



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

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PARKS, RECREATION, AND FORESTRY COMMISSION AGENDA

Tuesday, December 10, 2024 at 5:30 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Roll call
- 3) Consent agenda
 - a. Approval of meeting minutes from October 22, 2024
- 4) Agenda items
 - a. Discuss revenue sharing regarding MHASD's advertisement, donations and sponsorship guide
 - b. Consider outdoor AED's at Village parks
 - c. Discuss Grandma Foster Park development
 - d. Discuss Garfield Park ice rink warming house
 - e. Lukken property update
- 5) Staff reports
 - a. Recreation Director's Report
 - b. Public Services Director's Report
- 6) Future agenda items
- 7) Set next meeting date and time
- 8) Meeting adjournment

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



AGENDA ITEM REPORT

MEETING DATE

December 10, 2024

PREPARED BY

AGENDA ITEM # 3.a

Approval of meeting minutes from October 22, 2024

BACKGROUND

RECOMMENDATION

ATTACHMENTS

1. prf minutes 10.22.24

MINUTES

PARKS, RECREATION AND FORESTRY COMMISSION

October 22, 2024, 5:30 PM, Municipal Building Board Room

PRESENT: Halverson, Honore, Adler, White, Hogseth, Webber

ABSENT: Mertz

OTHERS PRESENT: Owen, Dudley, Gorman – Village of Mount Horeb

Consider minutes of the September 24, 2024 meeting.

White moved; Webber seconded to approve the minutes of the September 24, 2024 meeting. Motion carried.

Discuss and consider MoHo Gators 2025-2027 agreement

Dudley spoke to the President of the Gators and the organization had approved the agreement at their last meeting. Adler moved, Webber seconded to approve the contract/agreement. Motion carried.

Discuss revenue sharing regarding MHASD's Sponsorship and Donations Guide

No updates. The Commission will look at this at the next meeting.

Discuss outdoor AED's at park facilities

Honore spoke to a rep at Conney Safety and they are willing to give the Village \$600 off each unit through Cardiac Science, resulting in a price of \$1856 each. They do not have outdoor cabinets, so we would have to look at a different vendor for that. White suggested speaking with the Fire Dept. to see what specs, brands that they recommend. Honore will get more info on the cabinets for the next meeting.

Lukken Property Update

Owen stated that in order for the Village to get an RFP out in a timely manner to sell the non-park land for development, he is working with MSA to get a park concept plan done. Owen reviewed the Comprehensive Outdoor Recreation Plan to see what the main priorities were in the plan. Owen said the Village would like to get the RFP's out in early 2025. White asked when the infrastructure such as roads, water, etc. would be installed in relation to the park development. Owen said it would basically be done at the same time. Owen asked the Commission to contact him with any additional feedback regarding plan components.

Consider electrical upgrades at Boeck's Park pavilion

Gorman provided a quote from E&S Electric to add additional electrical circuits for the outlets in the outdoor pavilion. There has been an issue with breakers constantly tripping during swim meets or other events at the shelter. White asked about the possibility of incorporating solar at the shelter but Gorman stated that the area is heavily shaded and did not know about the feasibility. Gorman said he would discuss that with E&S. Adler moved to approve up to \$3400 to complete the electrical upgrades. Honore seconded. Motion carried.

Discuss Garfield Park Ice Skating Rink

Dudley explained that they have put a lot of time and effort into training staff for the skating rink the last two years only to have it too warm to have the warming house and rink open. Dudley said Megan James will be leaving and Jill will be busy training a new employee, so she just doesn't have the

resources to staff the ice skating rink and was wondering if another group may volunteer to staff it or if the building should just remain open unstaffed or closed. Honore suggested that the high school marching band is looking for ways to raise funds for a future London trip and may be interested in staffing the rink. The Commission discussed possibly leaving the warming shelter unlocked for people to use. Honore will discuss the possibility with the marching band for the next meeting.

Recreation Director's Report

Dudley reviewed her written report.

Public Services Director's Report

Gorman reviewed his written report.

