

Public invited to the “Kellogg Park Launch” celebration October 24 at 5 pm



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Please join Westside families and residents on Friday, October 24, at 5 pm, in a cultural celebration marking the launch of the official campaign to build Kellogg Park at the 2.41-acre site located on the 800 block of North Ventura Avenue and Kellogg Street.

The early “Día de los Muertos” (Day of the Dead) gathering will feature music by Hatter's Tea (5 pm) and Jorge Mijangos & Friends (5:15 pm) and such craft activities as rock-painting, paper-flower and string-bead making for children and adults. The public will have another opportunity to review the preliminary park design, created after a series of public workshops this spring, and give input to staff from the city's partner in building the park, the Trust for Public Land.

“This special fall event is our first official opportunity to celebrate the many, many people who are working together to achieve a great project – to plan, design, raise funds for and build this much-needed park for our community on Westside,” said Mayor Cheryl Heitmann. The Mayor will speak at 5:30 pm before a traditional march at 5:45 pm led by the Aztec dancers of Danza Mexica Cuauhtémoc Westpark Community Center, 450 W. Harrison Ave., for a festive evening (6-8 pm) of “Día de los Muertos” music, art, food and fun for all ages.

BACKGROUND:In 2013 the California Department of Parks and Recreation Land & Water Conservation Fund (LWCF) awarded the City of Ventura Parks, Recreation and Community Partnerships Department (PRCP) a \$350,000 grant towards the purchase of the 2.41-acre site with help from partner the Trust for Public Land. The Ventura City Council approved use of \$442,000 from the trust account set aside for the General Plan Mobility Plan Update to complete the acquisition of the site. The purchase of the parkland qualified the city through the Trust for Public Land to apply for a further \$1 million state grant (see below) to begin to design, develop and build out the future park. In April the Mayor of the City of Ventura hosted a “sign-raising” ceremony on site as the inaugural event to mark the beginning of a new park for Ventura's Westside. In 2014 the City received a \$1 million "Urban Greening Grant" to fund the design process for the future park through the State of California's Strategic Growth Council towards converting the former commercial property to a beautiful neighborhood park. In February, March and April the city conducted a series of five public workshops at the Bell Arts Factory and E. P. Foster School to gather community ideas for the design and review of designs for the new park. The Oct. 24 event sponsored by PRCP, The HEAL Zone Kaiser Permanente and Trust for Public Land will launch the official campaign to raise funds to build out and open the new park.

●For more information contact: PRCP Manager Elena Brokaw at 805/658-4731 or ebrokaw@cityofventura.net or visit www.cityofventura.net/kelloggpark.