + Support Possibilities

1. University of Bridgeport
  - a. entrepreneurship and graphic design programs to provide services for branding Freeman Houses and Little Liberia as a cultural destination
  - b. entrepreneurship students to help run concessions and other programming at Seaside Park
  - c. student volunteer groups to assist with beach cleanups
2. Bridgeport Bluefish and Sound Tigers sponsorship of events or sporting leagues at Seaside Park.
3. Local CDFI or bank with community focus could assist with funding and technical support for concessions and programming.

### Funding + Support Possibilities

1. Think about major corporate donors and regional partners for this effort – it will be the highest profile activation in the near-term
2. Investigate overlap with the DSSD programming efforts...can Sliver by the River be included in DSSD boundaries and programming, with possible new funding sources to complement the efforts?

## District 4: Steelpointe Harbor/Lower Pequonnock

### District 7: Cedar Creek

### Funding + Support Possibilities

1. Groundwork USA (around raised-bed gardening), Green Village Initiative, and other urban agriculture organizations
2. Existing corn maze business seeking expansion opportunities
3. Teen clubs and foundations supporting youth citizenship and engagement to fund skateboard park as a pilot on teen engagement and action.
4. High schools – community service requirements and programs
5. South End Community Center, Burroughs Community Center, and Wakeman Boys & Girls Club
6. University of Bridgeport entrepreneurship programs

### Funding + Support Possibilities

1. Crowdsourcing for recreational activities at Bridgeport Brass
2. Local rowing-related company, such as RowAmerica, or regional kayak rental operations
3. Regional recreation business – satellite interim outdoor location at Bridgeport Brass (Chelsea Piers in Norwalk, Sports Centers of Connecticut in Shelton, others)
4. Local business sponsorship to fund series of Knowlton Park events--radio stations, restaurants, car dealerships, etc.

## District 2: Seaview Plaza/Harborside East End

### Funding + Support Possibilities

The healthy foods and active living theme is appropriate for the entire waterfront, but it can have a strong anchor here, particularly if a grocery store is a tenant on the Seaview Plaza site. Funding possibilities are numerous and include:

- Local hospitals and banks
- Health insurance companies
- Sponsor for farmer's market (e.g. Bridgeport Bucks program\*)
- Large retail businesses
- Waterfront site developers
- CT Department of Agriculture grants or technical assistance
- Urban agriculture grants from private foundations

\*Bridgeport's existing farmer's markets already participate in the Bridgeport Bucks matching program, in which every dollar spent using SNAP/EBT or WIC buys \$2 in produce. Any outdoor farmer's market anywhere on the waterfront should accept SNAP/EBT and WIC and ideally offer Bridgeport Bucks or a similar bonus program to promote affordability.

## District 5: Upper Pequonnock

## District 8: Ash Creek/Black Rock Harbor

### Funding + Support Possibilities

1. Crowdsourced fundraising for story walk and/or interactive art installation
2. Burroughs Community Center, Black Rock public library branch