

Project Name: Guerrilla Putt-Putt

Project Lot Address(es): Lots: 1043 and 1041 Dixie Highway 40210

Secondary lot selection: 1327 or 1329 Dixie Highway 40210



Project Executive Summary (125 words or less):

Guerrilla Putt-Putt will construct a 9-hole, totally portable putt-putt golf course from easily sourced materials and host day-long pop-up events through the fair weather months of Spring, Summer, and early-Fall of 2014. These events would feature volunteers from our group to not only staff the event, but also to provide connections to community resources (i.e. voter registration, social services, JCPS, LFPL, nonprofit partners), skills & interests of volunteers (i.e. arts & crafts instruction, gardening tips, yoga), and a healthy & fun outdoor activity for all.

Project Team Description:

Describe team member project roles, responsibilities, and qualifications.

Team Leader: Dana Loustalot Duncan - Team coordination, point of contact for project, volunteer coordination & training, project outreach, social media & communications, event day on-site management. Experience: Over 15 years professional experience in nonprofits, journalism, and community education and activism.

Additional team members:

Gwendolyn Kelly - Volunteer coordination & training, project outreach, social media & communications, visual arts coordinator, event day on-site management. Experience: Community activism, arts education, and project coordination.

Community-based agencies/partners already associated with project: Youth Build, NC3, Metropolitan Housing Coalition, River City Housing, Louisville Time Bank

Guerrilla Putt-Putt supporters include community activists, artists, members of the start-up community, artists and designers, amateur ice-cream makers, DJs, non-profit professionals, educators, students, techies, tradespeople, businesspeople, and more. As a whole, we have the experience, ingenuity, vision, and drive to complete the project and keep it moving. With skills ranging from woodworking and engineering to event planning, community outreach, and communications, our group outside of the applicants for this award possesses exactly the skills needed to complete this project.

Project Description:

- Project Activity: We will construct a nine-hole, totally portable putt-putt golf course and host five to six event days from early Summer to late Fall 2014 (weather depending).

- Statement of need (why this project/this area):

Guerrilla Putt-Putt was born on a vacant and abandoned lot in the California neighborhood. Gwendolyn Kelly has maintained the vacant lot next to her home for years and one night, two years ago, invited friends and neighbors to share food and ideas for community renewal. Residents, friends, and colleagues gathered to discuss community issues and solutions that we, as ordinary citizens, might be able to undertake on our own. The conversation around the circle of lawn chairs arranged on the lot turned to vacant and abandoned properties and what a group of committed citizens might be able to do to raise awareness of the issue with the wider community. Starting with the lot we sat in, people started offering our ideas and visions for the space, including open-air arts workshop space, an outdoor kitchen, community gardens, meditation spaces, "pocket" parks with game tables for chess, checkers, backgammon, and dominoes, and more. Residents said they wanted something for the many children in the area, something to get people out of their homes and bring them together to help forge new ties. They wanted more than a space, but rather a space activated. "Well, I have an old article from the 60s about how to build a putt-putt course in your basement," said Kelly. Suddenly, people in the circle began reminiscing about fond memories of mini-golf and childhood fun. We shared a photocopy of the old Popular Mechanics article and people started offering up what they could bring to the idea. One neighbor, with another vacant adjacent to his home, offered to mow that lot for an eventual gathering. Someone suggested providing voter registration. Another person offered to bring an ice-cream maker and churn out scoops all day and yet another person offered to DJ for the day. A vision began to coalesce: Not just a day of fun and games, but also civic engagement.

- Why this particular lot?

For the *Lots of Possibilities* competition, we selected the Dixie Highway locations because Guerrilla Putt-Putt was born in the California neighborhood, but also because the lot is in a high visibility spot close to California Park, Victory Park, Wheatley Elementary, St. Stephens Church, Shorty's Gas Station, and other gathering points for the community. 1043 is a full lot that extends from Dixie Highway to Salem Avenue, providing ample space for the course. 1041 Dixie

would not be necessary, but would provide additional space for the community partner element of our plan. The site is large enough to handle in and outflow traffic from pedestrians and vehicles on the day of the event. It is very close to a TARC stop, making it accessible to more of our community. The site is also large enough to accommodate the addition of a small, secure structure for storage of project materials between events (i.e. small garden shed).

**Two views of 1043/1041 Dixie Highway**



○ Unique selling points:

Our project has always been designed with community engagement at its core, wrapped in a fun activity. We may not be creating jobs, but we are reconnecting people to their neighborhood, community, and reconnect neighborhoods to the city. While we have serious reasons for engaging in the project, our group has not lost sight of the value of fun as a force of good.

The Guerrilla Putt-Putt course is totally portable and the event could be easily moved to another vacant lot to spread the concept to other neighborhoods throughout the city. That the plan and course is intended to be absolutely portable will make the eventual transition at the end of the project period very simple.

○ Outreach to and relationship with neighboring property owners:

With plenty of experience in outreach and a team member who is a long-time resident of the neighborhood, our team will engage in traditional community outreach with the residents and organizations in the immediate area. We are working to identify contacts at neighborhood centers, such as schools, houses of worship, and community centers.

6. Implementation Plan. Be sure to include steps essential to begin project implementation as necessary (e. g. use permits, construction, permits, zoning changes, utility hookups, incorporation, insurance etc.). Major milestones and associated dates. Associated costs at each step Team member(s) responsibilities for each step Estimated hours associated with each step.

*Materials:* We will work to identify and contact sources for possible materials donation, including construction contractors and construction salvage. We will also pursue at-cost

purchase prices from local and national construction and hardware retailers with locations in Louisville. However, if necessary, we should be able to purchase the remaining materials for roughly \$1,500. However, the first Guerrilla Putt-Putt hole was made almost entirely (minus the synthetic turf) from recycled construction materials (slightly water damaged plywood, scrap 2x4s, etc.) sourced by supporters in the construction field. We believe publicity about the initial course and season of events would help bring in more supporters from construction trades, which would facilitate future construction with recycled materials, adding an additional environmental theme to the project.

*Event Staffing:* Each event day will be staffed with volunteers. Maintaining a social media presence has helped us stay connected to some of our supporters since inception, but old-fashioned, on-foot outreach is needed to recruit fully within our targeted neighborhood. We will be networking with previously identified supporters from California to strategize venues and methods for reaching potential volunteers. Additionally, we expect volunteers to be sourced from several community organizations that have offered support for the project. Event days will be broken into two or three shifts so no volunteers are overworked.

