



WOONASQUATUCKET RIVER  
WATERSHED COUNCIL

WOONASQUATUCKET  
RIVER  
GREENWAY

# NAMING OPPORTUNITIES



# WHAT IS THE WRWC?

Launched in the 1990s, the WRWC creates positive environmental, social, and economic change by revitalizing the Woonasquatucket River, its Greenway, and its communities. We transform unsafe and abandoned post-industrial places into vibrant community assets beloved by people and wildlife.



# WHAT DOES THE WRWC DO?



# WHAT IS THE WRWC'S IMPACT?



**\$140 million leveraged**

**Black Locust Pocket Park:**

**\$80,000**

**Donigian Park: \$2.2 million**

**Riverside Park: \$10.4 million**

**Merino Park: \$605,000**

**Sheridan Street Bridge: \$2 million**

**Manton Gateway & Skate Park:**

**\$586,000**

**Fish passage through first 5 dams**

**on river: \$2.1 million**

**Centerdale Superfund Site: \$120**

**million settlement**

**Volunteers: \$100,000+ annually**

**for 25+ years**

**Flood and pollution control: 80**

**million gallons captured by green**

**infrastructure during every storm**

**Ecosystem restoration: Capacity**

**for 40,000 river herring to move**

**upstream to spawn**



# WRWC NAMING OPPORTUNITIES



The Woonasquatucket River Watershed Council (WRWC) is offering naming opportunities within the Woonasquatucket River Greenway.

You can sponsor the Greenway and its singular role in revitalizing Rhode Island—and we will celebrate your support with on-site recognition.

# NAMING OPPORTUNITIES RANGE FROM \$1,000 TO \$25,000 ANNUALLY FOR TERMS OF FIVE YEARS.



We rely on funding from investors who believe in a cleaner, greener Rhode Island. Your support ensures that we can maintain the high quality of the trails, green spaces, and flood control projects along the Woonasquatucket River Greenway. And your support ensures that we can keep the Greenway safe for all of the people and other living things who benefit from the amazing transformations that we have created.



The WRWC offers naming opportunities within the Woonasquatucket River Greenway, 75+ carefully maintained acres that run from downtown Providence to Johnston, with additional locations in Smithfield and North Providence..



# WOONASQUATUCKET RIVER GREENWAY PATH

Along with the river, the Woonasquaticket River Greenway's centerpiece is an off- and on-road multi-use path that runs from downtown Providence to Lyman Avenue in Johnston.

Greenway path signage demonstrates your support to hundreds of thousands of motorists and tens of thousands of cyclists and pedestrians every year.

## Woonasquaticket River Greenway path naming opportunities:

- Smithfield "First Mile" (off-road, 4 available)
- Woonasquaticket River sections along Promenade Street and Kinsley Avenue; starting in 2023, this high-traffic area will be transformed into a fabulous protected path system visible to motorists (on- and off-road, 4 available)
- San Souci. in the heart of Olneyville Square (on-road, 1 available)
- Eagle Square, at the center of the Valley neighborhood (on-road, 1 available)
- Donigian Park (off-road, 3 available)
- Riverside Park (off-road. 4 available)
- Riverside Park pedestrian bridge to Johnston town border (off-road, 4 available)
- Merino Park (off-road, 1 available)
- Woonasquaticket Adventure Park (off-road, 1 available)
- Manton Gateway (off-road, 1 available)
- Buttonhole Spur (off-road, 1 available)





# BLACK LOCUST POCKET PARK

Located at the prominently visible corner of Eagle Street and Kinsley Avenue, across the street from Farm Fresh Rhode Island's busy headquarters and thriving Sims Avenue hospitality businesses, Black Locust Pocket Park serves as a pilot project to demonstrate the WRWC's plans for the downtown section of the river. Black Locust Pocket Park will continue to shine with ongoing improvements, including a canoe/kayak launch slated for 2023.

This Pocket Park contains:

- Black locust seating and shade trellises
- Unique black locust path among native plantings
- Perennial flower boxes
- Woono River Greenway electric box murals
- Habitat restoration signage
- River access with view of thriving wildlife



**This is a special opportunity! We are seeking a single partner to invest in the maintenance and improvement of the Black Locust Pocket Park.**

As part of the Kinsley/Promenade path upgrade project, three additional high-visibility Pocket Parks are in the works and available for investment in 2023.

