



## MEMORANDUM

To: Common Council  
 From: PRD Tungate  
 Date: April 15, 2015  
 RE: New Eastside Park Sponsorships

As you know, the City of Menasha is actively pursuing the development of a new park on the City's rapidly expanding east side. In 2012, the City was awarded a Stewardship grant to acquire an approximately 5 acre parcel near the intersection of Villa Way and Lotus Trail. Since that time, the City has introduced plans (along with neighborhood input) to develop the land into a park for community use. The City has also developed an understanding between the Park Board and Menasha Rotary Club for the purpose of collaboratively fundraising and soliciting in-kind services to turn the plans to reality over the next several years.

Typically, in order to receive naming rights, an organization would contribute at least 50% of the value of the amenity to be named after the group. The naming rights would be awarded for the expected life of the amenity.

Sponsorship Levels for the park include:

Naming rights for both play areas .....	\$80,000
Naming rights for park shelter .....	\$75,000
Naming rights for large play area .....	\$50,000
Naming rights for small play area.....	\$35,000
Naming rights for "gathering patio".....	<u>\$15,000</u>
	\$170,000-175,000

In addition, there are opportunities for \$125,000 of in-kind labor to assist in the construction of the park shelter (\$75,000) and playground (\$50,000), as well as smaller amenities including drinking fountain, bike rack, benches, etc.

As approved in the 2015 budget, the first phase of the development will be the purchase and installation of play equipment. If all goes as planned, this is expected to occur in the fall of 2015. At this point, Menasha Rotary has committed to installing the equipment during a "Community Build" (tentatively scheduled for late fall), where club members actually install the equipment with oversight from the equipment vendor. Additionally, Menasha Rotary will begin a campaign to raise money and obtain major sponsorship funding in conjunction with the City with a goal to raise at least \$200,000 in cash and in-kind services. If the goals are met, it is expected that the Park Board will offer the name of "Menasha Rotary Woodlands Park".

The development of the park is being eagerly awaited by the residents of Menasha's growing east side. We look forward to working with Menasha Rotary as we move forward with this partnership to improve our community and provide yet another reason to choose Menasha as a place to call home.