*Storage:* For ease of use, all Guerrilla Putt-Putt materials should be stored on site. To facilitate this, we suggest location or construction of a small shed that can be locked. We anticipate the maximum retail cost for such a structure to be about \$700. We are inquiring as to whether the city or a partner from the business community would be willing and able to donate the structure for the duration of the project. Alternatively, we will solicit space with community organizations nearby (i.e. community centers, churches, schools) that may be able to provide storage.

*Permits:* Event days will not involve retail vending. No alcohol will be served. We will apply for a standard Louisville Metro small event permit (\$40/event day). Food and/or beverages may be served or sold by partners and, if so, we will direct community to apply to Louisville Metro Health Department for the appropriate permit (\$25/server). We do not anticipate enough people (>500) to require chemical toilets on site for events, but will certainly adjust plans if necessary.

*Liability:* We will purchase *Commercial General Liability* insurance for the duration of our ownership of the lot. We would also work with Louisville Metro Police Department's Support Operations/Special Events Division to assess security needs for event days. We will also work with Louisville Metro Emergency Medical Services to determine the appropriate EMS staffing needed for event days. We hope LMPD, LMF, and EMS will consider serving as community partners for some of the event days in other ways as it would provide them unique opportunities to connect with the community, specifically youths. Volunteers will also be provided training and clear instructions regarding what constitutes an emergency, how to handle emergencies, what they should and should not bring for event days (water, sunscreen, etc.), and other critical topics.

*Late April 2014-Early May 2014:* Project meeting with supporters and partners - create full

contact database, set date for opening event, and subsequent events, outline and assign roles and tasks, discuss project vision. Set event dates and dates for rescheduling, if necessary. Contact appropriate Metro agencies to secure small event permits. Contact insurance agent for policy. (Materials cost: ~\$1300; Insurance policy: ~\$)

*May - June 2014:* Complete remaining 7 holes of course, identify storage options, contact additional potential supporters, contact local media about initial event coverage.

*End of June 2014* (date to follow end of JCPs school year): Initial Guerrilla Putt-Putt event featuring full course, civic partners, art workshops, music, and more. (\$40 small event permit)

*Early July 2014:* Follow-up meeting/potluck to assess initial event and work on second event. Also investigating events for other locations, as identified in the contest application (Portland, Park Hill, etc.)

*Mid-July 2014:* Second event, similar to first. (\$40 small event permit)

*Late July 2014:* Follow up meeting/potluck

*Early August 2014:* Third event, further discussion, including supporters from other neighborhoods, of alternate sites, possibly for events later this year or next year. (\$40 small event permit)

*Mid-August 2014:* Follow-up meeting/potluck

*Late-August 2014:* Fourth event feat. Back to School Theme/Education (\$40 small event permit)

*Early-Sept 2014:* Follow-up meeting/potluck and discussion of transition into non-outdoor activity months, how to carry project forward through winter.

*Late-Sept 2014:* Fifth event, featuring transition theme (GPP over the winter), additional public input on project future. (\$40 small event permit)

*Early October 2014:* Project meeting/potluck re: over the winter issues - outreach, storage, roles/tasks, vision for next year, lot maintenance routine & volunteers identified for off months.

*Circa Halloween (weather permitting):* Final event of the year at site with selected theme (\$40 small event permit).

*End of October:* Materials stored securely for off-months, volunteer & communication network activated for off-months.

*Winter 2014-15:* Discussions with supporters about next steps for Spring/Summer 2015, possible inclusion of other sites in the event season. Dixie Hwy lot maintained regularly by Guerrilla Putt-Putt members/supporters

*April 2015:* Initial event of the new season

*\*\*End date for Dixie Hwy lot could be end of playing season 2014, if alternate site selected for 2015 playing season.\*\**

## 7. Ongoing Operations and Maintenance Plan (include timeline and costs.)

The team of volunteers and supporters will work to leave elements on the property between events that will beautify the lots and make them potentially appealing for future investment, but which ultimately be able to be completely removed at the close of the term of use. These elements will include plantings and art installations. Other possibilities under discussion include a small free book exchange and park benches. In the off-season, months when the weather is not ideal for outdoor activities, Guerrilla Putt-Putt volunteers will be organized to maintain the property. Volunteers will also be utilized to maintain contacts with supporters and other interested parties and to provide updates via local media and social media, building toward the

2015 event season, which would begin in early-Spring 2015.

9. Budget:

Materials for remaining 7 holes: ~\$1400

Small event permits for 5-6 Guerrilla Putt-Putt events in 2014: \$40 x 5-6 = \$200-240

*Commercial General Liability* insurance policy: \$TBD

Storage structure: ~\$700

10. Additional Funding Sources (as needed). Include a timeline to secure those financing sources and evidence of existing financial commitments, if applicable.

Awesome Foundation: \$1000 grant. Application to be submitted in late-April if Guerrilla Putt-Putt selected winner of Lots of Possibility competition.

*Supporting documents included:*

Site plan drawing

Rough budget for retail sourcing of materials from 2013 presentation

Building Plans for course components

Power Point presentation from 2013 PosSOUPbility funding pitch

Letters of support: Jonathan Lowe, Jennifer Turner

Resumes for Dana Duncan and Gwendolyn Kelly

## Who we are:

Guerrilla Putt-Putt is a project conceived, led, and driven by citizens to utilize creativity and a sense of playfulness & possibility to raise awareness of and find solutions to issues of concern to the community. Our first target: vacant and abandoned properties. We're working to build a 9-hole, entirely portable putt-putt course that would be used for pop-up events to turn a neighborhood eyesore into a resource and raise awareness among those who might not think this issue impacts them (SPOILER: It does!). Neighbors and fellow citizens have already offered everything from homemade ice cream, services as DJ, arts & crafts projects, and more to make these day-long events fun & informative for all ages. Additionally, these events will help connect and engage citizens who may otherwise feel disenfranchised and strengthen the community-based vision of the project moving forward.

## Where we are today:

*We need materials because we are ready to build!*

Detailed construction plans are in hand. Partner organizations, including YouthBuild, are ready to assist with prep and construction. A dedicated and growing group of volunteers are ready to build.

The first site has been selected in the California neighborhood.

