



PRODUCTS

*creating the next generation of play products  
and play environments for children*



**POGO PARK PRODUCTS**

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**partners**

*Lawrence  
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SCIENTIFIC ART STUDIO







CLIMBING STRUCTURES



TIPI PLAY HOUSES



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SCULPTURES



SPIDERWEBS



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ANIMAL SCULPTURES



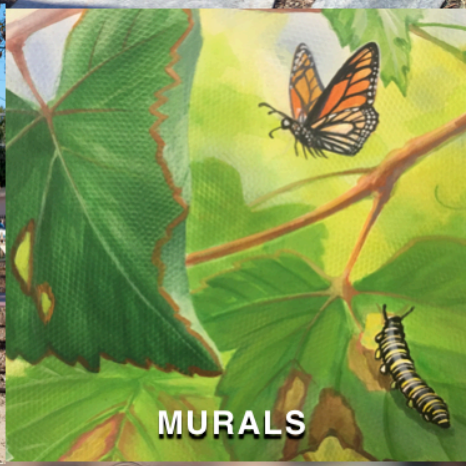
CONCRETE SANDBOXES



WATER FOUNTAINS



IGLOO PLAY HOUSES



MURALS



BBQ & CONCRETE COUNTER



HAND PAINTED SIGNS



BENCHES & MURALS



BENCHES & FENCES



PLAY STUMPS



## OUR STORY

### **Background**

Founded in 2007, Pogo Park is an entrepreneurial, community-based, 501(c)3 nonprofit organization in Richmond, California.

We create vibrant parks in Richmond's Iron Triangle neighborhood where children can play, grow, and thrive.

Ten years ago, we reclaimed Elm Playlot, a broken, dispirited, and little-used city park in the heart of the Iron Triangle – and transformed it into a safe, green, and beautiful outdoor space for children to play.

To transform Elm Playlot, we hired, trained, and empowered a core team of community residents. Using their own talents and imagination, they redesigned and rebuilt Elm Playlot themselves, by hand.

To help community residents realize their vision for Elm Playlot, we partnered with Scientific Art Studio (SAS), an Iron Triangle business located six short blocks from our park.

### **Scientific Art Studio**

SAS is a world-renowned custom fabrication shop famous in the Bay Area for building the iconic mitt at the Giants ballpark. Over the past decade, SAS has become increasingly passionate about designing cutting-edge, thrilling, and dynamic children's play spaces, creating a new definition for what is possible in a playground. To date, SAS designed and built children's play environments for clients such as the San Francisco Zoo, Oakland Zoo, Jewish Community Center, Sonoma Children's Museum, and the Bay Area Discovery Museum.

SAS opened up their Iron Triangle studio to Pogo Park as a place where our team of community residents could get real-life, hands-on experience designing and rebuilding Elm Playlot.

### **Successful "Old World" Model**

While designing and building Elm Playlot, Pogo Park/SAS adopted an old-world, proven model of Apprentice/Master Builder. Pogo Park's community resident team of "Apprentices" worked alongside SAS's team of "Master Builders" to build Elm Playlot (Pogo Park #1) and later Harbour-8 Park (Pogo Park #2). In the process of working at a job and earning a living wage, community residents discovered their own inherent talents and skills while learning a diverse set of transferable skills: wood work, metal work, sculpting, casting, modeling, and much more.

### **Social Enterprise**

After 10 years of effort, our two new Pogo Parks (Elm Playlot and Harbour-8) are attracting inquiries from other communities who want their neighborhood parks to look like a "Pogo Park." It turns out there is a strong and growing market demand for high quality play environments that are custom designed and hand-built to fit organically into a particular space.

Pogo Park and SAS decided to build upon our decade-long partnership and start a social enterprise, Pogo Park Products, to meet this growing market demand.

### **Pogo Park Products - What We Do**

- 1) *Design Services*: we plan and design parks and children's play environments;
- 2) *Custom-Made Products*: we design and build custom, a la carte items for children's play spaces (i.e. a sandbox) and basic amenities for parks (i.e. fences, signs, benches, water fountains).

Pogo Park Products is already securing orders and contracts from clients.

### **Chevron Invests \$1 Million in Pogo Park Products**

With a goal "to improve conditions and the quality of life for Richmond residents," Chevron invested \$1 million in Pogo Park to launch Pogo Park Products as part of their eEquip Richmond campaign. We are using Chevron's seminal investment to build PPP's core capacity, expand our partnership with SAS, and deepen our emerging partnerships with two other Iron Triangle businesses, Ferrous Studios (metal shop) and Lawrence Construction (wood shop). Our goal: provide training, jobs, and opportunity to residents living in Richmond's most underserved neighborhoods – while generating earned income for Pogo Park.

### **Driving Change in Richmond's Iron Triangle Neighborhood**

Our vision is for Pogo Park Products to become known for being at the epicenter of creating and selling custom-made, hand-crafted, quality children's play products and environments. As we grow this social enterprise, Pogo Park Products will become a driver of local jobs and training, an engine for economic development, and a model for equity in one the Bay Area's most disadvantaged neighborhoods.