Future agenda items

- Foster Park development
- MHASD Sponsorship and Donations Guide
- AED's
- Lukken Farm
- Ice skating warming house

Brian Durtschi discussed some of his property that he may be interested in selling to the Village in the future for park land. The property is connected to the Military Ridge State Trail. He encouraged anyone to tour the property if they are interested.

Set next meeting date and time

December 10, 2024 at 5:30 pm

Adjourn

White moved, Hogseth seconded to adjourn at 6:07 pm. Motion carried.

Minutes prepared by Jeff Gorman, Public Services Director



Mount Horeb Area School District

Advertising, Donations, & Sponsorship Guide



Effective as of April 11, 2024



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Who We Are

The foundation of any vibrant community is its schools. Our young people will be responsible for carrying forward our legacy; therefore, we have a duty to leave a positive, lasting imprint on their impressionable lives.

Our District's mission, "Prepare – Learn – Lead," may seem daunting, but anything worth doing usually is. Collectively, we can keep the light of our mission shining brightly with the dedication, conviction, resolve, and stamina each of us possess.

Our District's strategic plan includes four substantial goals: providing support systems for our students and staff, ensuring the long-range viability of the District, graduating college and career-ready students, and partnering with our community.

Join us in our promise to do all that we can do to reach out and help each and every student. It is very hard work; however, it is important and worthwhile. By partnering with our community, we can move our students to even higher heights.

I invite you to consider partnering with us in our investment in the Mount Horeb Area School District.



Dr. Steve Salerno
Superintendent

Purpose Of This Guide

The purpose of this guide is to provide information regarding the advertisement, donation, and sponsorship opportunities within the Mount Horeb Area School District and the appropriate processes.

Contact

If you would like more information or if you have questions, please contact:



Ms. Aubree Hanks
Resource Development and Public Relations Coordinator
1304 East Lincoln Street, Mount Horeb, WI 53572
hanksaubree@mounthorebschools.org | 608.437.7015

Public Records

Please note that all documents, email correspondence, etc., related to any proposal or agreement are a public record and could be made available to anyone that may inquire under the State of Wisconsin Open Records Law.

Legal: Wis. Stat. s. 120.13(28).



Summary of Key Terms

- 1. Advertisement:** Advertisement refers to a paid promotional message or announcement that is typically used to promote a product, service, event, or organization. The primary purpose of advertising is to attract the attention of potential customers and persuade them to take action. Advertisement does not include traditional fundraising activities or outright gifts or other economic benefit for which no quid-pro-quo exists. The use of funds derived from advertisements cannot be directed. Examples: the placement of a written statement or sign, display, logo, etc., on District property; the inclusion of a written statement in District publications, such as District website; and the inclusion of an announcement at public events.
- 2. Donation:** A donation is a voluntary contribution of money, goods, or services given by individuals or organizations to support a cause, charity, or nonprofit organization. Please refer to Board of Education policy [840 "Public Gifts to the Schools."](#) The primary purpose of a donation is to provide financial assistance or resources to help the recipient achieve its goals or fulfill its mission. The donor may elect to direct their gift for a specific purpose, with the approval of the Board of Education. If the donor allows, the District will thank the donor publicly. Examples: scholarships, equipment or material gifts, lunch debt funds, etc. The Mount Horeb Area School District is unable to provide tax advice. **If you have any questions about the tax implications of a contemplated donation, please contact your accountant or tax professional*
- 3. Sponsorship:** Sponsorship involves a collaborative partnership between a sponsor and the Mount Horeb Area School District. This is synonymous with the term "naming rights." In a sponsorship arrangement, the sponsor provides financial support, resources, or services for an extended period of time in exchange for promotional opportunities and exposure to a specific audience. The use of funds derived from sponsorship may not be directed by the partner. Sponsorship agreements may incorporate advertisements, but at their core, sponsorships are a longer-term partnership than advertisements. Examples: stadium scoreboard sponsorship, classroom sponsorship, auditorium sponsorship, etc.