## What we need:

Materials- Priced from Lowes.com	Cost		
Grip-Rite 25 lbs #8 x 3-in Countersinking-Head Galvanized Phillips Deck Screws	\$ 89.74		
LOWES - SYNLawN 12' Wide SYNGreen I Cut-to-Length Artificial Grass	\$ 1,026.48	26 feet @ 39.48 per foot	
Charlotte Pipe 4-in x 10-ft Sch 40 PVC DWV Pipe	\$ 8.89		
Charlotte Pipe 4-in Dia 90-Degree PVC Elbow Fitting	\$ 4.29		
Plytanium 23/32 x 4 x 8 Pine Sheathing Plywood	\$ 238.96	8 at 29.87 4x8 sheet	
NDS 3" PVC DWV Cap	\$ 12.24	9 at 1.36 per cap	
Charlotte Pipe 3-in x 10-ft Sch 40 PVC DWV Pipe	\$ 8.73		
Stanley-National Hardware 4-in x 5/8-in Mending Brace	\$ 7.44	3@ 2.48 per brace	
The Hillman Group 3-in Zinc Corner Brace 5 pack	\$ 11.03		
Top Choice 2 x 4 x 8 #2 Prime Pressure Treated Lumber	\$ 55.58	14 @ 3.97	
Top Choice 2 x 4 x 10 #2 Prime Pressure Treated Lumber	\$ 44.56	8 @ 5.57	
LOCTITE 13.5 oz Spray Adhesive	\$ 37.40	5@ 7.48 each	
<b>SUB TOTAL</b>	<b>\$ 1,545.34</b>		
<b>6% tax</b>	<b>\$ 92.72</b>		
<b>TOTAL</b>	<b>\$ 1,638.06</b>		

## The immediate plan:

Funding in hand, construction materials would immediately be acquired and a firm date selected for our first build day. The targeted timing for the first putt-putt day is early summer 2013. More events would be held across the community during summer and fall.

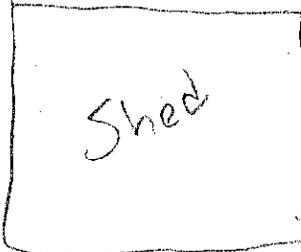
## Join us!

**Email: [GuerrillaPuttPutt@gmail.com](mailto:GuerrillaPuttPutt@gmail.com)**

**Twitter: [GuerrillaPutt](#)**

**Facebook: [Guerrilla Putt-Putt](#)**

1043

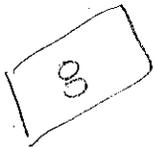
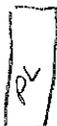


Community Partners

1041

1725

1041

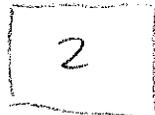
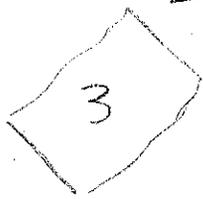
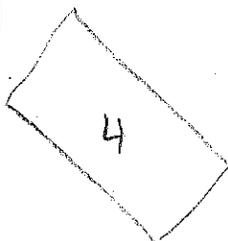


