

LEWISVILLE CITY COUNCIL

REGULAR SESSION

APRIL 2, 2018

Present:

Rudy Durham, Mayor (Arrived at 5:49 p.m.)

Council Members:

TJ Gilmore
Bob Troyer
R Neil Ferguson
Brent Daniels, Mayor Pro Tem
Brandon Jones, Deputy Mayor Pro Tem

City Staff:

Donna Barron, City Manager
Eric Ferris, Deputy City Manager
Claire Swann, Assistant City Manager
Melinda Galler, Assistant City Manager
Julie Worster, City Secretary
Lizbeth Plaster, City Attorney

WORKSHOP SESSION – 5:30 P.M.

With a quorum of the Council Members present, the workshop session of the Lewisville City Council was called to order by Mayor Pro Tem Daniels at 5:31 p.m. on Monday, April 2, 2018, in the City Council Conference Room of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas. All City Department Heads were in attendance.

**Review of MGC Interior Design
Concept/Naming of Center and
Consideration of Sponsorships**

(Agenda Item A)

At the request of City Manager Barron, Park and Recreation Director Stacie Anaya and Recreation Manager Hilary Boen conducted the attached PowerPoint Presentation.

Park and Recreation Director Stacie Anaya introduced Beth Owens with BandEra and Alexandra Ward Ms. Owens conducted the portion of the PowerPoint Presentation regarding the posed name for the Multi-Generational Center.

Discussion was held regarding the name “RISE” for the MGC. The general consensus of the City Council was that at this time they were not in favor of the name “RISE”. City Manager Barron advised that the team would go back and work with the consultant and develop a new approach and bring those options back to the City Council.

WORKSHOP SESSION – 5:30 P.M.

**Review of MGC Interior Design
Concept/Naming of Center and
Consideration of Sponsorships (cont'd)**

(Agenda Item A)

Further discussion was held that City staff would need to move forward with MGC in regard to the documents; however, any name other than the MGC would be left off.

At the request of Mayor Pro Tem Daniels, Parks Director Stacie Anaya explained she liked the name “RISE” for several reasons: it reflects why the 2025 Plan was adopted as this City is on the rise, we are moving forward; other recreational centers built in this area have been named after inanimate objects (The Apex, The Summit) and this is a verb and it will always be alive and will always have wings. She also thought from all the names they’d moved through it was the most marketable thing she could sell – come grow your game, come rise to the top, lets rise to the occasion, lets hit the risers. Parks Director Anaya explained the team had had time to remunerate on this name after reviewing all the other names. She advised that they were not married to it; however, they were dating seriously.

Deputy Mayor Pro Tem Jones requested some information on how the branding would be handled for the name “RISE”. City Manager Barron advised that staff would bring this back and encouraged the City Council to get with her if they had concerns or comments regarding the naming.

Parks Director Stacie Anaya and Director of Communications James Kunke conducted the Sponsorship portion of the PowerPoint Presentation.

Discussion was held among the City Council regarding naming of different areas located within the facility. The consensus of the City Council was for City staff to proceed as presented on the sponsorship topic.

**Discussion of Regular Agenda Items and
Consent Agenda Items**

(Agenda Item B)

Mayor Durham reviewed Agenda Item A, Invocation. There was no discussion on this item.

Mayor Durham reviewed Agenda Item B, Pledge to the American and Texas Flags. There was no discussion on this item.

WORKSHOP SESSION – 5:30 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item B)

Mayor Durham reviewed Agenda Item C, Proclamations: 1) Declaring the Week of April 8-14, 2018, as “Crime Victims’ Rights Week”; 2) Declaring the Week of April 8-14, 2018, as “National Public Safety Telecommunicators Week”; 3) Declaring the Month of April 2018, as “Fair Housing Month”; and 4) Declaring the Week of April 2-6, 2018, as “Community Development Week”. There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-1, Continued Public Hearing: Consideration of an Ordinance Granting a Special Use Permit for Minor Automobile Services and two Associated Variances; on Approximately 0.572 Acres, Legally Described as Lot 1-B, Block A of the McGee Park Addition, Located at 1299 Justin Road (F.M. 407) and Zoned Light Industrial District (LI); as Requested by Ralph Martinez, of RGM Architects, on Behalf of Riyadh Hossainy, INI LLC, the Property Owner (Case No. SUP-2018-02-04). There was no discussion on this item.

Mayor Durham reviewed Agenda Item D-2, Public Hearing: Consideration of an Ordinance Granting a Special Use Permit for a Residential Accessory Dwelling Unit Exceeding 500 Square Feet on Approximately 0.8793 Acres, Legally Described as Lot 6, Block A, Holly Lane Addition, Located at 1098 Holly Lane and Zoned Single Family Residential District (R-12); as Requested by Andrew J. & Sue E. Spyhalski, the Property Owners (Case No. SUP-2018-03-05). Councilman Ferguson advised he would be abstaining from this item. There was no further discussion on this item.

Mayor Durham reviewed Agenda Item E, Visitors/Citizens Forum. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-3, a) Approval of City Council Minutes of the March 5, 2018, Workshop Session and Regular Session; and b) City Council Minutes of the March 19, 2018, Workshop Session and Regular Session. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-4, Approval of Bid Awards for Annual Requirements Contracts for HVAC Repairs to Denali CS, Carrollton, Texas (Primary Contractor) and Berger Engineering Company, Dallas, Texas (Secondary Contractor); and Authorization for the City Manager to Execute the Agreements. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-5, Approval of a Bid Award to Gunn Nissan of Denton, Corinth, Texas for the Purchase of Two (2) Electric Vehicles in the Amount of \$53,186. There was no discussion on this item.

WORKSHOP SESSION – 5:30 P.M.

**Discussion of Regular Agenda Items and
Consent Agenda Items (cont'd)**

(Agenda Item B)

Mayor Durham reviewed Agenda Item F-6, Approval of a Bid Award to Bibliotheca, Oakdale, MN for the Purchase and Installation of an RFID-Enabled Automated Materials Handling System for the Library in the Amount of \$111,810.69, and Authorization for the City Manager to Execute the Agreement. There was no discussion on this item.

Mayor Durham reviewed Agenda Item F-7, Approve Resolution Providing for the Adoption of a Single-Family Residential Water Conservation Credit Program. There was no discussion on this item.

Mayor Durham reviewed Agenda Item G, Reports. There was no discussion on this item.

Mayor Durham reviewed Agenda Item H-Closed Session. There was no discussion on this item.

With no further discussion, the workshop session of the Lewisville City Council was adjourned at 6:41 p.m. on Monday, April 2, 2018.

REGULAR SESSION – 7:00 P.M.

With a quorum of the Council Members present, the regular session of the Lewisville City Council was called to order by Mayor Durham at 7:00 p.m. on Monday, April 2, 2018, in the Council Chambers of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas.

Invocation

(Agenda Item A)

At the request of Mayor Durham, Councilman Ferguson gave the invocation.

Pledge to the American and Texas Flags

(Agenda Item B)

Mayor Durham gave the pledge to the American and Texas flags.

**Proclamation: Declaring the Week of April
8-14, 2018, as “Crime Victims’ Rights Week”**

(Agenda Item C-1)

Councilman Ferguson read and presented a proclamation declaring the week of April 8-14, 2018, as “Crime Victims’ Rights Week” to Police Officer Charlene Collins.

