



WHALEWORKS

PUBLICATION SERIES

PARKS ACROSS THE COAST

A Coastal Recreation, Youth Development & Community Partnership Initiative

WESTPORT PILOT

WHALE OF A CONE PARK

SAFE PLAY • ALL-SEASON ACTIVITY • COASTAL EXPANSION

PROGRAM PUBLICATION 011

Prepared by WhaleWorks in partnership with Whale of a Cone

Contents

A concept-to-implementation framework for the Westport pilot and future coastal parks

SECTION	TITLE
01	Executive Summary
02	The Vision: Parks Across the Coast
03	Why Westport Should Be the First Site
04	The Whale of a Cone Park Experience
05	Covered Basketball Court & All-Season Recreation
06	Playground, Slides, Climbing & Family Amenities
07	Youth Safety, Inclusion & Belonging
08	Site Planning & Connection to the Skate Park and Pump Track
09	Programming, Events & Community Use
10	Partnership Model
11	Operations, Maintenance & Stewardship
12	Funding & Capital Campaign Framework
13	Phased Implementation Roadmap
14	Coastal Expansion Strategy
15	Outcomes, Measurement & Long-Term Legacy

01 | Executive Summary

A park model that begins in Westport and grows across coastal communities

Parks Across the Coast is a proposed WhaleWorks recreation and community-development initiative created in partnership with Whale of a Cone. The first location would be the Whale of a Cone Park in Westport, Washington: a safe, welcoming, family-centered park designed beside or near the community's developing skate park and pump-track activity area.

The Westport pilot would combine a covered basketball court with a complete playground environment, including slides, jungle gyms, climbing features, open play space, seating, shade, lighting, gathering areas, and accessible amenities. The covered court is central to the concept because coastal weather should not determine whether young people have a place to move, practice, gather, and play.

The park would be more than playground equipment. It would become a visible community anchor connecting recreation, youth development, small-business partnership, mentorship, public events, family engagement, and local pride. Once the Westport model is established, documented, and proven, WhaleWorks would adapt the concept for additional coastal towns through local partnerships and community-specific designs.

FOUNDING VISION

Begin in Westport with a covered court and complete playground beside the emerging skate and pump-track destination. Prove the model, then expand responsibly across coastal towns.

02 | The Vision: Parks Across the Coast

Building a connected network of safe, active, welcoming coastal spaces

Coastal communities offer extraordinary natural beauty, strong local identity, and deep intergenerational ties. At the same time, smaller towns may have limited access to modern recreation spaces that remain useful throughout the year. Parks Across the Coast responds by creating neighborhood-scale destinations where young people and families can play, connect, learn, and participate in community life.

The long-term vision is a recognizable network of locally designed parks carrying a shared standard: safe play, weather-aware design, youth voice, accessibility, community partnership, and responsible stewardship. Each location may reflect its town's character while remaining connected to the broader WhaleWorks mission.

The name Parks Across the Coast describes both geography and promise. The initiative begins with one credible pilot, then develops the partnerships, standards, funding systems, and evidence necessary to reach additional coastal towns without sacrificing quality.

03 | Why Westport Should Be the First Site

A natural pilot beside a growing recreation destination

Westport is the right place to begin because recreation, tourism, family activity, and community identity already intersect here. The development of a new skate park and pump tracks creates momentum around active outdoor space. A complementary park nearby could serve younger children, basketball players, families, spectators, and residents who may not use skate or pump-track facilities directly.

Locating the Whale of a Cone Park beside or near that activity would create a broader recreation campus rather than a single-use destination. Families with children of different ages could remain in one area. Young people could move between wheeled recreation, court play, playground activity, and community programming. Visitors could experience Westport as a place that actively welcomes families.

Whale of a Cone adds a meaningful local partnership. As a long-standing community business and gathering place, it can help connect families, youth, visitors, sponsors, volunteers, and local events to the park's development.

04 | The Whale of a Cone Park Experience

A place that feels playful, local, safe, and memorable

The Westport park should feel immediately connected to the community. Its design can include coastal colors, whale-inspired features, wave patterns, playful signage, and visual references to Westport's maritime identity. Branding should be joyful without turning the park into an advertisement. The public purpose must remain central.

A successful visitor experience begins before a child reaches the equipment. Clear entrances, visible sightlines, safe paths, accessible routes, lighting, seating, rest areas, and understandable rules help families feel comfortable. The park should provide activity for multiple ages and ability levels rather than forcing every child into the same kind of play.

The goal is the whole nine yards: a complete park experience where a family can stay for an afternoon, youth can return regularly, and community events can take place without rebuilding the space each time.

05 | Covered Basketball Court & All-Season Recreation

Making movement possible in coastal weather

A covered basketball court is the signature facility of the Westport pilot. Rain, wind, and seasonal conditions often limit outdoor recreation on the coast. A roofed court creates a dependable place for physical activity while preserving the openness and accessibility of a public park.