1045

Pvt  
Pvt  
Course



Structure  
(Church)  
1039

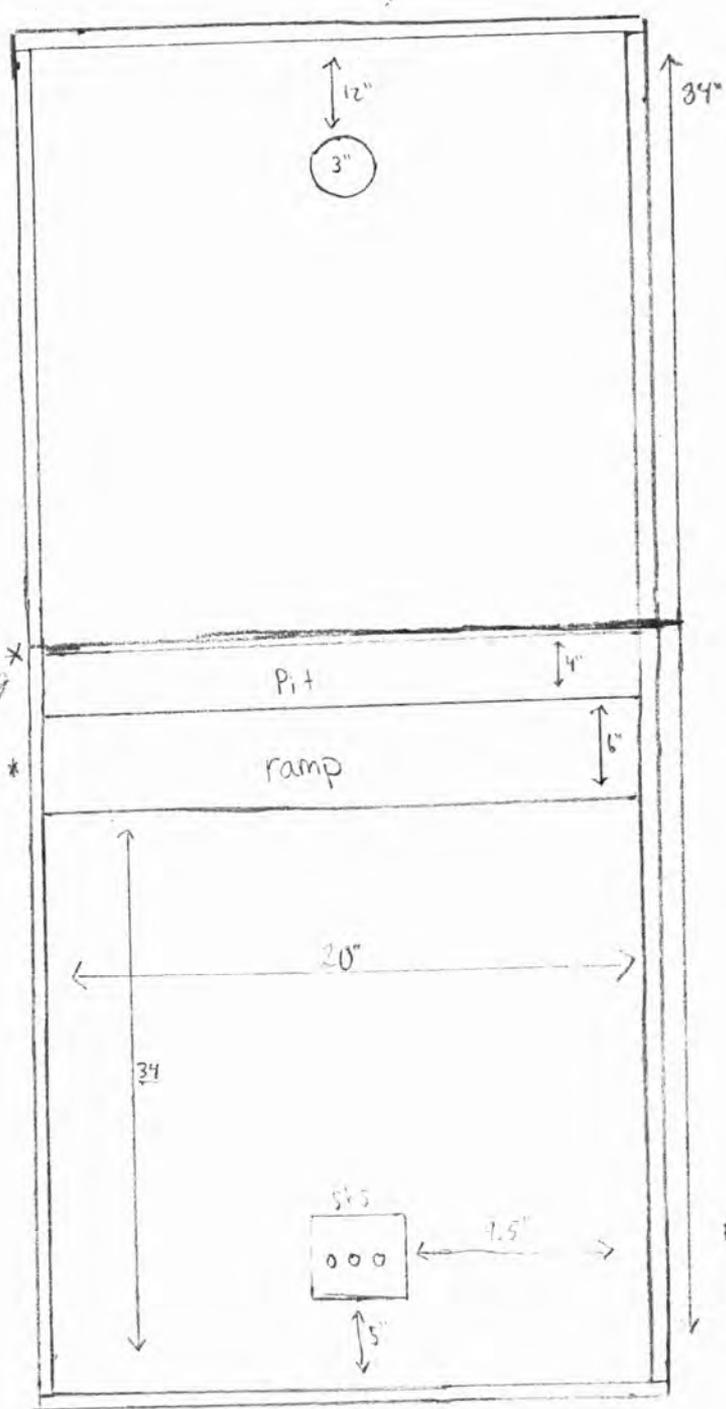


PL - Planter  
B - Bench

DIXIE HWY

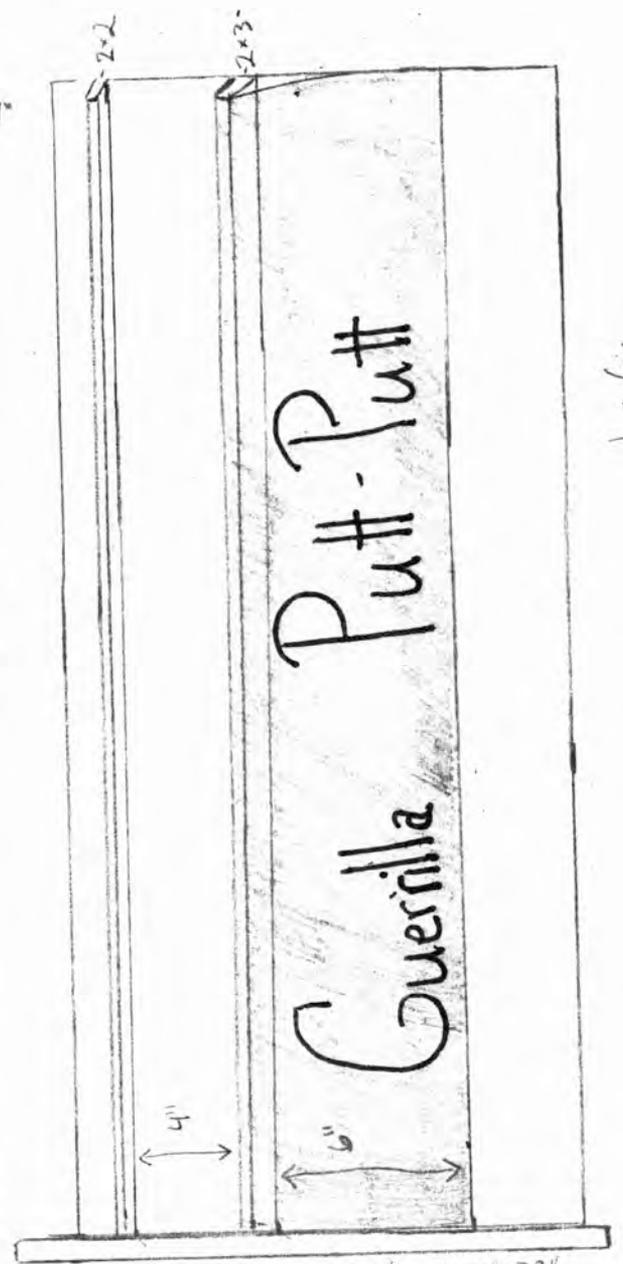
# Hole A

green A features a hazard of curved sheet metal to lift ball over trap



optional brace in board for mobility \*  
 paint project name on ramp \*

1 in = 12 in



1 in = 6 in

- cuts - plywood 1- 24x46 1- 24x38"  
 2x4 - 2- 24" 2- 46" 2- 38"  
 2x3 - 22"  
 2x2 - 12"

rubber mat - 5x5 4 3/4 dimensions

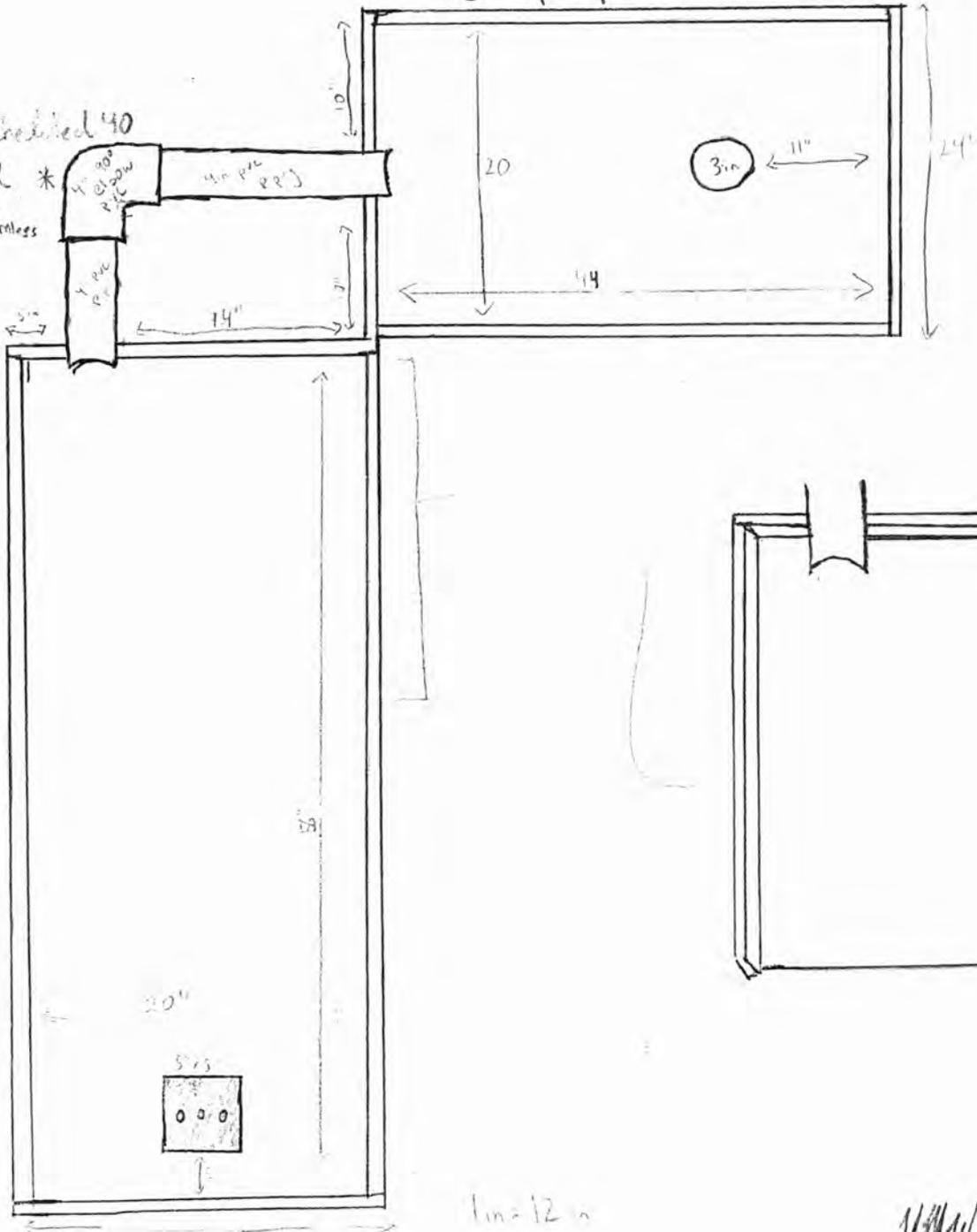
VMW 7/25/2012

# Hole B

green B features a tunnel connection

- Cuts - Ply wood - 1-24" x 18" 1-24" x 60"  
 2-4- 2 10" 2 14" 1-24" 1 5" 1 14"  
 2-56 1-24"  
 PVC - 1-18" 1-12" both w/ slits (dir of -ts)  
 1-3" slip cap 1-4" 90° elbow

