

Patronicity | CASE STUDY

RUFF & TUMBLE DOG PARK

Public Spaces, Community Places | Niles, Michigan

THE PROJECT

Sometimes it only takes one dedicated person and their fluffy companion to make a change. This was certainly the case with the Ruff & Tumble Dog Park in Niles, Michigan. Katrina Andrews and her Australian Shepard, Roo, wanted a space for play and connection in Niles for dogs and humans alike. Katrina is the type of person to make things happen, she sees a goal, gathers input, and executes. She held a community forum, then formed a citizen committee to discuss what a space should look like and discuss potential places for the dog park. Katrina then formed a nonprofit and went to the city council to pitch the idea. The City of Niles was on board and set aside an underused piece of land at Riverfront Park South that could be transformed under the initiative of Katrina and her team, if they could raise the funds for the park within a year's time. Proudly, through the Public Spaces, Community Places crowdgranting program in partnership with the Michigan Economic Development Corporation (MEDC), Katrina and her team raised over their goal, securing the grant match from the MEDC, and brought in 363 patrons in the process in less than nine months.



“The crowdfunding campaign got the word out and allowed the community to visualize the space and its potential. The campaign made people feel a part of the space and brought more users to the dog park once it was opened.”

Katrina Andrews,
Executive Director Ruff &
Tumble Dog Park

THE IMPACT



363
PATRONS



\$36,687
CROWDFUNDING
RAISE



\$35,000
CROWDGRANTING
MATCH



\$9,500
LEVERAGED
FUNDING



\$79,500
TOTAL PROJECT
ESTIMATE

The transformation of the lot was remarkable; the brush and trash littered space that runs along the banks of the St. Joseph River is now cleared and maintained by the Ruff & Tumble off-leash dog park. The park has two separate green and lush areas, shaded by three old growth Sycamore trees for small and large dogs. There is seating for canine companions, a water station, and a small agility course for those wanting a challenge. The space has naturally generated connections that have had a large impact in the community. The space has allowed local groups to have adoption events, spay/neuter and other educational workshops, and training events. People have come from St. Joseph and Indiana to use this space, because of its beauty and peaceful atmosphere. It is a wonderful place for people to meet and a great place for dogs to socialize. Katrina, members of the nonprofit, and volunteers maintain the entire space, which includes mowing and groundskeeping, coordinating events, trash removal, and handling client complaints.



PUBLIC SPACES
COMMUNITY PLACES

Public Spaces Community Places (PSCP) is our crowdgranting partnership with the Michigan Economic Development Corporation (MEDC). This crowdgranting initiative provides matching grant funds to eligible projects that improve public space in the state of Michigan. Projects can receive a matching grant of up to \$50,000 if they reach their crowdfunding goal. Learn more about the program and apply at www.patronicity.com/puremichigan.



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