The court may support basketball, skills clinics, youth leagues, open gym periods, pickleball striping, fitness activities, community gatherings, school partnerships, and special events. Lighting and durable surfacing could extend useful hours while appropriate scheduling and neighborhood standards protect surrounding residents.

The design should account for wind-driven rain, drainage, corrosion-resistant materials, safe clearances, storage, seating, and visibility. The roof should be treated as long-term public infrastructure rather than a temporary shelter.

SIGNATURE FEATURE

A covered basketball court gives coastal youth a dependable place for movement, practice, mentorship, and community activity in every season.

06 | Playground, Slides, Climbing & Family Amenities

Creating a complete multi-age play environment

The playground component should include slides, jungle gyms, climbing structures, swings where feasible, balance elements, imaginative play, sensory experiences, and open areas for unstructured movement. Equipment should offer graduated challenges so younger children, older children, and children with different abilities can participate.

Family amenities are equally important. Benches, picnic tables, stroller-friendly paths, shade or weather protection, drinking water, bicycle parking, waste stations, and nearby restrooms influence whether families can use a park comfortably. Caregiver visibility should be maintained throughout the site.

The park can also include a small flexible lawn or plaza for birthday gatherings, reading events, art activities, outdoor classes, food vendors, and seasonal celebrations.

07 | Youth Safety, Inclusion & Belonging

Designing a park where every child is treated as part of the community

Safety includes physical design, responsible supervision, clear rules, maintenance, emergency readiness, and a culture of respect. The park should use age-appropriate equipment, impact-attenuating surfaces, safe circulation, adequate lighting, visible gathering areas, and routine inspection standards.

Inclusion requires more than minimum access. Routes, play experiences, seating, communication, and programming should consider children and caregivers with mobility, sensory, developmental, and communication needs. The design process should invite input from families who are often excluded from recreation planning.

Belonging is the deeper outcome. Young people should experience the park as a place where they are welcomed, trusted, and expected to contribute positively. Youth advisory roles, murals, service projects, and peer leadership can turn users into stewards.

08 | Site Planning & Connection to the Skate Park and Pump Track

Creating one connected recreation destination

The strongest site plan would allow the playground, covered court, skate park, and pump tracks to function as related destinations. Connections should be safe, direct, visible, and intuitive. Walking routes should reduce conflicts among pedestrians, bicycles, skateboards, scooters, vehicles, and service access.

The planning process should examine land ownership, zoning, utilities, stormwater, coastal exposure, environmental conditions, traffic, parking, emergency access, noise, lighting, neighboring uses, and long-term maintenance. A feasibility study should confirm the best location before a final capital commitment.

The park should complement existing and planned facilities rather than compete with them. Shared parking, restrooms, event space, signage, maintenance, and sponsorship may reduce costs and strengthen the entire recreation area.

09 | Programming, Events & Community Use

Turning infrastructure into an active community resource

A well-built park can still underperform if no one activates it. Parks Across the Coast should pair physical development with a program calendar that gives families and youth reasons to return.

Possible programming includes basketball clinics, open-court hours, youth tournaments, adaptive recreation, family play days, homework-and-hoops events, summer activity weeks, community cleanups, art projects, health and wellness events, school celebrations, volunteer days, and coastal-town recreation exchanges.

Whale of a Cone can support community engagement through event partnerships, youth recognition, fundraising campaigns, sponsor visibility, and family-oriented promotions. Any commercial participation should remain transparent and consistent with public benefit.

10 | Partnership Model

Aligning WhaleWorks, Whale of a Cone, public agencies, families, and funders

The initiative requires a partnership structure with clearly defined roles. WhaleWorks can provide mission leadership, program design, fundraising coordination, youth engagement, partnership development, and impact reporting. Whale of a Cone can serve as a founding community partner, local connector, promotional supporter, event collaborator, and potential source of earned or donated support.

Local government and public agencies may contribute land, planning expertise, permitting, infrastructure coordination, maintenance agreements, public safety support, and capital investment. Schools, healthcare organizations, service clubs, tribal partners, recreation groups, businesses, foundations, and residents may contribute funding, knowledge, volunteers, equipment, and programming.

Written agreements should define ownership, naming, insurance, maintenance, scheduling, fundraising, sponsorship recognition, safety responsibilities, and decision-making before construction begins.

- WhaleWorks: mission, programming, youth engagement, fundraising, evaluation
- Whale of a Cone: founding local partner, community connection, events, promotion, sponsorship support
- Public partners: land, permitting, infrastructure, safety, maintenance, public accountability
- Community partners: funding, volunteers, programming, professional expertise, youth opportunity

11 | Operations, Maintenance & Stewardship

Protecting the park after the ribbon cutting

The park's success will depend on how well it is cared for over time. A maintenance and operations plan should be approved before construction, not after. It should identify who inspects equipment, cleans surfaces, removes waste, repairs damage, manages landscaping, replaces worn materials, responds to incidents, schedules the court, and maintains lighting and utilities.