\* PVC scheduled 40  
 will need \*  
 slits to  
 make a seamless  
 ramp



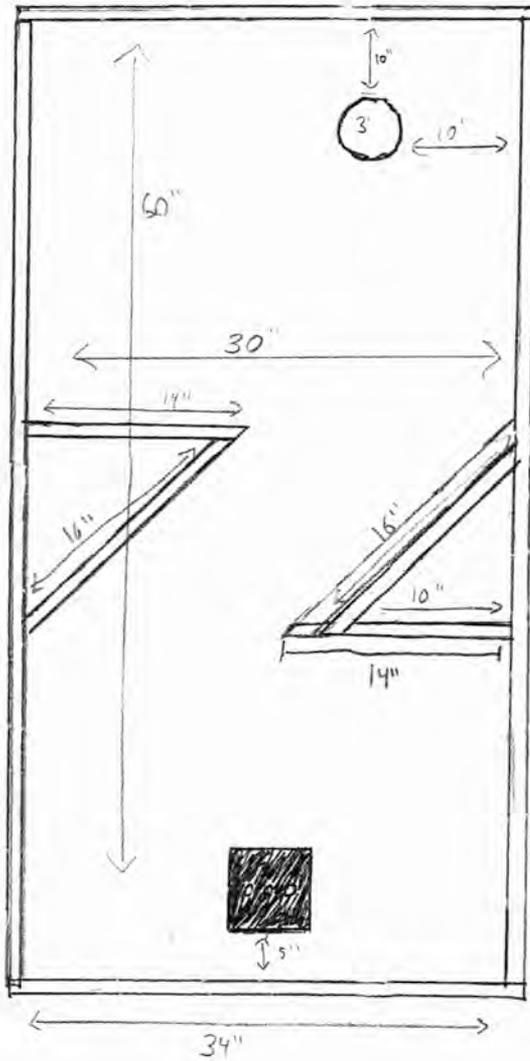
wood gradient  
 incline created  
 by stacked  
 ply wood

1 in = 12 in

1/11/11 7/22/2012

# Hole D

green D is made up of two triangle obstacles.



Cuts =

Plywood - 34 x 60"

2 x 4 - 2 x 56"

2 x 34"

2 x 14" - w/ 1 45° cut

2 x 16" - w/ 1 45° cut

1 in = 12 in

# Hole E

green E requires the putter to choose between a skilled/high risk hole in one or a easier short putt.

Cuts -

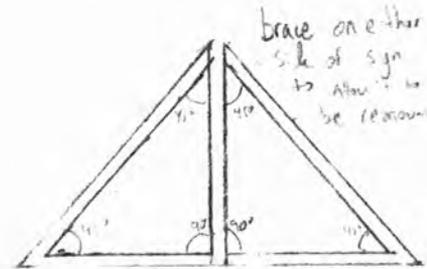
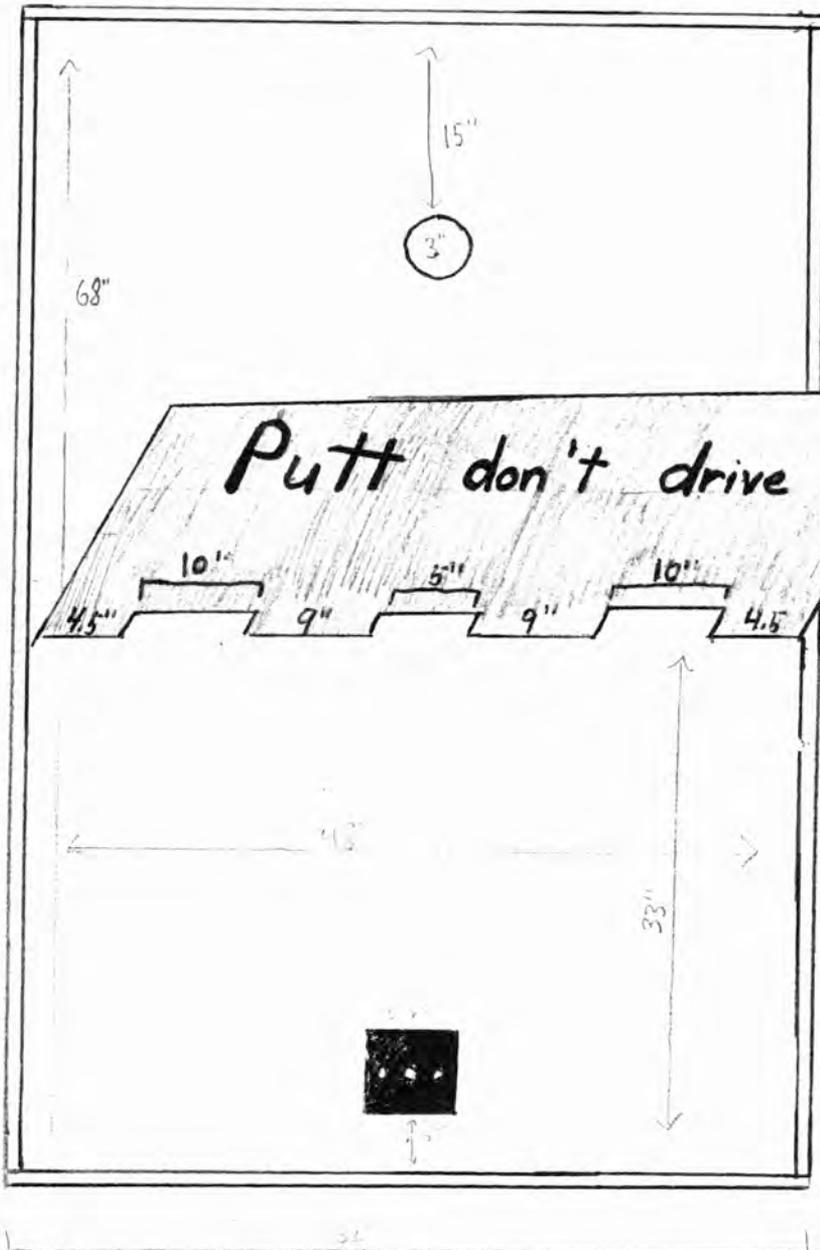
ply wood - 72" x 52"

52" x 24" w/ 6" deep cuts 5" wide centered

& 2 x 10" cuts 4.5" from the side

2 x 4 - 2 x 52" 2 - 68"

Pieces for sign structure



\* could use triangular support construction

1/11/24

1/11/24

# Hole H

green H is composed of a triangle barrier that creates a narrow space for a bank shot hole in one.