**Proclamation: Declaring the Week of April
8-14, 2018, as “National Public Safety
Telecommunicators Week”**

(Agenda Item C-2)

Councilman Ferguson read and presented a proclamation declaring the week of April 8-14, 2018, as “National Public Safety Telecommunicators Week” to Public Safety Dispatchers Courtenay Hill and Stephanie Smith.

**Proclamation: Declaring the Month of April
2018, as “Fair Housing Month”**

(Agenda Item C-3)

Councilman Ferguson read and presented a proclamation declaring the month of April 2018, as “Fair Housing Month” to Frances Espinoza with the North Texas Fair Housing Center.

**Proclamation: Declaring the Week of April
2-6, 2018, as “Community Development
Week”**

(Agenda Item C-4)

Councilman Ferguson read and presented a proclamation declaring the week of April 2-6, 2018, as “Community Development Week” to the following representatives: Mimi Bishop – Children’s Advocacy Center of Denton County, Becky Nelson – Chin Community Ministry, Rebecca Cox – CASA of Denton County, Scott Hurst – PediPlace, and Nesa Grider – Journey to Dream/Kyle’s Place.

Continued Public Hearing: Consideration of Ordinance No. 0021-18-SUP Granting a Special Use Permit for Minor Automobile Services and two Associated Variances; on Approximately 0.572 Acres, Legally Described as Lot 1-B, Block A of the McGee Park Addition, Located at 1299 Justin Road (F.M. 407) and Zoned Light Industrial District (LI); as Requested by Ralph Martinez, of RGM Architects, on Behalf of Riyadh Hossainy, INI LLC, the Property Owner (Case No. SUP-2018-02-04)

(Agenda Item D-1)

Kwik Kar Oil & Lube is requesting a Special Use Permit to convert existing auto wash bays into auto repair bays. As a part of this SUP the applicant is proposing a variety of site improvements including adding new brick work and decorative stone work to the front façade, adding additional landscaping to the site, and replacing existing signage with a low-profile monument sign. Two variances are requested: a) to allow the elimination of the ten-foot (10') landscape buffer; and b) to allow the elimination of the parking lot screening hedges. On February 20, 2018, the Planning and Zoning Commission recommended unanimous approval (5-0) of the SUP. This public hearing was continued from the April 2, 2018 meeting to allow the applicant additional time to provide variance request materials.

The City staff's recommendation was that the City Council approve the requested SUP and two associated variances as set forth in the caption above.

Richard E. Luedke, Planning Director, was available to address any questions posed by the City Council.

Mayor Durham opened the public hearing.

MOTION: Upon a motion made by Councilman Troyer and seconded by Deputy Mayor Pro Tem Jones, the Council voted five (5) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

Continued Public Hearing: Consideration of Ordinance No. 0021-18-SUP Granting a Special Use Permit for Minor Automobile Services and two Associated Variances; on Approximately 0.572 Acres, Legally Described as Lot 1-B, Block A of the McGee Park Addition, Located at 1299 Justin Road (F.M. 407) and Zoned Light Industrial District (LI); as Requested by Ralph Martinez, of RGM Architects, on Behalf of Riyadh Hossainy, INI LLC, the Property Owner (Case No. SUP-2018-02-04) (cont'd)

(Agenda Item D-1)

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Granting a Special Use Permit for Minor Automobile Services, on Approximately 0.572 Acres, Legally Described as Lot 1-B, Block A, McGee Park Addition, Located at 1299 Justin Road and Zoned Light Industrial District (LI); Providing for a Repealer, Severability, Penalty, and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Councilman Troyer and seconded by Councilman Gilmore, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt **Ordinance No. 0021-18-SUP**, as previously captioned. The motion carried.

Councilman Ferguson advised that he would be abstaining from discussion and consideration of Agenda Item D-2 as this action involves real property within 200 feet of real property that he owned. The appropriate Conflict of Interest Affidavit had been filled out and filed with the City Secretary. Councilman Ferguson stepped away from the dais.

Public Hearing: Consideration of Ordinance No. 0022-18-SUP Granting a Special Use Permit for a Residential Accessory Dwelling Unit Exceeding 500 Square Feet on Approximately 0.8793 Acres, Legally Described as Lot 6, Block A, Holly Lane Addition, Located at 1098 Holly Lane and Zoned Single Family Residential District (R-12); as Requested by Andrew J. & Sue E. Spyhalski, the Property Owners (Case No. SUP-2018-03-05)

(Agenda Item D-2)

The applicants are proposing to add an accessory dwelling unit to their already existing detached garage. The proposed accessory dwelling unit will feature building materials that match the existing detached garage. The proposal conforms to the lot coverage requirements set forth by zoning. The Zoning Board of Adjustment approved a height variance for the proposed structure on March 28, 2018, their decision is final. On March 6, 2018, the Planning and Zoning Commission recommended unanimous approval (5-0) of the SUP.

The City staff's recommendation was that the City Council approve the proposed ordinance as set forth in the caption above.

Richard E. Luedke, Planning Director, was available to address any questions posed by the City Council.

Mayor Durham opened the public hearing.

MOTION: Upon a motion made by Mayor Pro Tem Daniels and seconded by Deputy Mayor Pro Tem Jones, the Council voted four (4) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

City Attorney Lizbeth Plaster read the ordinance caption into the record as follows:

"An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Granting a Special Use Permit for a Residential Accessory Dwelling Unit Exceeding 500 Square Feet, on Approximately 0.879 Acres, Legally Described as Lot 6, Block A, Holly Lane Addition, Located at 1098 Holly Lane and Zoned R-12 Single Family Residential District (R-12); Providing for a Repealer, Severability, Penalty, and an Effective Date; and Declaring an Emergency."

MOTION: Upon a motion made by Mayor Pro Tem Daniels and seconded by Deputy Mayor Pro Tem Jones, the Council voted four (4) "ayes" and no (0) "nays" to approve and adopt **Ordinance No. 0022-18-SUP**, as previously captioned. The motion carried.

(Councilman Ferguson returned to the dais.)

Visitors/Citizens Forum

(Agenda Item E)

David Smith, 910 Stone Circle Lane, Lewisville Texas 75056, spoke before the City Council regarding his DCTA concerns.

Steve Davenport, 1330 Blue Jay, Lewisville, Texas 75057, spoke before the City Council requesting their consideration in trying to bring the Vietnam Veterans Memorial to Lewisville in 2019. City Manager Barron requested that Director of Communications and Tourism James Kunke speak with Mr. Davenport.

Sharon Ellis, 340 West Walters, Lewisville, Texas, spoke before the City Council as a member of the Old Town Preservation Society, and representing the residents that live in the heart of Old Town. She stated that the decision to split Christmas had been hard for them as they did not feel they had a voice and an opportunity to speak. Ms. Ellis explained that the lighting of the houses had always tied with the tree lighting. She explained that they had hoped to add other activities following the event in the Plaza. She requested that the City Council consider some type of Fall Festival and more recognition of Thanksgiving and put them back to one stroll for the whole community to come together.

Bill Peck, 105 West Main, Lewisville, Texas, spoke before the City Council on behalf of the Main and Mill Business Association. Mr. Peck advised their concern was the same as Ms. Ellis'. He stated that they would like the Christmas event pushed back to the same weekend as it had been prior. He also supported some type of Fall event. He stated that taking what was a Christmas oriented day the first weekend in December and putting it in the middle of November twisted a few things around and got some people upset. He requested that the City Council consider putting this back on the other side – or combining it back.