ADVERTISEMENT OPPORTUNITIES



STADIUM SCOREBOARD PREMIERE ADVERTISING PACKAGE

\$1,500 per year

- Minimum of one (1) full screen advertising exposure shown during six (6) events
- Minimum of one (1) rotating logo exposure shown per six (6) events
- District social media recognition
- Five (5) year agreement with first right of refusal at renewal time

ADVERTISEMENT OPPORTUNITIES

GRADUATION

\$20,000 per year

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

ANNUAL VIKING BAND SHOW

\$5,000 per event

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

ANNUAL HIGH SCHOOL MUSICAL

\$5,000 per event

- Full-page ad in program
- Board featuring logo displayed at event
- Any announcements regarding the event would utilize the appropriate name

ANNUAL MIDDLE SCHOOL FUN RUN

\$5,000 per year

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

PRIMARY CENTER FIELD DAY

\$5,000 per year

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

INTERMEDIATE CENTER FIELD DAY

\$5,000 per year

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

ANNUAL MIDDLE SCHOOL MUSICAL

\$1,000 per event

- Board featuring logo displayed at event
- Any announcements regarding the event would utilize the appropriate name

ONE DISTRICT CO-CURRICULAR EVENT

\$1,000 per event

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

STAFF APPRECIATION DAY

\$1,000 per event

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

STUDENT SUCCESS SUMMIT

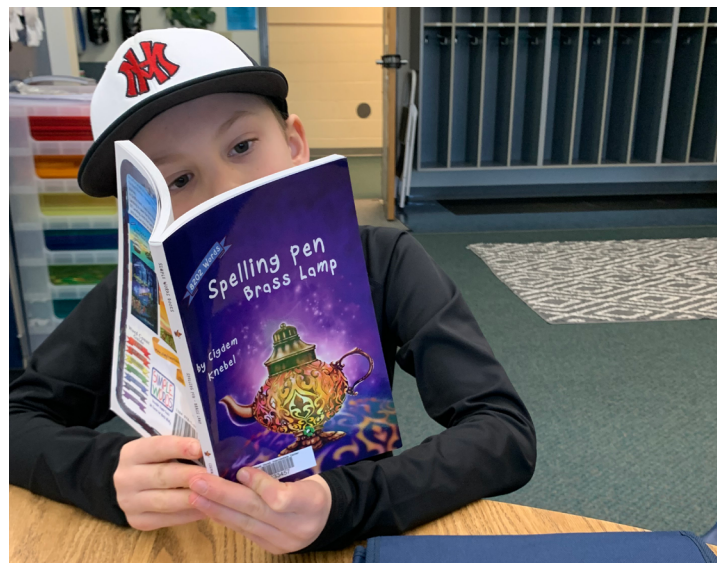
\$1,000 per event

- Name signage featured at the event
- Any announcements regarding the event would utilize the appropriate name

*Please refer to Advertising Agreement on page 23



DONATION OPPORTUNITIES



DONATION OPPORTUNITIES

Your support is crucial in helping us achieve our mission and make a positive impact in our community. We offer various ways for individuals and organizations to contribute and make a difference. Donations can be a great vehicle for individuals, businesses, and/or organizations to direct their giving (with Board of Education approval). If you are interested in learning more about our donation opportunities or have any questions, please feel free to reach out to the Resource Development & Public Relations Coordinator. Thank you for considering supporting us!

Opportunities include but are not limited to:

1. Scholarships
2. Bequests
3. Student lunch support
4. Team sport support
5. School supplies
6. Scholastic book fair voucher program
7. Food drive
8. Holiday gifts for families in need
9. Winter clothing drive

** Please note, the Mount Horeb Area School District is unable to provide tax advice. If you have any questions about the tax implications of a contemplated donation, please contact your accountant or tax professional.*







ACADEMIC

High School

LIBRARY NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at library's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

INDIVIDUAL CLASSROOM NAMING RIGHTS

\$2,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at classroom's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

Middle School

LIBRARY NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at library's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

INDIVIDUAL CLASSROOM NAMING RIGHTS

\$2,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at classroom's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25

ACADEMIC

Intermediate Center

LIBRARY NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at library's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

INDIVIDUAL CLASSROOM NAMING RIGHTS

\$2,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at classroom's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

Early Learning & Primary Center Center

LIBRARY NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at library's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