Cuts - Plywood = 12" base, 8" top, 66" sides with 60° - 120° corners.

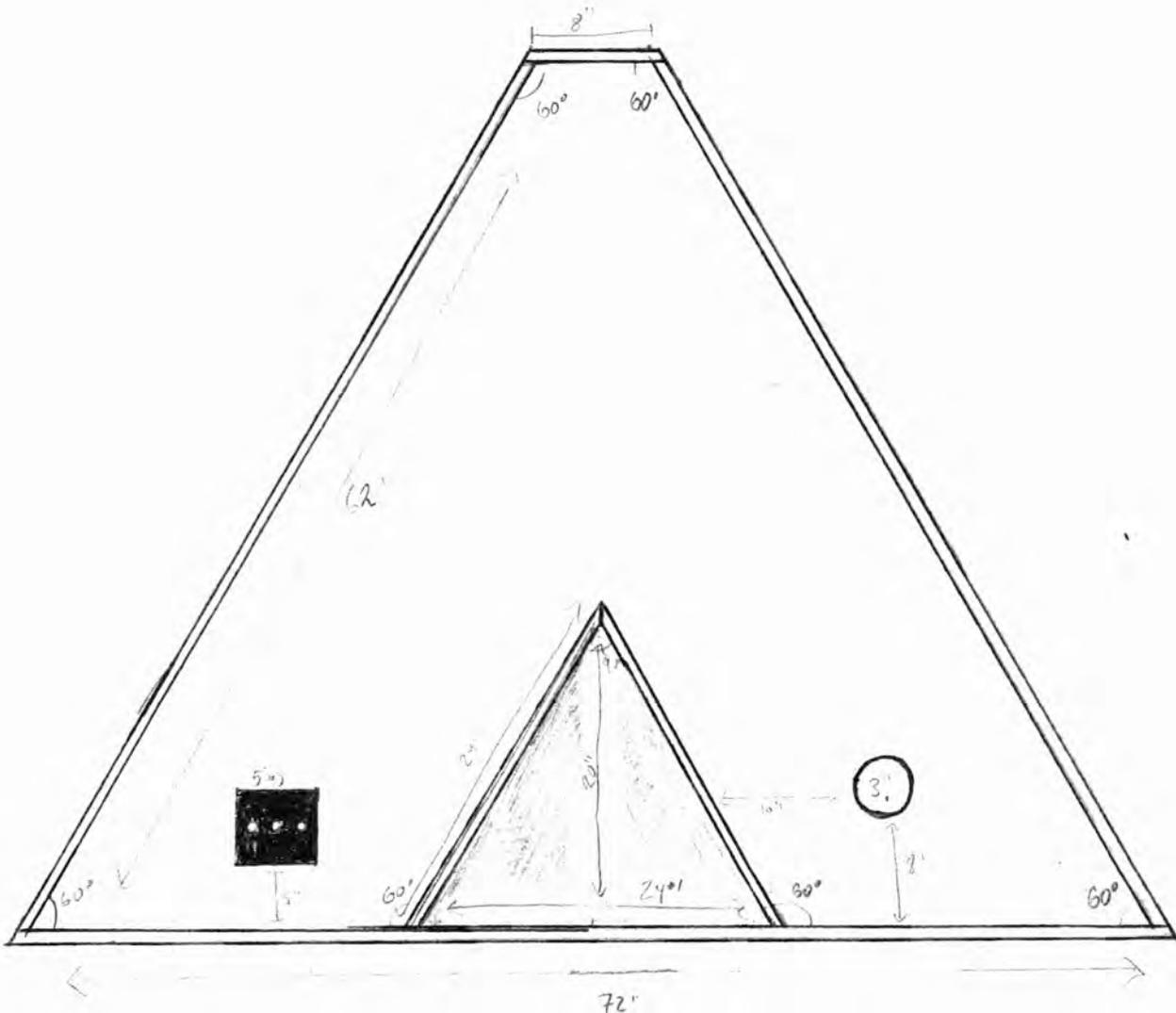
2x4 - 1- 3" shorter length w/ 1 60° - 1 120° cut

