



MEMORANDUM

To: Mayor and Common Council

From: PRD Tungate *BT*

Date: February 9, 2010

RE: Agreement with Neenah-Menasha YMCA for the 2010 Grunski Runski

On February 8, 2010, the Parks and Recreation Board unanimously approved a one year agreement to partner with the Neenah-Menasha YMCA on the 2010 Grunski Runski.

The benefits of entering into this agreement include:

- Assistance with securing more event sponsors
- Cost savings on mailing event forms
- Combined marketing efforts likely will lead to increased registrations
- Cost savings with use of YMCA volunteer staff
- A new kids event will be added
- Increased revenue for the City of Menasha (previous events conducted on an approximate breakeven basis)

**CITY OF MENASHA
NEENAH-MENASHA YMCA
SPECIAL EVENTS AGREEMENT**

Event: Otto Grunski 2 Mile/10 K Run/Walk and Kidski Runski (or mutually agreed to name)
Date: Saturday, August 14, 2010

Purpose of Agreement:

For the City of Menasha Parks and Recreation Department and Neenah/Menasha YMCA to collaborate in all aspects of putting on the Otto Grunski Runski (including the Kidski Runski). Together, these two events will be defined as one event as referenced below. The goal of this partnership is to enhance an existing healthful, family oriented event and to increase revenues that will be distributed equally between both organizations.

YMCA Responsibilities:

1. The YMCA will organize, market, staff and run a Kidski Runski fun run on the Friday night before or Saturday of the race.
2. The YMCA will serve as the mailing resource for event promotions in order to take advantage of lower rates.
3. The YMCA will provide (2) staff to serve in an event planning capacity.
4. The YMCA will work with City of Menasha staff to identify and secure event sponsors. The YMCA will provide materials and guidance, but will not make any direct requests.
5. The YMCA will provide (1) one themed water station, staffed by (2) two volunteers, along the Grunski race route. The YMCA will provide volunteers, decorations and tables. Water and cups will be reimbursed. The YMCA will provide a minimum of (4) four additional Grunski race volunteers.
6. The YMCA will assist in the development of race promotional materials for the event and will assist in the marketing of the event. Methods of promoting the event must be agreed in writing in advance by both organizations.

Compensation/Budget

1. Event planning staff from the YMCA and City of Menasha will agree on an event budget, with the intent of reducing expenses wherever possible.
2. This agreement acknowledges there may be a need for either organization to reimburse one another for some unique expenses related to the event.
3. The YMCA and City of Menasha will equally split all the expenses (except paid staff) within the agreed upon event budget associated with conducting the event.
4. The YMCA and the City of Menasha will receive an equal split of any net revenue from the event.

This agreement is for one year only and will be evaluated by both parties after the event.

City of Menasha Representative

Date **Approved**

Neenah-Menasha YMCA Representative

Date

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