INDIVIDUAL CLASSROOM NAMING RIGHTS

\$2,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor name signage at classroom's entrance
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Advertising Agreement on page 25



GAME TIME

STADIUM SCOREBOARD PLATINUM PARTNER

\$8,000 per year

- One (1) sponsor logo featured above the stadium video display
- One (1) 30-second video OR advertising exposure at an event
- One (1) 15-second video OR advertising exposure at an event
- Minimum of one (1) full screen advertising exposure shown during six (6) events
- Minimum of one (1) rotating logo exposure shown per six (6) events
- One (1) game day sponsorship per year
- District social media recognition
- Five (5) year agreement with first right of refusal at renewal time

STADIUM SCOREBOARD GOLD PARTNER

\$5,000 per year

- One (1) sponsor logo featured below the stadium video display
- One (1) 15-second video OR advertising exposure at an event
- Minimum of one (1) full screen advertising exposure shown during three (3) events
- Minimum of one (1) rotating logo exposure shown per six (6) events
- District social media recognition
- Five (5) year agreement with first right of refusal at renewal time

TEAM

High School

STADIUM NAMING RIGHTS

\$20,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as official sponsor of athletics programs that compete in the stadium

MAIN GYM NAMING RIGHTS

\$25,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25

TEAM

AUXILIARY GYM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

WRESTLING ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

FITNESS CENTER NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

VARSITY OR JUNIOR VARSITY SOFTBALL FIELD NAMING RIGHTS

\$7,000 per year for either field

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage
- Designation as official sponsor(s) of the softball programs
- As this space is co-owned, revenue earned will be shared with the Village of Mount Horeb

STADIUM CONCESSION STAND

NAMING RIGHTS

\$5,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage at center's entrance
- Designation as official sponsor of the concession stand

SOCCER FIELD NAMING RIGHTS

\$5,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

VARSITY BASEBALL FIELD NAMING RIGHTS

\$5,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

HOME OR VISITOR BASEBALL AND SOFTBALL DUGOUTS

\$5,000 per year for each dugout

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name
- As this space is co-owned, revenue earned will be shared with the Village of Mount Horeb

*Please refer to Sponsorship Agreement on page 25

TEAM

SPORT OR EXTRACURRICULAR TEAM

\$5,000 per year for each team

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

Middle School

GYMNASIUM NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

PICKLEBALL COURT

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name
- As this space is co-owned, revenue earned will be shared with the Village of Mount Horeb

SPORT OR EXTRACURRICULAR TEAM

\$5,000 per year for each team

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

Intermediate Center

GYMNASIUM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

Early Learning & Primary Center Center

GYMNASIUM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

JUNIOR VARSITY BASEBALL FIELD NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on facility
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25



ARTS

High Schools

AUDITORIUM NAMING RIGHTS

\$30,000 per year

- Venue named after sponsor
- Five (5) year agreement with five (5) year signage renewal
- Sponsor logo and name signage
- Public address announcements at all District events using this venue
- Any announcements regarding an event at the venue would utilize sponsor's name

MUSIC CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

CHOIR CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

ART CLASSROOM NAMING RIGHTS

\$10,000 per year for each room

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

Middle School

STEP ROOM NAMING RIGHTS

\$25,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage
- Any announcements regarding an event at the venue would utilize sponsor's name

MUSIC CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25

ARTS

Intermediate Center

STEP ROOM NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage in close proximity to stage
- Any announcements regarding an event at the venue would utilize sponsor's name

MUSIC CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

ART CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

Early Learning & Primary Center Center

MUSIC CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

ART CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25



INNOVATION

High School

FAB LAB NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

AUTO SHOP NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

WELDING SHOP NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

GREENHOUSE NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

Middle School

TECH ED CLASSROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25



OTHER

High School

CAFETERIA NAMING RIGHTS

\$50,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

CAFE NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

PROFESSIONAL LEARNING CTR NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

ADMIN CONFERENCE ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

Middle School

CAFETERIA NAMING RIGHTS

\$25,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

CONFERENCE ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25

OTHER

Intermediate Center

CAFETERIA NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

PLAYGROUND NAMING RIGHTS

\$15,000 per year

- Playground named after sponsor
- Sponsor logo and name signage on location
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