No one else appeared to speak at this time.

CONSENT AGENDA

(Agenda Item F)

MOTION: Upon a motion made by Deputy Mayor Pro Tem Jones and seconded by Mayor Pro Tem Daniels, the Council voted five (5) “ayes” and no (0) “nays” to approve and adopt all items on the Consent Agenda, as recommended and as follows:

3. APPROVAL OF MINUTES: a) City Council Minutes of the March 5, 2018, Workshop Session and Regular Session; and b) City Council Minutes of the March 19, 2018, Workshop Session and Regular Session.

CONSENT AGENDA (cont'd)

(Agenda Item F)

4. Approval of Bid Awards for Annual Requirements Contracts for HVAC Repairs to Denali CS, Carrollton, Texas (Primary Contractor) and Berger Engineering Company, Dallas, Texas (Secondary Contractor); and Authorization for the City Manager to Execute the Agreements.
5. Approval of a Bid Award to Gunn Nissan of Denton, Corinth, Texas for the Purchase of Two (2) Electric Vehicles in the Amount of \$53,186.
6. Approval of a Bid Award to Bibliotheca, Oakdale, MN for the Purchase and Installation of an RFID-Enabled Automated Materials Handling System for the Library in the Amount of \$111,810.69, and Authorization for the City Manager to Execute the Agreement.
7. Approve Resolution No. 0023-18-RES Providing for the Adoption of a Single-Family Residential Water Conservation Credit Program.

The motion carried.

END OF CONSENT AGENDA

Reports

(Agenda Item G)

- Police Chief Russ Kerbow advised that the next “Coffee with Cops” was scheduled for Wednesday, April 11th from 7-9 a.m. at LHS Killough Campus, 1301 N. Summit Avenue. He advised this will allow High School students to also participate.
- At the request of Mayor Durham, Police Chief Russ Kerbow advised that he had been involved with the Children’s Advocacy Center of Denton County and CASA and how much he appreciated what CDBG does to help those organizations with their needs.
- Director of Public Services Keith Marvin advised of the status of the lake.
- Mayor Pro Tem Daniels advised the Annual Keep Lewisville Beautiful Spring Clean Up was being held this Saturday, April 7th. He advised registration started at 8 a.m. at Lewisville High School and reviewed the events that would be going on during the day.
- Deputy Mayor Pro Tem Jones advised there were still tax service preparation assistance for seniors’ citizens over 65 being offered at the Lewisville Library on Monday’s and Wednesday’s. He stated at Wayne Ferguson Plaza there were yoga and Pilates being offered on Wednesday evenings.
- Councilman Gilmore stated that April was Water Conservation Month and pointed out that on the Consent Agenda a Water Conservation Program had been approved that would provide grants to those that switched to lower consuming water appliances. He encouraged everyone to watch the video showcasing ways to conserve water.

Reports (cont'd)

(Agenda Item G)

- Councilman Ferguson advised that for the fourth year in a row, the National Recreation and Park Association is collaborating with The Walt Disney Company to help fund local park improvement projects across the country through the national “Meet Me at the Park” during the Earth Month campaign. He encouraged everyone to nominate the City for this award and advised that the City that receives the most nominations will receive a chance at \$20k grant for a park. Councilman Ferguson also advised of the National Program called Opportunity Zone – that could bring investments for development within certain areas of Lewisville. Councilman Ferguson reviewed upcoming events being held at the MCL Grand.
- Mayor Durham thanked the Police Officers present for their service to the community.

There were no additional reports at this time.

Mayor Durham advised that there was no closed session items to be discussed.

Adjournment

(Agenda Item J)

MOTION: Upon a motion made by Deputy Mayor Pro Tem Jones and seconded by Councilman Ferguson, the Council voted five (5) “ayes” and no (0) “nays” to adjourn the Regular Session of the Lewisville City Council at 7:42 p.m. on Monday, April 2, 2018. The motion carried.

These minutes approved by the Lewisville City Council on the 7th day of May, 2018.

APPROVED

Rudy Durham
MAYOR

ATTEST:

