

PRE-FUNDING +  
DEVELOPMENT

**City Identification** — identify City based on interest & commitment from City officials, planners, managers, parks and recreation departments

**Location** — typically 1 - 2 acres, approved for development with site visit with Magical Bridge Foundation (MBF) landscape architect

**Preliminary Planning Document** — MBF's landscape architect creates spec document with general layout of Magical Bridge Playground

**Fundraising** — research and develop high net worth donors, set up meetings

**Donor** — secure pledge from anchor donor(s) (financial commitment: ~2.8M)

POST-FUNDING  
PREPARATION

**Site Permits** — begin more formal approval process for site development (City's financial commitment: ~\$250K)

**Playground Design** — solidify playground design and develop construction documents (third-party)

**Contractor Selection** — begin selection & quoting process to find the right construction partner for the site / select construction company

**Community Group** — align with local, established advocacy group to begin community engagement (fundraising commitment: ~\$200K)

**Equipment** — begin inclusive equipment selection, pricing and procurement

COMMUNITY  
ENGAGEMENT

**Materials** — design marketing materials to engage and educate the community about Magical Bridge Playground for awareness & fundraising

**Meetings & Discussions** — meet with various stakeholders for full community support, commitment, and local considerations

**Special Features** — research and determine art pieces, interactive experiences, innovation highlights, messaging, local elements, etc.

**Promotions** — launch online campaign to promote the new Magical Bridge Playground through social media, press, and website support

**Ground Breaking Event** — organize ground breaking event with press, local officials, community leaders, sponsors, donors and supporters

CONSTRUCTION  
+ DEVELOPMENT

**Project Management** — act as liaison to construction lead on implementation of Magical Bridge Playground plans; frequent site visits

**Playhouse Design** — special meeting with custom playhouse designer to develop theme, colors, and unique features

**Feature Management** — manage the artists and designers contributing features and equipment to the playground

**Playground Visuals** — design and production of playground signage and development of cohesive elements throughout the playground

**Donor Wall Design** — management of names, layout and production of donor wall

MEDIA  
OUTREACH

**Press & Media Relations** — ignite the local and national media about the Playground, both online and through TV and print outlets

**Pre-Opening Unveiling** — organize pre-opening Play Day event for press, sponsors, donors and the local special needs community

**Grand Opening Event** — organize grand opening event with press, local officials, community leaders, and community supporters

**Program Consulting** — advise community group on on-going programs & activities — and ensure City's commitment to future maintenance