CONFERENCE ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

SENSORY ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

Early Learning & Primary Center Center

CAFETERIA NAMING RIGHTS

\$15,000 per year

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

PLAYGROUND NAMING RIGHTS

\$15,000 per year

- Playground named after sponsor
- Sponsor logo and name signage on location
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

CONFERENCE ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

SENSORY ROOM NAMING RIGHTS

\$10,000 per year

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event at the venue would utilize sponsor's name

*Please refer to Sponsorship Agreement on page 25

ADVERTISING & SPONSORSHIP APPLICATION

Details about the procedures may be found in administrative regulation [851A - "Advertisements and Sponsorships in the Schools."](#)

PLEASE CHECK ONE: ☐ SPONSORSHIP ☐ ADVERTISING			
ORGANIZATION OR INDIVIDUAL'S NAME	AUTHORIZED CONTACT	PHONE NUMBER	FAX
STREET ADDRESS			
CITY, STATE, ZIP		FEDERAL TAX ID NUMBER (If applicable)	YEARS IN BUSINESS
TYPE OF ORGANIZATION (CHECK ONE): ☐ CORPORATION ☐ LLC ☐ SOLE PROPRIETOR ☐ INDIVIDUAL ☐ TRUST			
BANK REFERENCE	CONTACT PERSON	PHONE NUMBER	
SUPPLIER/VENDOR REFERENCE	CONTACT PERSON	PHONE NUMBER	
Please list and describe the sponsorship or advertising opportunity you are applying for (attach additional pages if needed).			
Please list/describe the materials attached with this form and how it is intended to be used in the sponsorship or advertising opportunity (attach additional pages if needed).			
PLEASE ANSWER THE FOLLOWING QUESTIONS BY INITIALING NEXT TO "YES" OR "NO":			
1. Have you fully read and understand the school District's administrative regulation 851A - "Advertisements and Sponsorships in the Schools" ?		YES ____ NO ____	
2. Are you the authorized party permitted to enter into a legally binding financial agreement?		YES ____ NO ____	
3. Does your company or product(s) meet all school District qualifications and are they free from any discriminating content?		YES ____ NO ____	
4. Have you provided a sample copy of the advertisement, logo, or sample marketing materials to be used with an approved application?		YES ____ NO ____	
5. Do you fully agree that this program does not constitute an endorsement of your business, products, or views of the applicant?		YES ____ NO ____	
6. Do you agree and understand that you may not use the Mount Horeb Area School District, District buildings or grounds, or District employees to advertise or endorse the products at any time other than the locations applied and approved for in your application(s), and that failure to do so is grounds for immediate termination of the agreement(s) and you agree to waiving all rights and financial compensation for failure to comply?		YES ____ NO ____	
THANK YOU FOR SUPPORTING THE MOUNT HOREB AREA SCHOOL DISTRICT!			
AUTHORIZED REPRESENTATIVE SIGNATURE: _____ DATE: _____			
FOR SUPERINTENDENT'S USE ONLY		DATE REVIEWED BY THE BOARD OF EDUCATION: _____ ☐ APPROVED ☐ DENIED	
RECEIVED BY: _____ DATE: _____		NOTES REGARDING DECISION OF ADVISORY COMMITTEE (IF ANY):	
PAYMENTS RECEIVED BY: _____		AUTHORIZED CONTACT NOTIFIED OF DECISION BY: _____ DATE: _____ TIME: _____	

DONATION APPLICATION

Details about the procedures may be found in administrative regulation [840A – “Public Gifts to the Schools.”](#)