Julie Worster
CITY SECRETARY

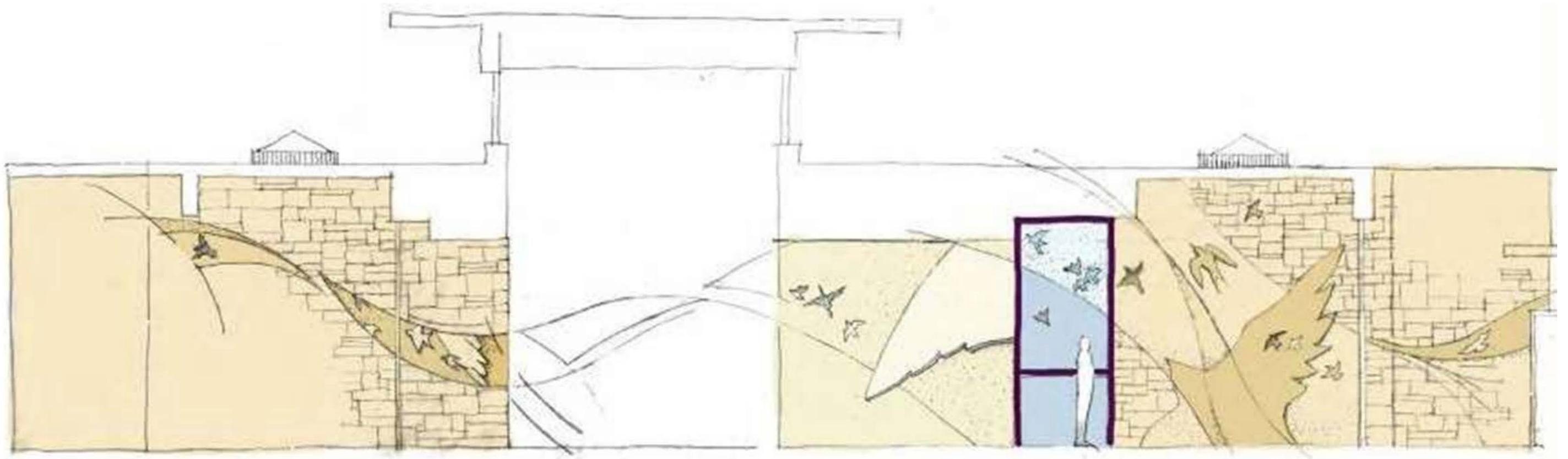


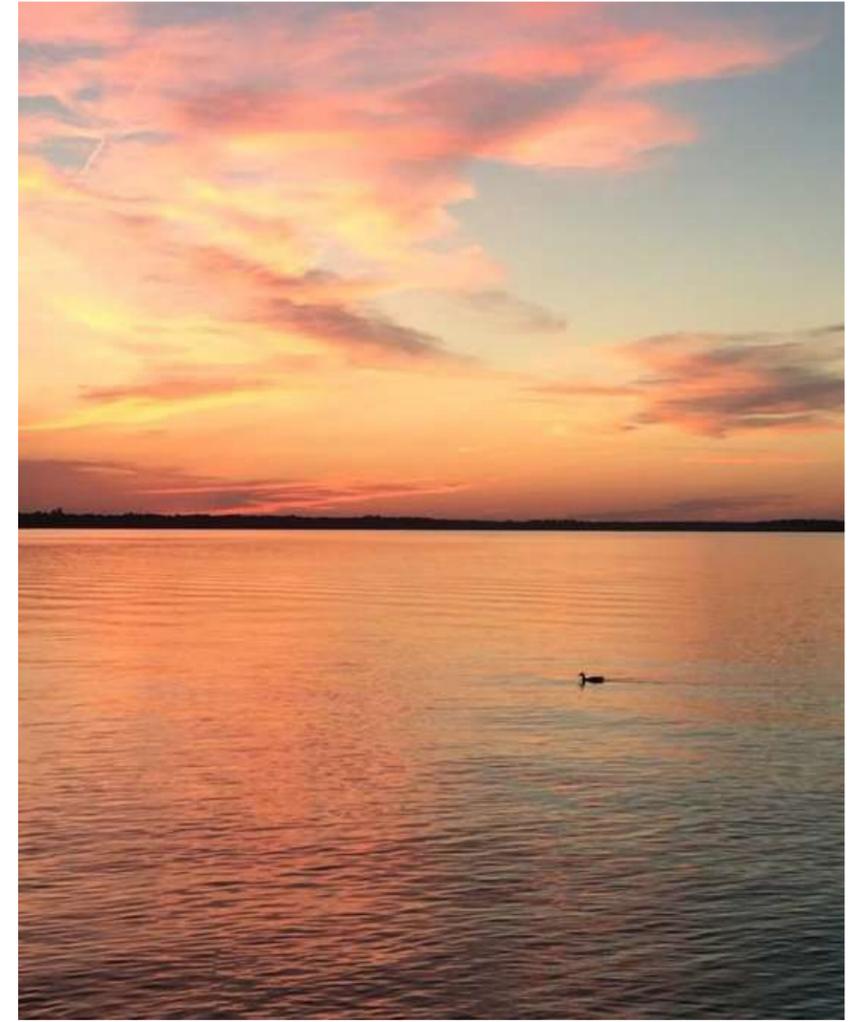
MGC Update

City Council Workshop
April 2, 2018

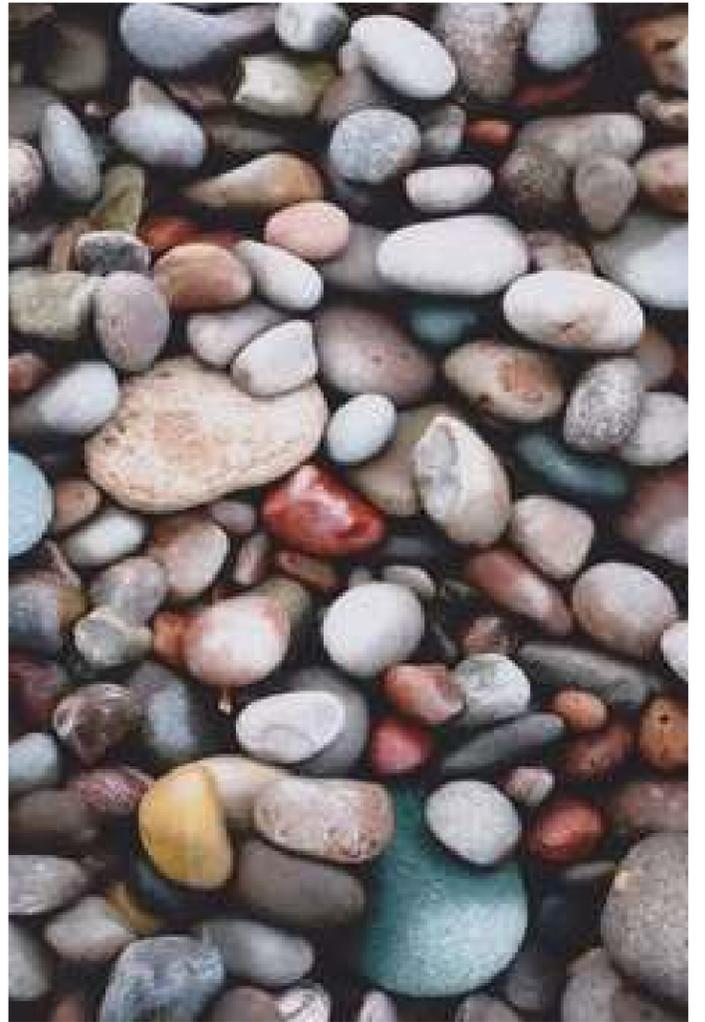
Background

- Aug 2016: BRS hired
- Aug 2016-Oct 2017: Facility Design
- May 2017: Byrne Construction selected as Construction Manager At Risk
- Nov 2017- Current: Construction Documents

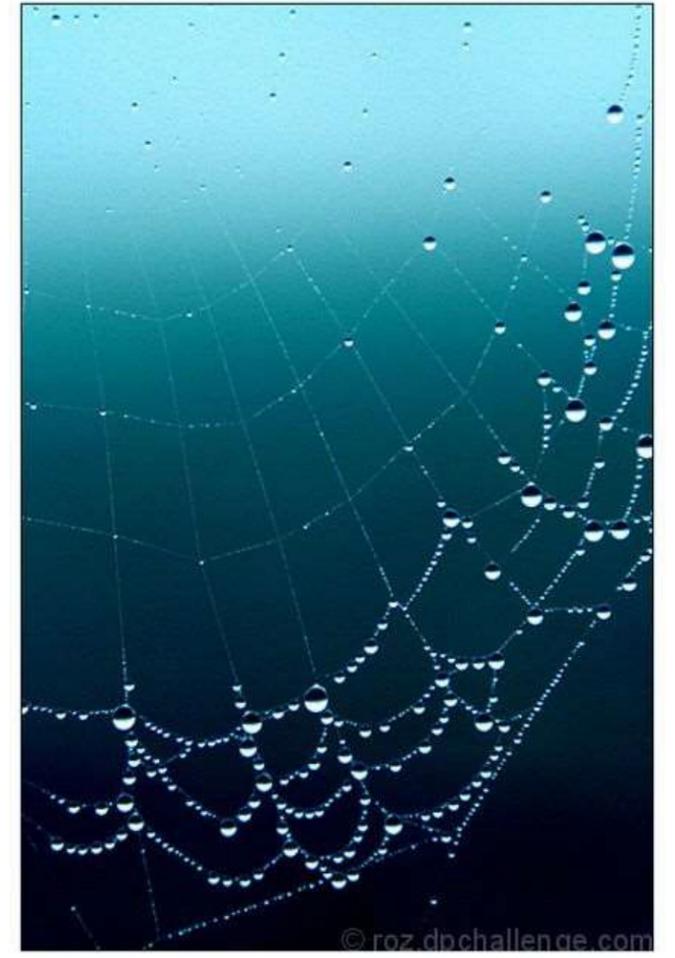
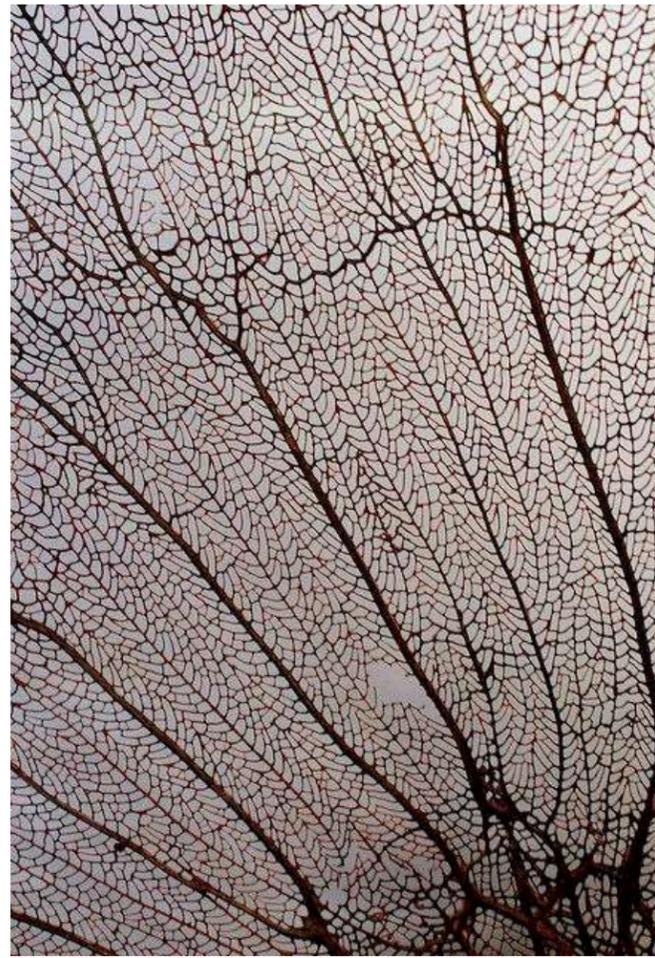




