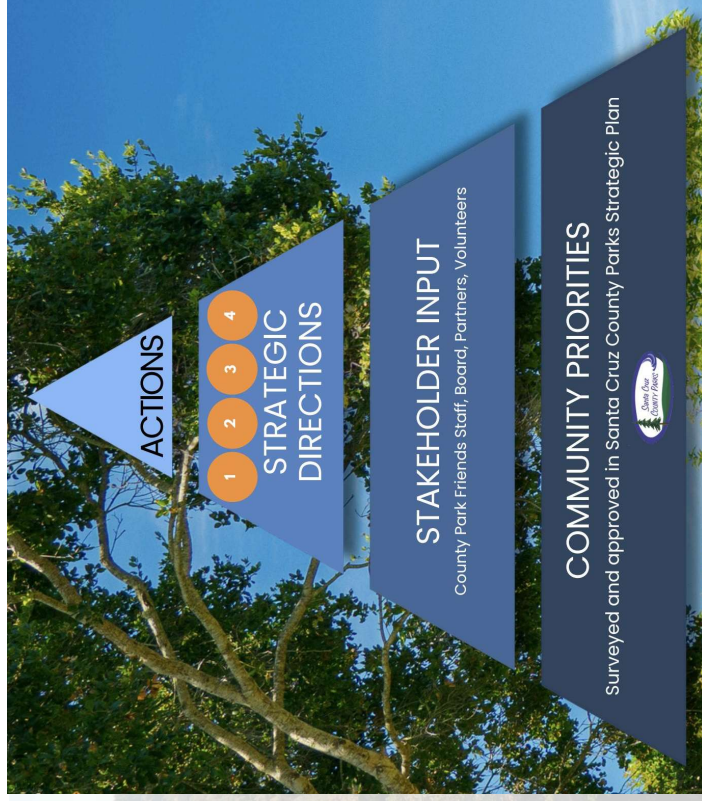




Nonprofit Partner to Santa Cruz County Parks

Our Mission is to preserve, protect, improve and promote the use of Santa Cruz County parks and open spaces for recreational activities, arts and cultural activities to benefit all generations in our diverse community.



Letter from our Executive Director



COUNTY
PARK
FRIENDS
SANTA CRUZ

In five short years, we are proud to have established our role as an impact leader activating the power of Santa Cruz County parks. Together with you, our community, we've raised and invested millions of dollars to improve our parks and connect people with programs.

Santa Cruz County residents are passionate about parks, beaches, and trails and we have been humbled by your consistent, swift and powerful response to our campaigns. In Santa Cruz County, we know that these unique, precious natural resources are integral to our identity, economy, and quality of life and that we must take care of the places that care for us.

Our Strategic Plan builds on proven success and is designed to be actionable and adaptable. It positions us to remain responsive and resilient in the face of changing community needs, policy developments, and external challenges. The result of broad public input and stakeholder collaboration, it will guide us forward over the next three years.

We are grateful to all you who have joined us in the past and we look forward to welcoming new friends into our work. Let us continue to connect, learn, imagine, invest, and build our future together!

Sincerely, Mariah Roberts, Executive Director

We
Communicate
& Advocate
for Impact

We
Support
Healthy Parks
Healthy People

We
Strengthen
Organizational
Sustainability

We
Honor
Indigenous
People

We Communicate and Advocate:

1. Share Park stories and data everywhere we go
2. Meet with electeds, decision makers and others to support parks
3. Endorse & Educate to pass Measure F, Cup Tax, Measure K, MEASURE Q!
4. BE HERE NOW!



SANTA CRUZ COUNTY
MEASURE Q

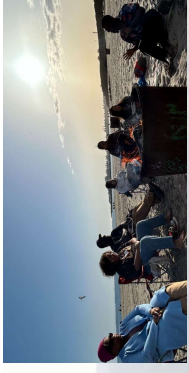
We support Healthy People:

2025 ACTIONS *THUS FAR*

1. ParkRx + AccessGrants = **584 PEOPLE** received grants totalling **\$43,000**
 - o Intake survey data reported to Parks to inform program design
 - o Navigation support with education, registration and fees
2. Young Outdoor Leaders = Youth Service Learning opportunities



All Kids Need to Play!



We support Healthy Places:

2025 ACTIONS *THUS FAR*:

1. Surveying for Valle Del Pajaro Name, Mesa Village & Pinto Skate Design & More
2. Treasure Cove Universally Design Playground Complete (\$1M)
3. Managing Pinto Lake Skate Park donated project (800K+)
4. Planning final stages of Mesa Village Campaign (2-300K)
5. Planning for Valle Del Pajaro Master Plan next stage



We Strengthen Org Sustainability:

2025 ACTIONS THUS FAR:

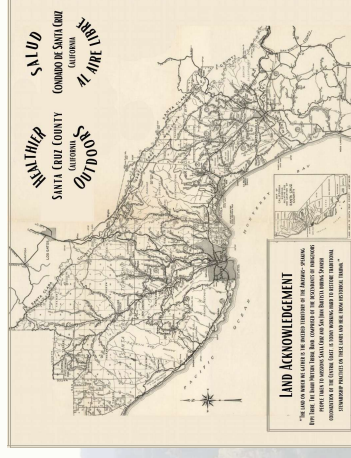
1. Completed Strategic Plan with stakeholder & Parks Dept
2. Established focus on NAVIGATION v DELIVERY
3. Develleping new revenue streams, development plan
4. Developing EOY, coming soon!



We Honor Indigenous People:

2025 ACTIONS THUS FAR:

1. Reviewed Land Acknowledgement
2. Build LA into all program delivery
3. Met with Chairman Lopez and team to begin conversations
4. Inquiring into Parks Dept existing efforts to align and partner





**Support Healthy People & Places
“FriendsCamp”
\$12,555 Value gifted to Parks
2 Tow-Behind Trailers
Camping Gear for 34**

**Young Outdoor Leaders
100+ Hrs Service Learning
Surveying and Engagement**



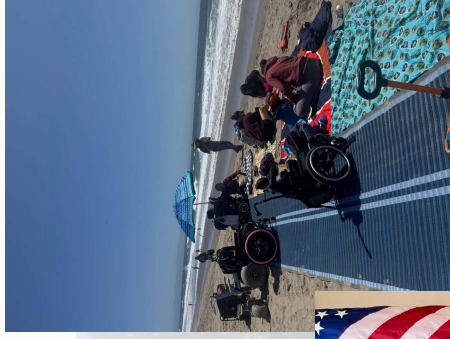
**Community
Engagement
600+ People
Surveyed**



**Communicating & Advocating
Community Foundation Event - Above
Board of Supervisors - Right**



**Communicating
& Advocating
Wheelie Campout led
by YOL - Right**





How can we work together?

CONNECT: *What projects is your Supervisor excited about? Let's Chat!*

ACCESS GRANT Fundraising: *In 2024, this Commission helped spread the word!
Together we raised the most ever - \$70,000!!!*

Want to help again? Let's raise the goal for End of Year 2025!



Thank you for having us!!