ORGANIZATION OR INDIVIDUAL'S NAME	AUTHORIZED CONTACT	PHONE NUMBER	FAX
STREET ADDRESS			
CITY, STATE, ZIP		FEDERAL TAX ID NUMBER <i>(If applicable)</i>	YEARS IN BUSINESS
TYPE OF ORGANIZATION (CHECK ONE): ☐ CORPORATION ☐ LLC ☐ SOLE PROPRIETOR ☐ INDIVIDUAL ☐ TRUST			
Please list the value of your donation and, if you are directing your donation, describe the opportunity you would like your donation to fund (attach additional pages if needed).			
PLEASE ANSWER THE FOLLOWING QUESTIONS BY INITIALING NEXT TO “YES” OR “NO”: 1. Have you fully read and understand the District’s administrative regulation 840A – “Public Gifts to the Schools” which outlines the criteria for approval and donation procedure? YES ____ NO ____ 2. Do you / does your company meet all of the District’s criteria for approval as outlined in the District’s administrative regulation 840A – “Public Gifts to the Schools”? YES ____ NO ____ 3. Do you fully agree that this donation does not constitute an endorsement of your business, products, or views of the applicant? YES ____ NO ____ 4. Can the District thank you publicly for your donation? YES ____ NO ____ If yes, which of the following methods of gratitude are prefer: ☐ SOCIAL MEDIA POST ☐ PRESS RELEASE ☐ BOARD MEETING RECOGNITION * For donations greater than \$250,000, the board may consider additional means of recognition prior to any acceptance. 5. Do you / does your company accept that the donation provided does not require public fund matching? YES ____ NO ____			
THANK YOU FOR SUPPORTING THE MOUNT HOREB AREA SCHOOL DISTRICT!			
AUTHORIZED REPRESENTATIVE SIGNATURE: _____ DATE: _____			
FOR SUPERINTENDENT’S USE ONLY RECEIVED BY: _____ DATE: _____ PAYMENTS RECEIVED BY: _____	DATE REVIEWED BY THE BOARD OF EDUCATION: _____ ☐ APPROVED ☐ DENIED NOTES REGARDING DECISION OF THE FINANCE COMMITTEE/ BOARD OF EDUCATION:: AUTHORIZED CONTACT NOTIFIED OF DECISION BY: _____ DATE: _____ TIME: _____		

** Please note, the Mount Horeb Area School District is unable to provide tax advice. If you have any questions about the tax implications of a contemplated donation, please contact your accountant or tax professional.*

ADVERTISING AGREEMENT

THIS AGREEMENT, is made on the _____ of _____, 20____, by and between _____ (hereinafter the "Advertiser") and the Mount Horeb Area School District (hereinafter the "School District").

THE PARTIES AGREE AS FOLLOWS:

I. Objective of the Agreement

The Advertiser has expressed its desire to advertise _____. The advertisement shall be operated and shown in accordance with this agreement and the District policies, procedures and guidelines. Advertiser understands and accepts this Agreement shall not be construed as the Advertiser's ability to direct the Mount Horeb Area School District's use of revenue derived. In consideration for said advertisement, Advertiser shall pay School District the sum of \$ _____ in accordance with Section II(a).

Performance, Role, and Responsibility of the Advertiser

a. Fee Arrangement - advertiser shall pay school District in accordance with the following schedule:

Due Date		Amount
Upon Signing Agreement		\$ _____
Cost of Advertising		\$ _____
Event(s)	Date(s)	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

- b. Advertiser shall prepare and provide to the School District all necessary media to execute this Agreement at no cost to the School District. All media is subject to review and approval of the District in accordance with the terms of this agreement and related policies (165 - "Conflicts of Interest," 374 - "Fundraising Activities," 850 - "Public Solicitations/Promotions on School Premises," 851 - "Advertisements and Sponsorships in the Schools"), procedures and guidelines. Advertiser shall directly pay for, or reimburse the School District for the cost of the signage necessary to execute this Agreement in addition to the overall advertisement amount. The signage shall be reflective of the District's branding style and will be approved by the Resource Development Coordinator.
- c. Advertiser understands and agrees that Board of Education policy 851, administrative regulations 851A as well as 850A, and all rules and regulations contained therein are incorporated herein by this reference and shall be a part of this agreement and must be complied with by Advertiser.

III. Performance, Role, and Responsibility of the School District

In consideration of the payment of the advertisement fee, the District shall provide the following:

- a. Advertiser logo/signage on/at _____.
- b. An announcement regarding the event would utilize Advertiser's name.

