



## MEMORANDUM

TO: City of Menasha Common Council

From: Nancy McKenney, RDH, MS, Public Health Director

Date: January 29, 2015

RE: Resolution Approving Naming Bergstrom Automotive as Sponsor of the Senior Center Community Room

### **BACKGROUND**

The City of Menasha Senior Center building renovation is supported by Community Block Grant funds; the tax levy; and private Senior Center donations.

### **ANALYSIS**

Many jurisdictions seek corporate and community partnerships to sponsor community programs and facilities as part of their business plans for funding. Naming rights to properties for a period of time are one way to recognize significant contributions to projects.<sup>i</sup> A donor wall will recognize all monetary contributions to the Senior Center renovation.

### **FISCAL IMPACT**

Approving Resolution R-7-15 authorizing the naming of Bergstrom Automotive as sponsor of the Senior Center Community Room, assists in reaching fundraising goals.

### **RECOMMENDATION**

Staff recommends that Council adopt this resolution.

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<sup>i</sup> The Municipal Research and Services Center (MRSC), 2015. (Retrieved on January 15, 2015 from: <http://www.mrsc.org/subjects/parks/parksponsor.aspx>)

Resolution R-7-15

RESOLUTION APPROVING BERGSTROM AUTOMOTIVE AS SPONSOR OF THE COMMUNITY ROOM AT THE  
RENOVATED SENIOR CENTER

Introduced by Alderman Zelinski.

WHEREAS, The City of Menasha is renovating the Senior Center building;

WHEREAS, The Senior Center is raising donations to contribute to renovation costs;

WHEREAS, Bergstrom Automotive is contributing \$10,000 to the Senior Center building renovation;

NOW, THEREFORE BE IT RESOLVED, by the Mayor and Common Council that Bergstrom Automotive will be named sponsor of the Community Room for a period of 15 years.

Passed and approved this 2<sup>nd</sup> day of February 2015.

ATTEST:

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Donald Merkes, Mayor

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Deborah A. Galeazzi, Clerk