# DONIGIAN PARK



With the help of our supporters and partners, we have transformed Donigian Park into a safe and shady green oasis for play on Valley Street. A 5.35 acre amenity-filled park in the densely populated Olneyville neighborhood, Donigian Park offers several features available as naming opportunities, including:

- **Fish ladder—allows fish to travel upstream to spawn (1 available)**
- **Canoe/kayak launch (1 available)**

Ask about  
opportunities to  
dedicate benches,  
tables, and trees in  
our parks!



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# RIVERSIDE PARK

A jewel along the Woonasquatucket River Greenway in Olneyville, Riverside Park is the starting point for the off-road multi-use path that runs north through Johnston and loops around both sides of the Woonasquatucket River.

Environmental innovations include bioswales, rain gardens and green roofs that clean and absorb stormwater. Other amenities include pollinator meadows that support bees, butterflies, and other wild-life; outdoor classroom space where our environmental educators engage hundreds of students each year; a fish ladder; playgrounds, shade structures, and picnic areas; a canoe/kayak launch; a stage for community use; and a community garden.



Riverside Park serves as the WRWC's Providence headquarters. Riverside is the home to the River Rangers, our skilled crew that maintains and improves the Greenway, and the Red Shed's bicycle education programs that serve hundreds of Rhode Island's young people annually. Riverside is also a prized well-used community space beloved by thousands of neighbors in the high-need Olneyville neighborhood for recreation, transportation, fresh air, gatherings, and more.

# RIVERSIDE PARK



Riverside Park offers a robust range of options for naming opportunities including:

- Fish ladder—allows 40,000+ river herring and other fish to travel upstream to spawn (1 available)
- The Red Shed, home to our signature bike programs (2 available)
- River Ranger storage containers—serve as the Rangers' outdoor base of operations (1 of 2 available)
- Canoe/kayak launch (1 available)
- Outdoor classroom area on riverbank (1 available)
- Pollinator meadow next to bike path leading to river (1 available)
- Shade structures (3 available)
- Garden/planting areas bordering Aleppo Street and parking lot (8 available)



# MERINO PARK

A beloved and busy 18.6 acre city-owned park serves as the heart of the densely populated Hartford neighborhood, Merino Park is connected to Riverside Park by a pedestrian bridge that allows safe crossing over Route 6, Merino Park is home to murals, a tot lot and community playground, picnic areas, lighted basketball courts, soccer fields, and the continuation of our off-road multi-use path.



**Merino Park's options for naming opportunities include:**

- Pollinator meadows adjacent to pedestrian bridge (2 available)
- Riverbank seating area (1 available)



# SPONSOR OUR TRUCKS

If you'd like your name to be seen all over the Woonasquatucket River Greenway, we invite you to sponsor our hardworking fleet of trucks. The WRWC's River Rangers travel the Greenway in three well-worn pickup trucks that do everything from carry trees ready for planting to hauling away tires and other river trash. We seek investment to update and expand our current fleet.

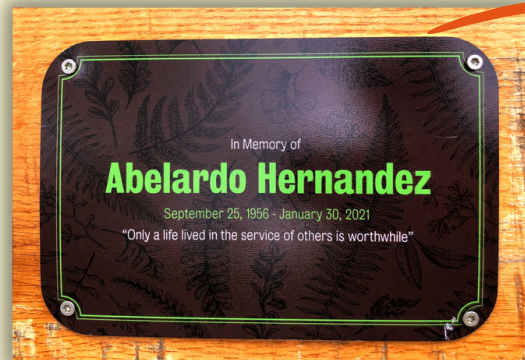


# TREES, BENCHES, PICNIC TABLES

Your investment in trees, benches, and picnic tables is permanent and will be shared via a beautiful plaque with your chosen dedication. Many opportunities are available throughout the Greenway.

Tree planting offers a meaningful hands-on opportunity. Your investment in planting a tree offers much-needed shade and help reestablish native habitats, all while absorbing and cleaning stormwater.

To celebrate fond memories, we invite you to add a dedication to one of our Black Locust benches and picnic tables.



# FUTURE NAMING OPPORTUNITIES

The Woonasquatucket River Greenway is expanding, with more miles of multi-use on- and off road paths, green park spaces, and other amenities coming to the Greenway soon.