NATURE: COLOR & MATERIALS

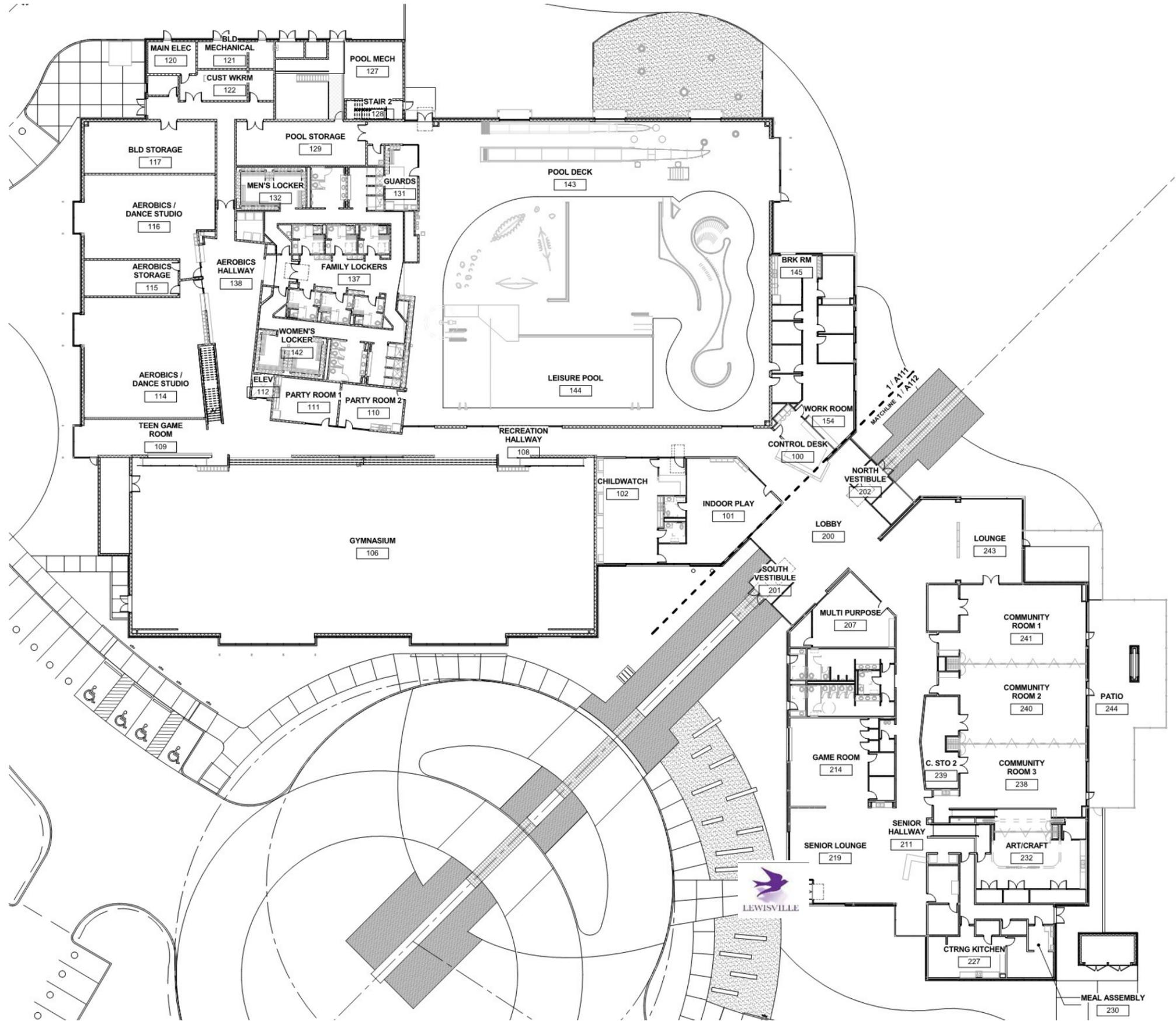


NATURE: COLOR & MATERIALS



GRAPHIC IDENTIFIERS







SENIOR LOUNGE



SENIOR LOUNGE





RESTROOM



COMMUNITY CORRIDOR

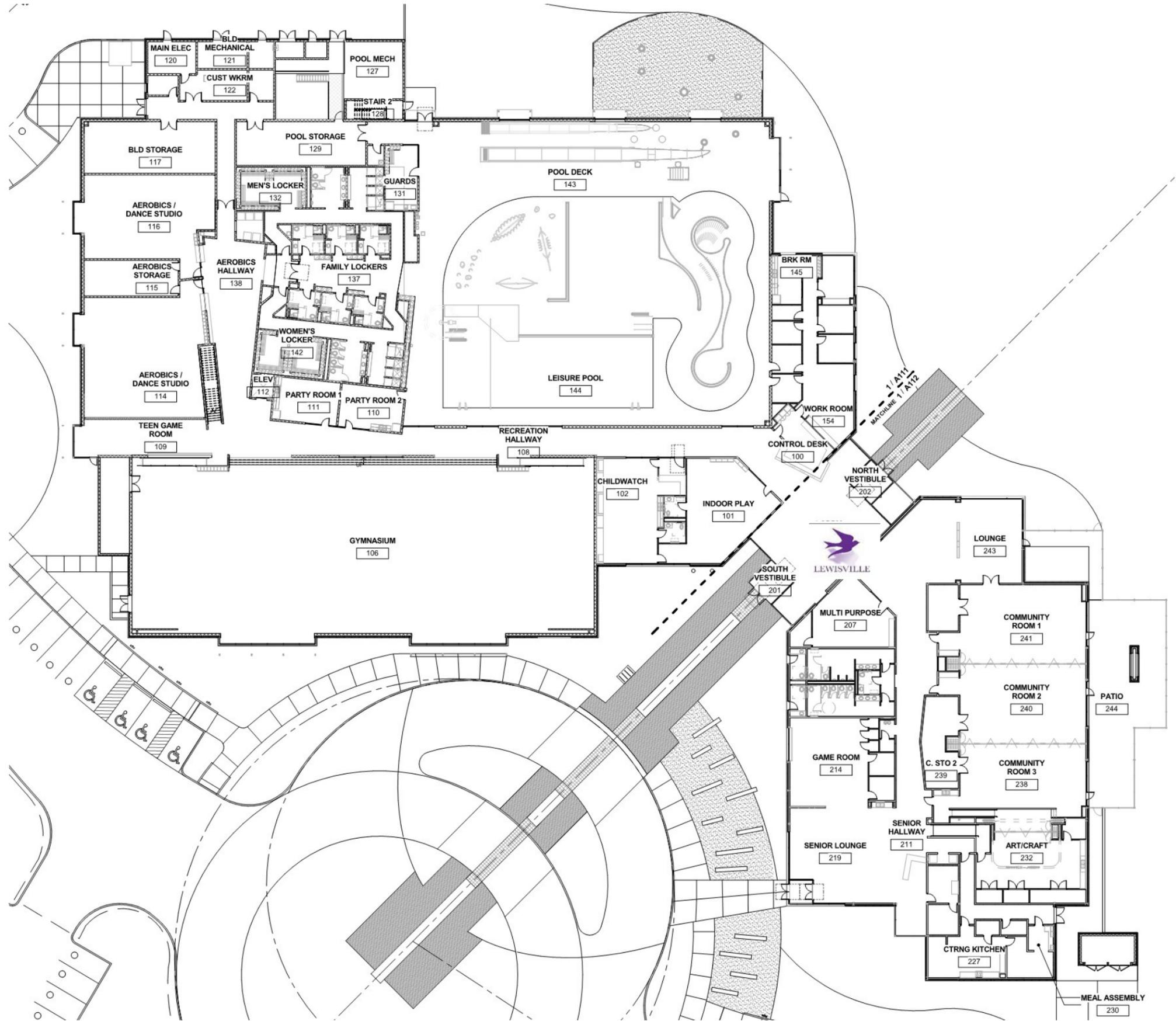


COMMUNITY EVENT ROOMS





COMMUNITY EVENT ROOMS





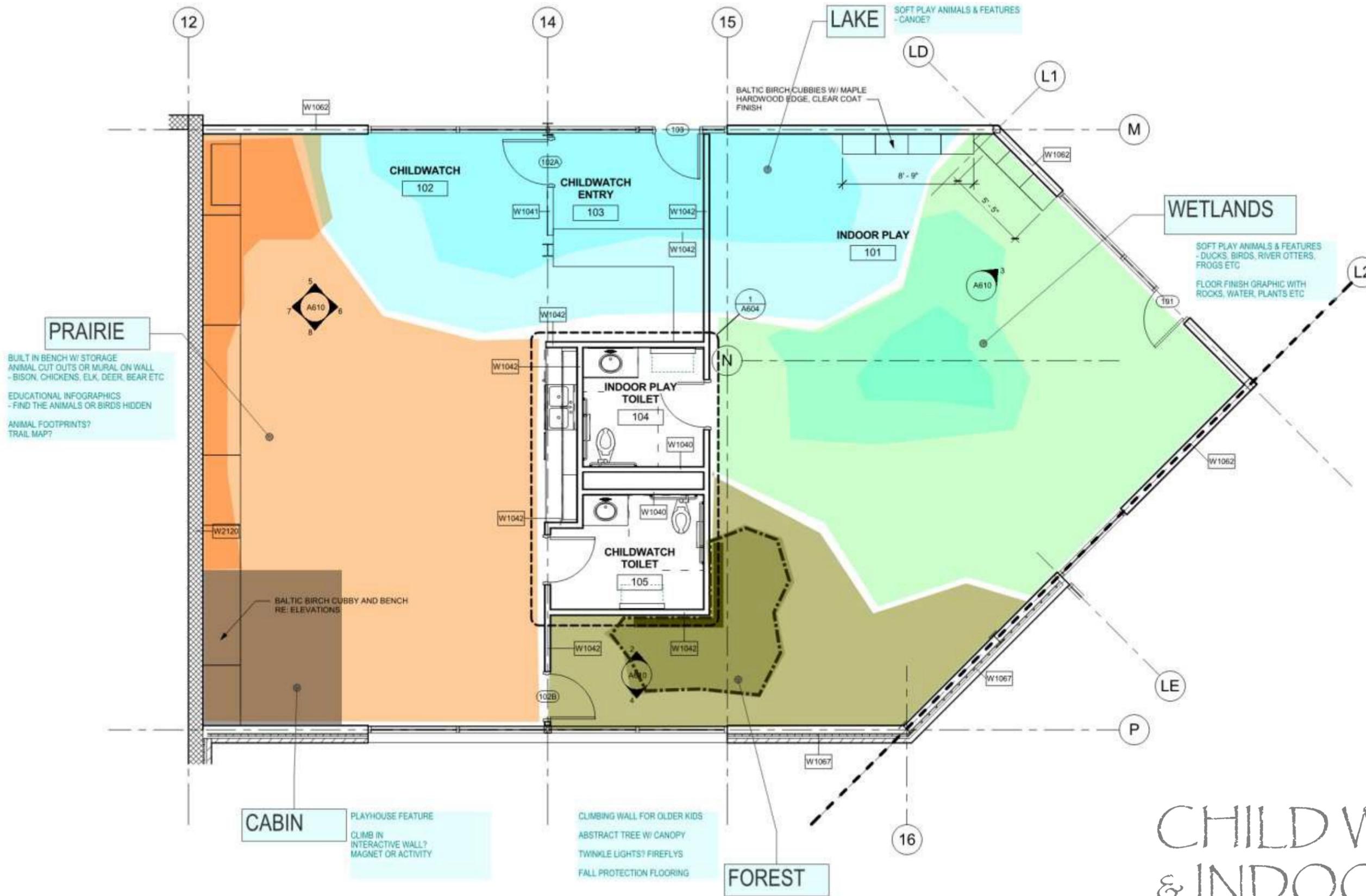
LIVING ROOM/GATHERING SPACE



WELCOME DESK



WELCOME DESK



CHILD WATCH & INDOOR PLAY