A dedicated repair and replacement reserve can protect the project from gradual decline. Capital fundraising should include realistic lifecycle costs for roofing, surfacing, paint, equipment, drainage, lighting, fencing, signage, and accessibility improvements.

Community stewardship can supplement but should not replace professional responsibility. Adopt-a-park days, youth service teams, sponsor cleanups, and volunteer beautification can build pride while trained personnel handle safety-critical work.

12 | Funding & Capital Campaign Framework

Building a diversified investment strategy

The Westport pilot may require a blended capital campaign combining public funding, private philanthropy, corporate sponsorship, local business participation, grants, individual gifts, in-kind support, naming opportunities, and community fundraising. The exact budget will depend on the selected site, site preparation, court structure, equipment, utilities, permitting, and long-term maintenance commitments.

A phased campaign can begin with feasibility, design, and predevelopment funding before moving into construction. Donors should be shown what each stage accomplishes and which costs are one-time, recurring, restricted, or eligible for sponsorship.

The campaign should communicate that the project is not simply purchasing playground equipment. It is investing in youth health, safe activity, family life, community identity, tourism value, and long-term coastal resilience.

Campaign Stage	Primary Purpose	Example Support
Predevelopment	Feasibility, site study, concept design	Planning grants, local sponsors, in-kind expertise
Capital	Court, playground, surfacing, lighting, site work	Public capital, foundations, major gifts, naming support
Activation	Programs, events, youth leadership, opening	Business sponsors, program grants, community fundraising
Stewardship	Maintenance, replacement, evaluation	Reserve fund, annual partners, earned and donated support

13 | Phased Implementation Roadmap

Moving from community idea to completed Westport pilot

Phase One - Listening and Feasibility: establish a steering group, confirm community interest, engage youth and families, study potential sites, identify public partners, and create preliminary cost ranges.

Phase Two - Concept Design and Agreements: select the preferred site, commission conceptual design, define the relationship to the skate park and pump tracks, develop operating agreements, and begin permitting review.

Phase Three - Capital Campaign and Final Design: launch the campaign, secure lead commitments, complete engineering, finalize accessibility and safety specifications, and establish maintenance reserves.

Phase Four - Construction and Program Preparation: prepare the site, build the covered court, install play equipment and amenities, train staff and volunteers, and publish operating standards.

Phase Five - Opening, Evaluation, and Replication: open the park, document participation and lessons, improve the model, and prepare the first coastal expansion toolkit.

14 | Coastal Expansion Strategy

From one excellent park to a network of locally owned coastal spaces

Expansion should occur only after the Westport pilot demonstrates safe operations, community use, maintenance capacity, responsible financial stewardship, and measurable benefit. Replication should not mean copying the same site plan everywhere. Each town has different land, weather, population, partners, and recreation needs.

WhaleWorks can develop a Parks Across the Coast toolkit containing design standards, partnership templates, youth-engagement methods, feasibility questions, fundraising materials, sponsorship guidance, maintenance expectations, evaluation tools, and brand-use rules.

Future locations might be developed through local chapters, municipal partnerships, school collaborations, or community-led campaigns licensed to use the program framework. Every site should remain locally accountable while contributing to a shared coastal movement.

15 | Outcomes, Measurement & Long-Term Legacy

Defining success beyond construction

The first measure of success is not the ribbon cutting. It is whether children and families use the park safely, regularly, and with a genuine sense of belonging. WhaleWorks should combine participation data with family feedback, youth voice, partner assessment, maintenance records, event activity, and stories of personal and community impact.

Potential indicators include daily and seasonal use, court participation, program attendance, age and neighborhood reach, accessibility feedback, volunteer engagement, school and partner involvement, safety incidents, maintenance response, community events, and growth in physical activity or social connection.

The long-term legacy is a coastal network where young people can identify safe places that were built because their communities believed they deserved them. The Whale of a Cone Park can become the first proof that a local business, a nonprofit mission, public leadership, families, and young people can build something lasting together.

A Public Invitation

Help build the first Whale of a Cone Park in Westport

Parks Across the Coast begins with a simple question: if Westport is already investing in a new skate park and pump tracks, why not create a complete family park beside that momentum - a place with a covered basketball court, slides, jungle gyms, climbing, gathering space, and year-round opportunity?

The answer can become a model for the entire coast. The Westport pilot offers residents, local government, businesses, funders, schools, families, and young people a practical opportunity to create something visible, joyful, healthy, and lasting.

THE FIRST STEP

Convene a Westport pilot planning meeting with WhaleWorks, Whale of a Cone, public partners, youth, families, recreation advocates, and potential funders to evaluate sites and establish the project steering group.

Jah Griffin

Founder, WhaleWorks | Owner, Whale of a Cone

BUILDING OPPORTUNITY • INSPIRING PLAY • STRENGTHENING COASTAL COMMUNITIES