Talk with us about investing now to support these improvements and new opportunities, which include:

- Bath Street Pocket Park
- Acorn Street Pocket Park
- Leland Street Pocket Park and Canoe Launch
- Black Locust Pocket Park Canoe Launch
- Additional new off-road sections of the Woonasquatucket River Greenway path in Smithfield, Johnston, and North Providence



# SIGNAGE EXAMPLES



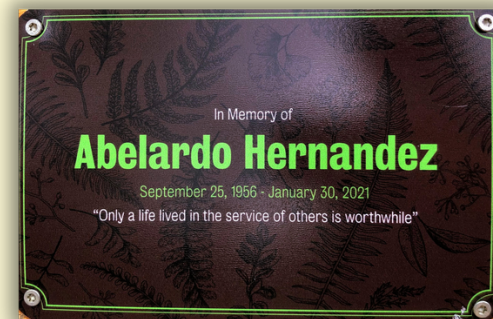
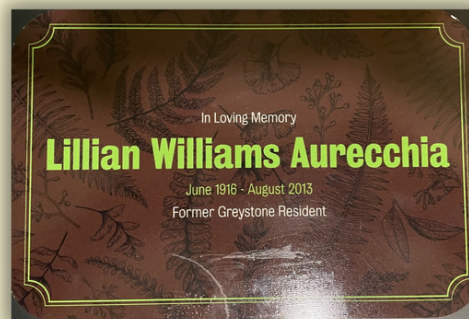
Metal path signage: 36x24 inches with black locust posts



Metal feature signage: 18x24 inches with black locust posts



Metal tree/bench/table signage: 9x9 inches



Alternative signage options



# EXISTING SIGNAGE



Whipple Field in Smithfield,  
black locust posts



Georgiaville Pond in  
Smithfield, black locust posts



Metal Greenway Gateway  
signage near Olneyville  
Square in Providence

# JOIN US TO HELP ALL RHODE ISLANDERS DISCOVER THEIR BETTER NATURE

Your investment will help us revitalize our environment, our economy, and our communities. Your support is vital to ensuring that the Woonasquatucket River Greenway remains a vital resource for our community.

For more information:

- Visit [wrwc.org/ways-to-give](http://wrwc.org/ways-to-give)
- Contact Jill Davidson, Director of Development and Communications:  
[jdavidson@wrwc.org](mailto:jdavidson@wrwc.org) or 401-345-2464



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# WOONASQUATUCKET RIVER GREENWAY NAMING OPPORTUNITIES

## Woonasquatucket River Greenway Path

Location/Feature	Opportunities Available	Annual investment
Smithfield First Mile	4	\$5,000
Promenade/Kinsley	4	\$5,000
Eagle Square	1	\$5,000
San Souci	1	\$5,000
Donigian Park	3	\$3,000
Riverside Park	4	\$3,000
Riverside Park-Johnston	4	\$3,000
Buttonhole Spur	1	\$3,000
Woony Adventure Park	1	\$3,000
Manton Gateway	1	\$3,000

### Donigian Park

Location/Feature	Opportunities Available	Annual investment
Fish Ladder	1	\$5,000
Canoe/Kayak Launch	1	\$2,500

### Merino Park

Location/Feature	Opportunities Available	Annual investment
Pollinator Meadows	2	\$2,000
Riverbank Seating Area	1	\$5,000

## Riverside Park

Location/Feature	Opportunities Available	Annual investment
Fish Ladder	1	\$5,000
The Red Shed	2	\$10,000
River Ranger Containers	1 of 2	\$3,000
Canoe/Kayak Launch	1	\$2,500
Outdoor Classroom	1	\$2,500
Pollinator Meadow	sold!	\$2,000
Shade Structures	3	\$1,500
Gardens along Aleppo St.	8	\$1,000

## Trucks, Trees, Picnic Tables, Benches

Location/Feature	Opportunities Available	Total Investment
Trucks	3+	Variable
New Tree	Many	\$2,500
Established Tree	Many	\$5,000
Black Locust Picnic Table	Many	\$3,000
Black Locust Bench	Many	\$2,500

### Black Locust Pocket Park

Canoe Launch	sold!	\$2,500
Full Park Naming	1	\$25,000