INDOOR PLAY



CHILD WATCH

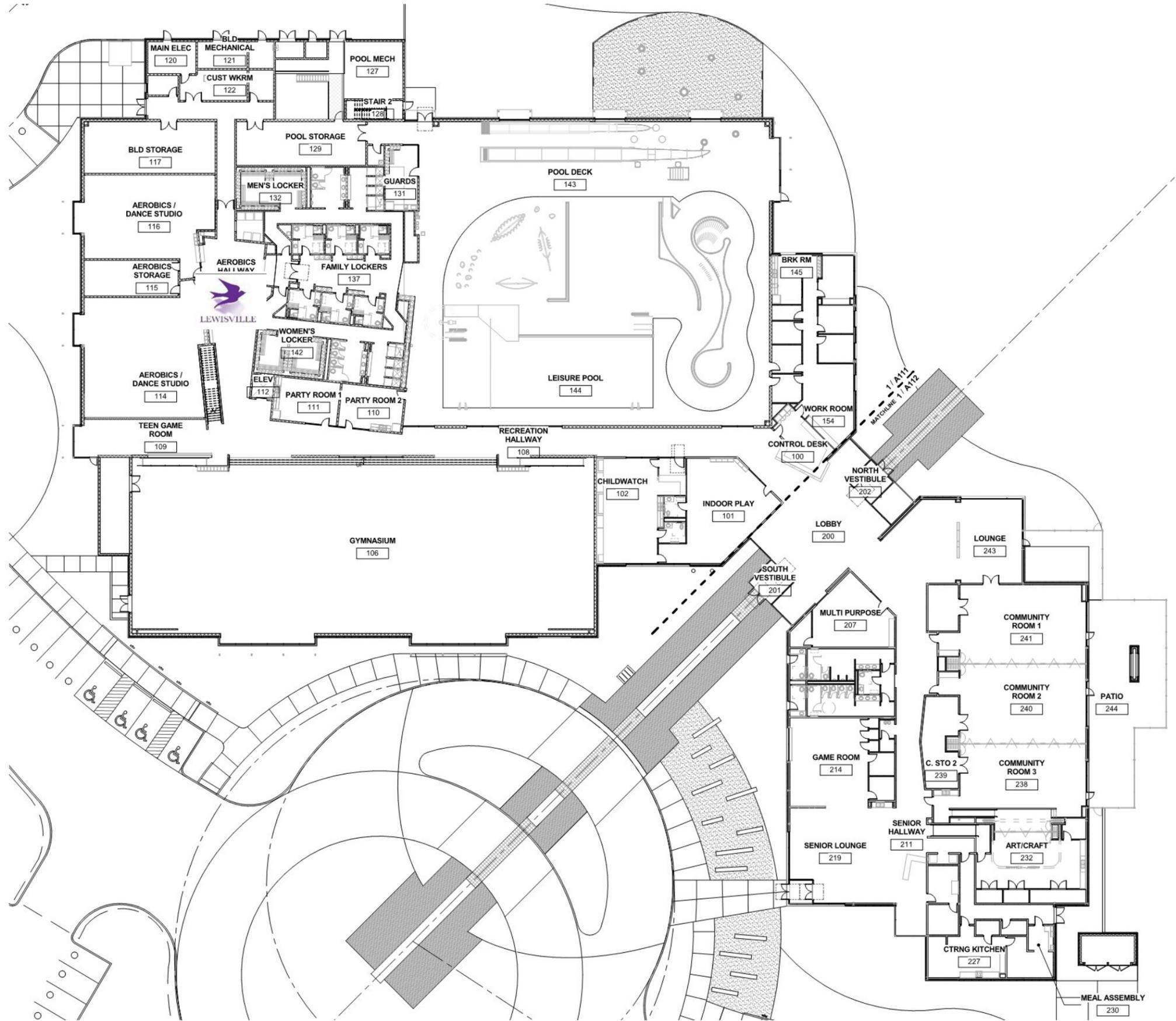




RECREATION CIRCULATION & GYM



PARTY ROOMS





LOCKER ROOMS



LOCKER ROOMS



LOCKER ROOMS





LEISURE POOL



LEISURE POOL



GAME ROOM

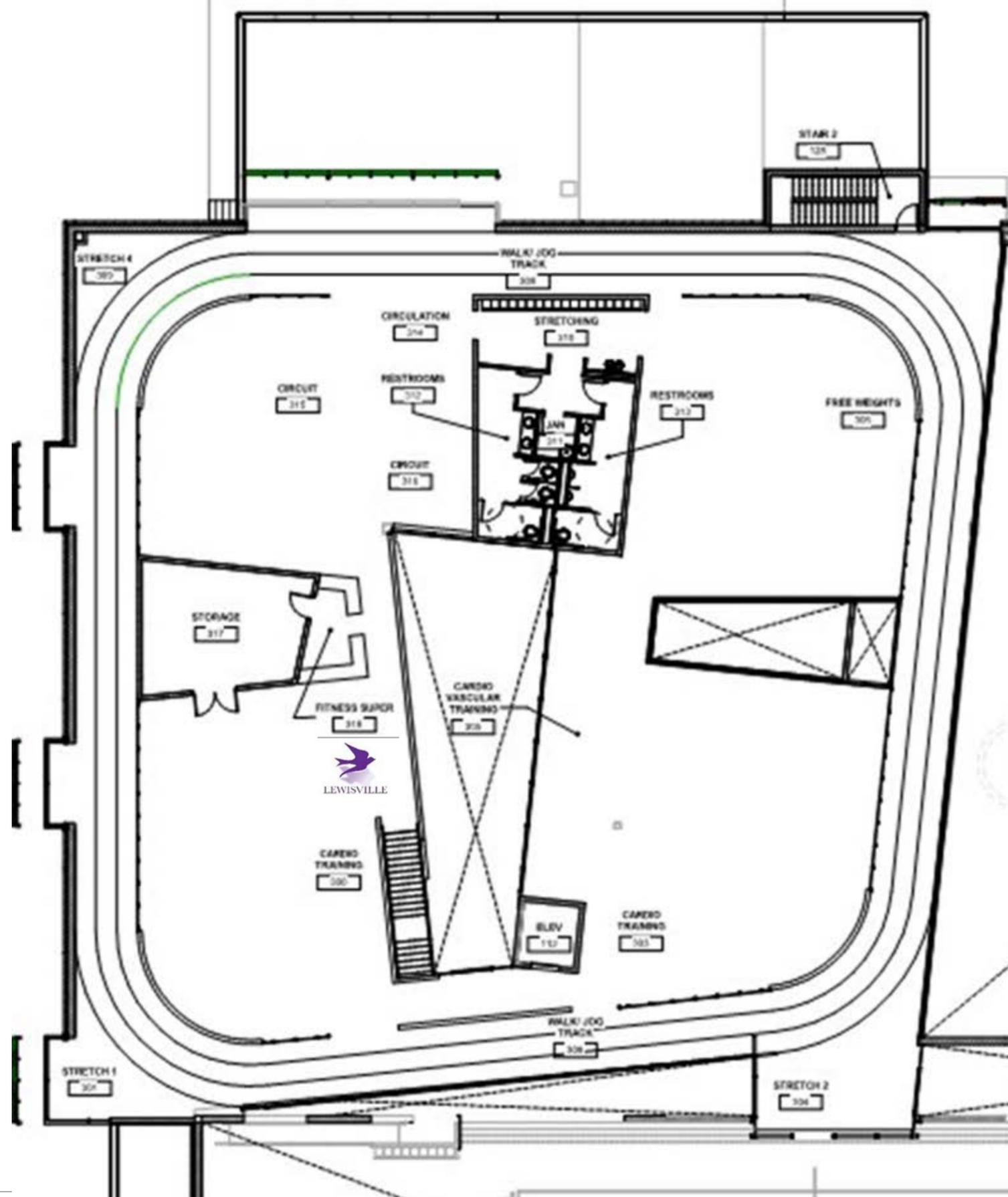


GAME ROOM

WEIGHTS & FITNESS

GAME ROOM







WEIGHTS & FITNESS



WEIGHTS & FITNESS

Timeline



- Apr 27 - Construction Documents are issued
- Jun 5 - Subcontractor bids due to Byrne Construction
- July 16 - GMP will be approved by City Council
- Aug 2018 Break ground for the new Center
- Spring 2020 the Center will open to the public



Branding & Marketing for
The Lewisville Multigenerational Recreation Center
Presented by



BRANDERA

BrandEra is working with the City of Lewisville and its Parks and Recreation department to name and brand the new multigenerational center.

