

Park Partnerships

Evolve Over Time

Park partnerships are mutually beneficial relationships between the park and other businesses, institutions, and organizations that support and compliment the unique public life of the park. All “partners” - whether they exist today or are new organizations created just for Dix Park - will be evaluated and organized according to a three-phase, time-based framework. This framework will allow for flexibility and compatibility as the park’s needs change over time.

SHORT TERM: One-Offs and Test Fits

Initially, partnerships will be focused more on short-term events showcasing various aspects of the park’s potential, such as the already notable music festivals, art exhibits, and Sunflower Field summer event. These events give the general public an appreciation of the possibilities of Dix Park, create memories, and build associations with the park. Since they are short-lived, they are also opportunities for innovative cultural programming from the arts to horticulture. From a theoretical point of view, such programming can suggest new approaches to how a site can be treated before construction. Hopefully, these events will create enough of an association with the park that the construction to come will be felt as a deprivation, which will translate to more joy and increased use once the park reopens.

POTENTIAL PARTNERS

- Regional plant nurseries and native plant organizations that sponsor seasonal or temporary activities
- Temporary art installations that take place in and activate available, existing park buildings
- Pop up retail and food markets that create a sense of welcome

MID TERM: Advocacy and Expansion

As construction in the park begins and progresses, opportunities for partnerships will be more sporadic and concentrated based on the phasing of construction. In general, partner events will have to take place in areas where no construction is actively occurring, so most events will happen in areas where work is more or less complete or where no work has yet been started. Continuing to program events during this time will allow users to better understand sections of the park which they might not otherwise have explored. Hopefully, it will also unearth the different capacities of park areas to accommodate events. As more building space becomes available, this will be particularly valuable for temporary use by partner organizations, as they will serve as dry runs for the more permanent programming of the building. For instance, if a dance company wanted to use a building as a studio and performance venue, they could give outdoor productions to see how popular such events were

POTENTIAL PARTNERS

- Arts and cultural organizations that create dynamic outdoor activities and support park programs for all
- Educational organizations that utilize park spaces for tours, events, and coursework
- Food and drink concessions

LONG TERM: Coordinated Operations

Once construction has been largely completed, more permanent partnerships can be sought. These partnerships will build on and learn from the earlier partnerships as partner organizations are selected. Partners will be committed to the 3 Core Principles of Dix Park (p. XX) Preference will be given to local organizations that have a track record of fostering and showcasing the diversity of Raleigh and North Carolina culture. Such partnerships will include long-term leases, such as tenants for the historic buildings on the site; partner organizations to program event venues; and community groups involved in maintaining the park (see for example “Stewardship Crews” section, p. XX).

POTENTIAL PARTNERS

- Hospitality operators that reactivate rehabilitated park buildings and provide permanent or temporary housing for other park partners
- Cultural institutions that reactivate rehabilitated park buildings, sponsor teaching/coaching/counseling, and aid in programming logistics
- Native plant organizations that aid in the selection and/or propagation of native species, habitat restoration, specialized horticultural support, education, and training volunteers and/or crews
- Docent programs that add a personal touch

PARTNER TYPES



Park Partnerships Selection Process