1- 2" shorter length w/ 1 60° - 1 120° cut

1- 12" shorter length w/ 1 60° - 1 120° cut

1- 24" shorter length w/ 1 60° - 1 45° cut

1- 24" shorter length w/ 1 120° - 1 45° cut



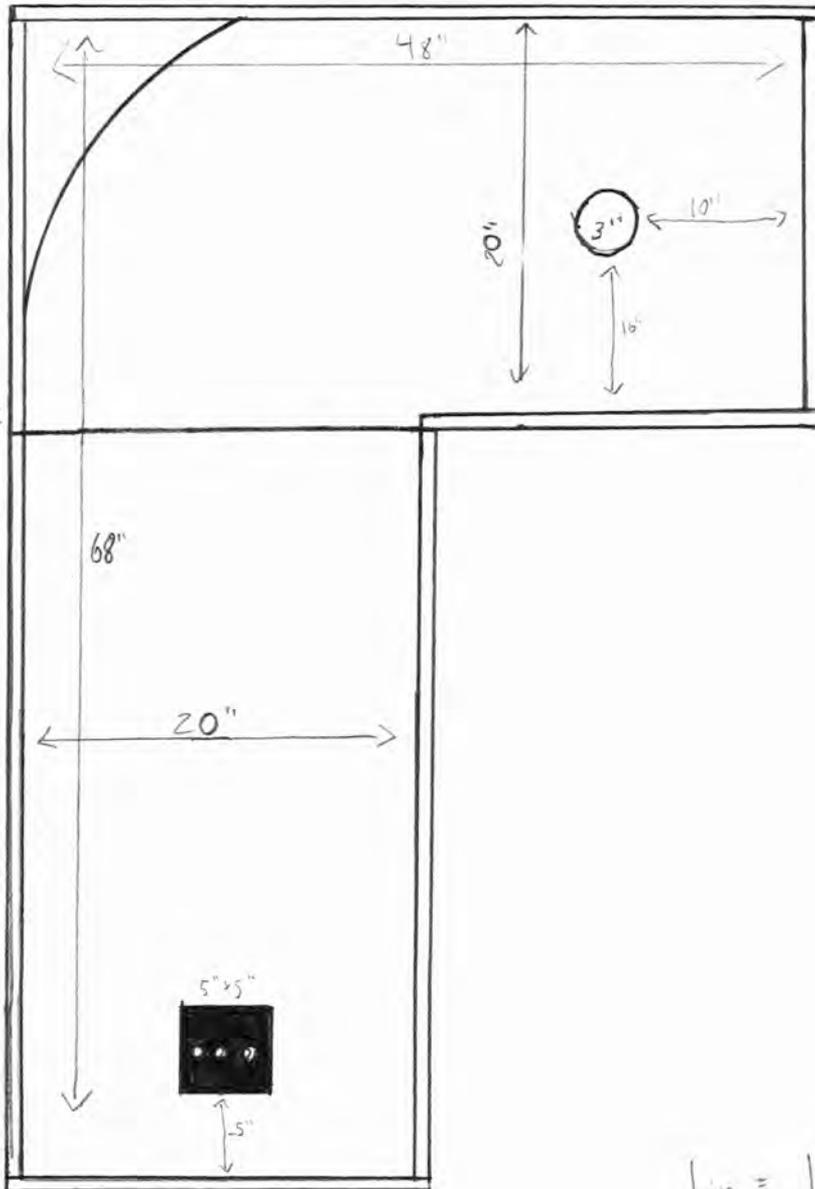


# Hole M

green M is assembled with a sheet metal curve

Cuts- Plywood - 2-24" x 48"  
 2x4 - 1-28" 1-72" 1-48" 2 24" 1 26"  
 Sheetmetal - 24" 1-46"

1 straight brace  
 1 L brace  
 4 carriage bolts  
 4 wing nuts  
 4 hex nuts



1 in = 12 in

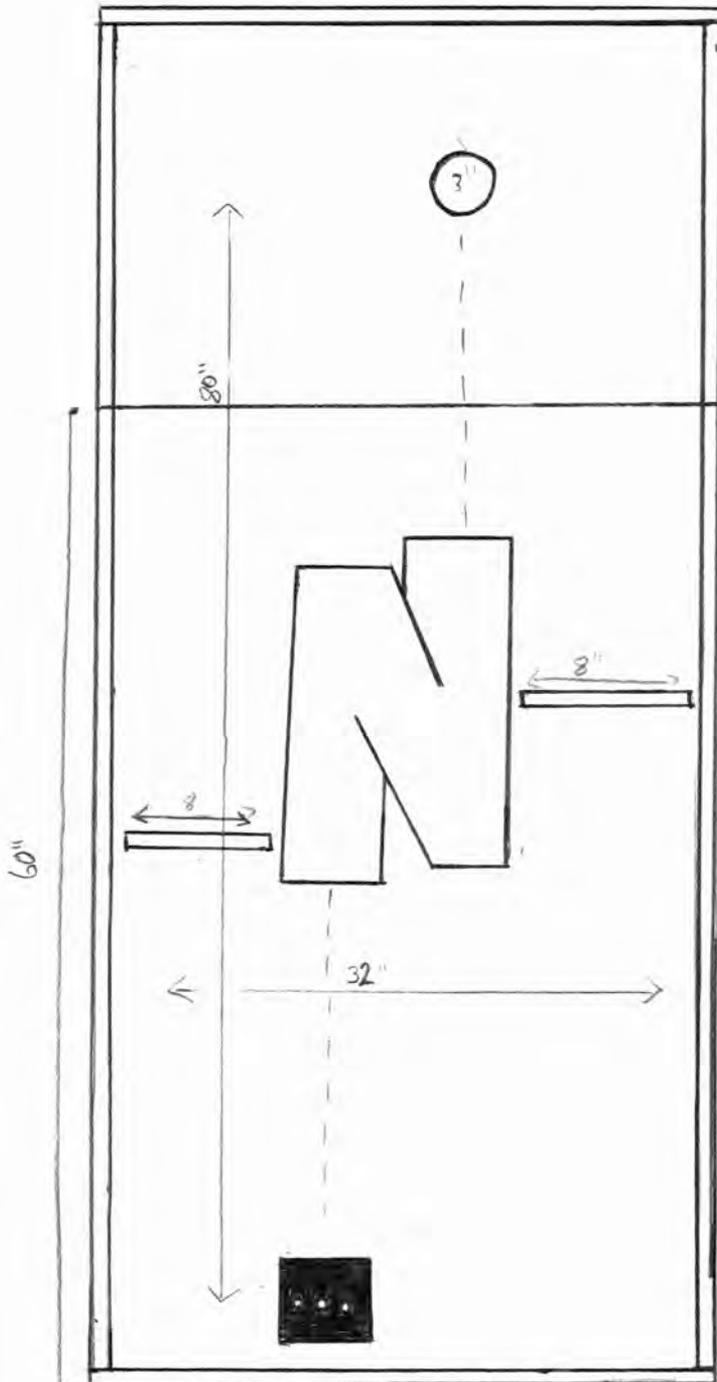
VMW 7/25/2012

# Hole N

green N is built with a auto tire cut and looped  
obstructions are used to make utilizing the loop more  
appealing.

Cuts - plywood - 36" x 60" ? 36" x 24"  
2 - 1 - 2 - 36" 2 - 58" 2 - 20"  
2 - 8"