Immersion Day Recap

Wow Factors

- Public art
- Nature's influence into the aesthetics and life of the center
- Indoor year-round pool
- Designated spaces for all ages and a wide variety of activities or relaxation

Target Markets

- Families
 - local, activities for all ages, new facilities, summer camps, programming
- Seniors
 - activities, no senior stigma, active socializing
- Teens
 - programming, local
- Singles
 - opportunity to make friends, activities with a modern approach, local

Competitors

Grapevine (The REC of Grapevine)

Flower Mound (Flower Mound Community Activity Center)

Plano (Tom Muehlenbeck Center)

Coppell (The CORE)

YMCA

Fitness studios/Classes

Fellowship centers/Churches

Strengths

- Larger, more amenities and diverse programming
- Local fitness, recreation and education option
- Gymnasium workout area, running track and year-round indoor pool
- Quality staff

Weakness

- Little awareness among citizens
- Higher cost
- Mixing different user populations

Opportunities

- Enhanced awareness through marketing efforts
- Public transportation routes to the center
- Populations that are currently uninvolved

Challenges

- Surrounding cities with established centers
- Poor perceptions of previous centers
- Senior citizen assurance of designated senior lounges

Programming

- Group Exercise
- Pickle Ball
- Water Activities & Programs
- High-end Fitness Classes
- Archery
- Chair volleyball
- Outdoor Adventure Camps
- STEM Activities & Programs
- Senior Fitness Programs
- Technology Classes
- Intergenerational Programs
- Creative Arts Classes
- Fine Arts Activities

Communication Platforms

- Social media is the most popular platform among Lewisville citizens
- Seniors use word of mouth most often
- Direct mail responsiveness is currently being tested

Focus Group Findings

Personality of Upcoming Center

- Fun
- Friendly
- “Natural”
- Vibrant

Color Palette of Logo

- Natural
- Earthy
- No neons
- No pastels

- 43% Chose Emblem/Badge



- Participants described the personality of the City of Lewisville as friendly, casual and progressive.
- As a place to live and work, participants believe that convenience, infrastructure and diversity make Lewisville stand out.
- Participants stated the geography, small-town feel and value differentiate Lewisville from surrounding communities.
- Participants desire the new center to be a fun destination and gathering place for all ages.

- When asked to describe an ideal rec center, participants spoke about a “home away from home” and a transformational space.
- Personally, participants were overall most excited about the indoor aquatics, leisure areas and art installations.
- Participants did not think the name should draw from historical significance, because the new center is so forward-thinking.
- Participants preferred that names be relevant to the area. Specifically, a participant did not like how some home subdivisions had “mountain” and “canyon” in the name, when the City features neither.

Recommendations

The Lewisville Multigenerational Recreation Center

It is not the name. It is a description of the facility.

Natural Vibrant
Friendly
Fun
Historic
Progressive
Energetic Conservative
Modern Detailed
Authentic

Why does a good name matter?

- We want people to rent the facility
- To host things
- Be excited about going there

Based on the findings from the Immersion Day and Focus Group, BrandEra generated an extensive list of potential names for the new center. After much debate and deliberation, we are proud to present the following recommended name. This name encompasses the spirit and purpose of what the new center brings to the Lewisville community.



Positive
Cycle
Spiritual Growth Motion
Upswing Life Increase
Go Active
Horizon
Rebirth
Nature Upward

RISE



Step 1- Naming

Step 2- Logo & Tagline

Step 3- Strategic Marketing Plan

Step 4- Branding Implementation

BrandEra, Inc.
219 S. Main Street, Suite 301
Fort Worth, TX 76104
817-927-7750
bo@branderamarketing.com
www.branderamarketing.com



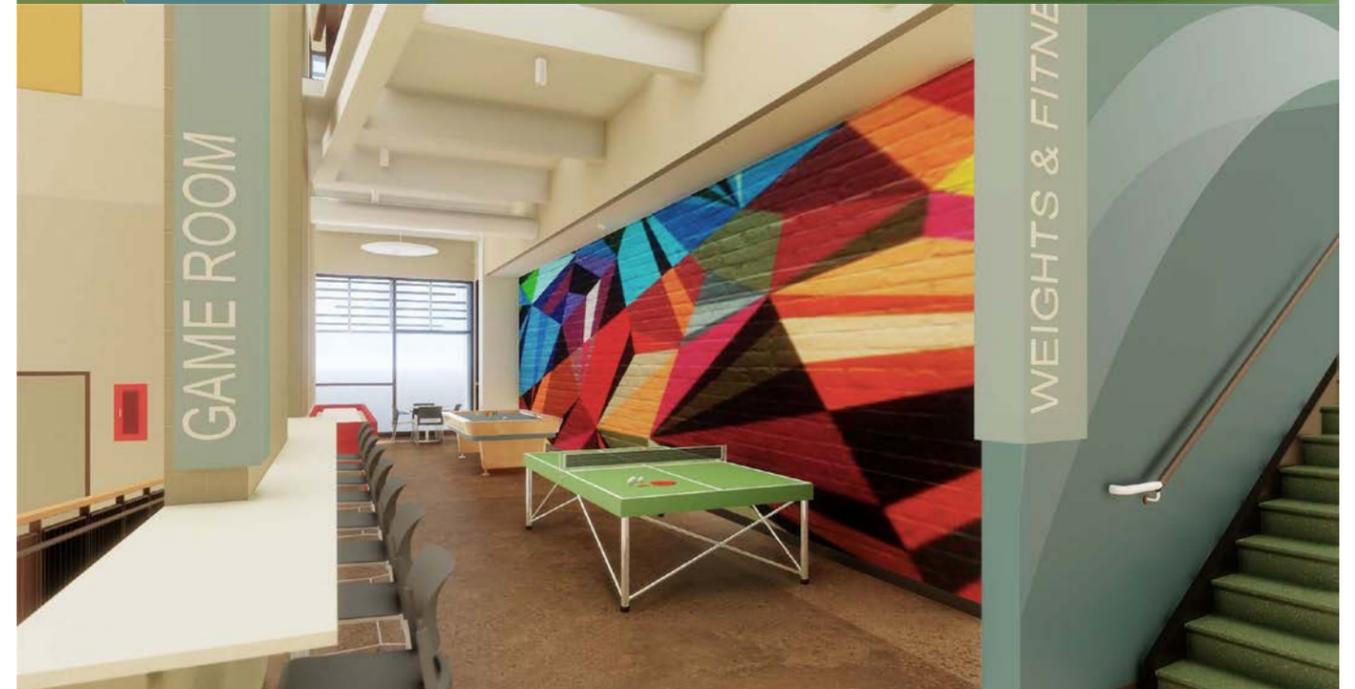
Sponsorship Opportunities

Entire facility not available for naming rights

Individual components of the facility

Opportunities

- Gym
- Fitness Area
- Lounges
- Teen game room
- Patio



Sponsorship Opportunities

Considerations

Uses

- Alternate construction components
- Supplement operating funds
- Bank for future capital projects

Recognition

- Signage
- Usage of facility

Length of Relationship



Next Steps

- Apr 16: City Council agenda item on name of facility
- General steps for remainder of 2018
 - Finalize proposed operational budget
 - Develop a cost recovery model
 - Determine sponsorship opportunities & rates inside the facility
 - Recruit and hire key staff positions
 - Begin marketing efforts