

# Capital Campaigns for Open Space: Two Case Studies

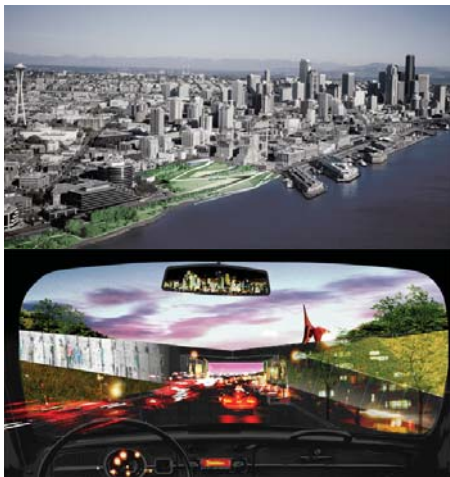
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Private Capital Campaigns and Nonprofit Agencies

Strategies to support open space initiatives include private capital campaigns initiated and managed by nonprofit agency staff, trustees and other volunteers. Through this process of fundraising, agencies focus on specific projects with limited time frames and defined and normally larger-scale financial goals. Organizational staff and board members solicit funds from individuals, corporate and private foundations, and government agencies to support: construction; maintenance of extant and proposed properties; endowments; and capital acquisitions, particularly the purchase of land. Requests are made through formal competitive grantmaking processes, individual cultivation and relationship-building, and governmental budget appropriations. Donations are made in the form of cash, property, trusts and other contributions.

## Case Study: Peninsula Open Space Trust

A successful example of a multiple-year capital campaign is the Peninsula Open Space Trust (POST) whose mission is "...to give permanent protection to the beauty, character and diversity of the San Francisco Peninsula landscape." Through its efforts, POST has protected 55,000 acres of land in San Mateo and Santa Clara counties. From 1996 to 1999, POST launched the successful *Completing the Vision* campaign and raised \$33.4 million. Currently the organization is engaged in a \$200 million *Save the Endangered Coast* campaign, to which private funders like the Kresge Foundation have contributed substantive funds.



## Case Study: Seattle Art Museum Olympic Sculpture Park

Locally, beginning in the early 1990s, the Seattle Art Museum (SAM) undertook a series of capital campaigns in anticipation of creating the Olympic Sculpture Park. In 1999, the Museum purchased the majority of land needed on a former industrial site owned by Union Oil of California, for \$16.5 million. The property was acquired as part of a public/private partnership, which raised \$3.56 million, in addition to a \$2 million appropriation by the Seattle City Council, \$1 million from the King County Council, a \$500,000 Federal Economic Development Grant and private contributions from a number of supporters, including Martin Smith Real Estate Services, Inc. and Legacy Part-

ners/Equity Residential Trust. More recently, the Museum has been actively garnering monies through an \$85 million capital campaign for the Park, scheduled to open in mid-2006. Designed by Weiss/Manfredi Architects of New York, the Olympic Sculpture Park comprises some of the largest remaining undeveloped waterfront property in downtown Seattle and rehabilitates this former industrial property, offering both significant cultural and ecological open space amenities to the City.

## Resources

LandSavers  
<http://www.greentreks.org/landsavers/webcast-openspacecampaign.htm>

Peninsula Open Space Trust  
<http://www.openspacetrust.org/index.htm>

Seattle Art Museum  
[http://iamsamcampaign.org/index.php?p=Image\\_Gallery&s=31](http://iamsamcampaign.org/index.php?p=Image_Gallery&s=31)

The Trust for Public Lands  
<http://www.tpl.org/index.cfm>