2 straight brackets  
4 carriage bolts  
4 wing nuts  
4 hex nuts



Tire is screwed to plywood  
\* may need flaps to  
act as ramp

\* line up tee hole  
for a likely hole in one

1 in = 12 in

# Hole P

green P has 3 tires layed across to create a bumper effect if hit

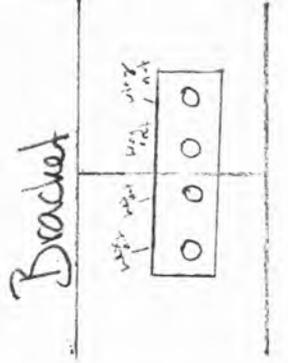
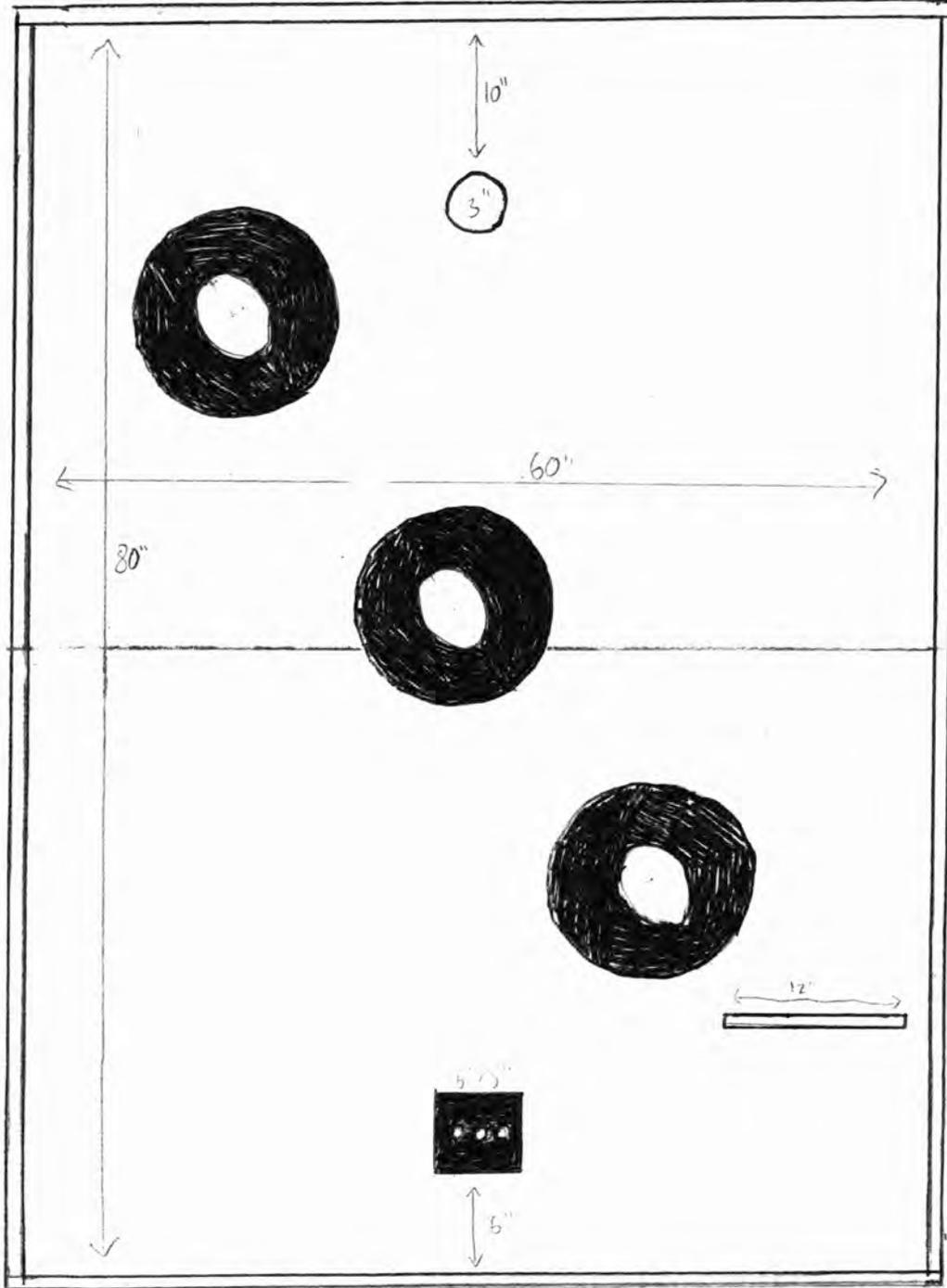
Cuts - Plywood 2 - 42" x 60"

2x4 - 4 - 10 2 - 64"

3 tires

2 straight brackets 8 carriage bolts

4 wing nuts  
4 hex nuts



1 in = 1/2 in



Dana Loustalot Duncan <danalduncan@gmail.com>

---

## Guerrilla Putt-Putt Letter of Support

---

**Jennifer Turner** <jleanne76@gmail.com>

Tue, Apr 1, 2014 at 11:43 AM

To: danalduncan@gmail.com

Hi Dana,

I would like to submit a letter of support for the Guerrilla Putt-Putt project.

I love the idea of turning what seems to be a deficit in a neighborhood into a resource. It seems there are abundant opportunities for residents to connect with one another while having some fun. Who doesn't love putt-putt!?

As the founder of The Louisville TimeBank, I am a huge fan of connecting people with each other and community resources.

Best,  
Jennifer Turner

Lots of Possibilities Selection Committee  
Department of Community Services & Revitalization  
Louisville Metro Government

Dear Lots of Possibilities Selection Committee:

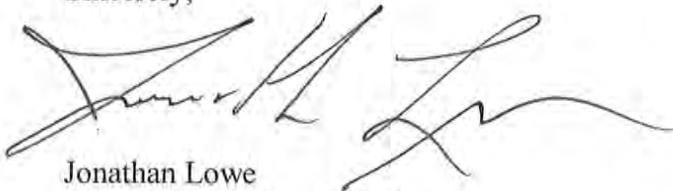
My name is Jonathan Lowe and I am the Director of Student Assignment for Jefferson County Public Schools. Over the years, I have also been active with the efforts of Louisville Metro and concerned citizens, and non-profits to create revitalized neighborhoods and address the blight created by vacant and abandoned properties. Part of the solution requires changes in policy and city investment, but another part is about bringing people together to see their environment with fresh eyes, and sharing ideas for a different future.

I submit this letter in strong support of the Guerrilla Putt-Putt group's plan to utilize vacant properties for a series of events focused on fun and community. Guerrilla Putt-Putt has always been about more than just creating a 9-hole, totally portable putt-putt golf course for use in a series of day-long pop-up events to draw attention to vacant and abandoned property. It's about fun and playfulness, but also about turning a neighborhood deficit into a resource, and engaging residents in civic processes and connecting them with each other and community resources, and gathering input on how to re-use abandoned properties from the people living closest to them.

I believe this planned series of events in the California neighborhood could go far in engaging our community significantly in our ongoing vacant and abandoned properties issues. Guerrilla Putt-Putt will bring neighbors together and foster civic engagement and personal connection, with one another, and with communal space.

I urge you to award funding to Guerrilla Putt-Putt for the temporary use category in Louisville Metro's Lots of Possibility competition.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan Lowe', written in a cursive style.

Jonathan Lowe  
2141 Baringer Ave, Apt. 2  
Louisville KY 40204

**JOIN THE PARTY!**  
**GUERRILLA PUTT-PUTT**



**MORE THAN A PUTT-PUTT COURSE:  
A BETTER COURSE  
FOR LOUISVILLE'S FUTURE**