IV. Term

The term of this Agreement shall be from _____, 20____ through _____, 20____. If you have selected the Stadium Scoreboard Premiere Advertising Package, upon the end of this term, you shall have a first right of refusal to renew the Stadium Scoreboard Premiere Advertising Package, in priority over any other pending applications, at the then current rate. However, the District reserves the right to cancel this Agreement, with or without reason or cause, on thirty (30) days written notice to the other party. Should this agreement be terminated without cause, the School District shall return to Advertiser a prorated amount of the advertising fee paid by Advertiser.

V. Indemnifications

Advertiser hereby agrees to hold harmless, defend and indemnify the Mount Horeb Area School District, its officers, agents, and employees from and against any and all claims, liability, demands, causes of action, damages, costs, and attorney fees arising from this Agreement, and to the delivery of advertisement hereunder, except to the extent that any such claim or demand arises from or is caused by the negligence or willful misconduct of the District, its agents, or employees.

VI. Non-Endorsement/No Agency

Advertiser agrees that all written material and items in connection with this Agreement does not imply that Advertiser is endorsed by the Mount Horeb Area School District or any of its agents or employees and will not communicate that the District is endorsing Advertiser or its products or services in any way. Advertiser further agrees that it has no right to act on behalf of the District in any way as a result of entering into this agreement.

ADVERTISING AGREEMENT

- VII. **Miscellaneous**
- a. Modifications. Except as may otherwise be expressly stated in this Agreement, all modifications to this Agreement shall be in writing and signed by both parties.
 - b. Waiver. The waiver of any term, provision or condition of this Agreement by either party shall not be construed to be a waiver of any other term, provision or condition.
 - c. Assignability. Neither party's rights nor obligations under this Agreement may be transferred, conveyed or assigned without the express prior written consent of the other party.
 - d. Severability. In the event that any portion of this Agreement is held to be contrary to the law or otherwise unenforceable, it shall be severed from the remaining provisions of this Agreement which shall continue to remain in full force and effect.
 - e. Governing Law. This Agreement shall be governed by the laws of the State of Wisconsin with regard to formation, construction, and performance.
 - f. Notices. Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and if sent by mail to the home office of the Advertiser or the District, as appropriate.
 - g. District Influence. Advertiser shall not have any right or expectation of right to control or influence any District operations or decisions as a result of this agreement.
 - h. Make Good Activity. If any of the recognition activities identified in Section III hereof do not occur as contemplated, the parties may mutually agree upon another recognition activity to compensate for the non-occurrence of the scheduled recognition activity. Any such recognition activity must be scheduled to occur during the term hereof.
 - i. Complete Agreement. This agreement is the complete agreement between the parties hereto. This agreement supersedes any and all prior agreements, discussions or other communications of any kind.

IN WITNESS WHEREOF, THE PARTIES HAVE EXECUTED THE FOREGOING AGREEMENT:

Advertiser

By: _____

Printed Name: _____

Title: _____

Date (mm/dd/yyyy): _____

Superintendent

By: _____

Printed Name: _____

Title: _____

Date (mm/dd/yyyy): _____

SPONSORSHIP AGREEMENT

THIS AGREEMENT, is made on the _____ of _____, 20____, by and between _____ (hereinafter the "Sponsor") and the Mount Horeb Area School District (hereinafter the "School District").

THE PARTIES AGREE AS FOLLOWS:

I. Objective of the Agreement

The Sponsor has expressed its desire to sponsor _____. The sponsorship shall be operated and shown in accordance with this agreement and the District policies, procedures and guidelines. Sponsor understands and accepts this Agreement shall not be construed as the Sponsor's ability to direct the Mount Horeb Area School District's use of revenue derived. In consideration for said sponsorship, Sponsor shall pay School District the sum of \$_____ in accordance with Section II(a).

II. Performance, Role, and Responsibility of the Sponsor

a. Fee Arrangement – sponsor shall pay school District in accordance with the following schedule:

Due Date	Amount
Upon Signing Agreement	\$ _____
Cost of Signage	\$ _____
Year 1 June 1, 20____	\$ _____
Year 2 June 1, 20____	\$ _____
Year 3 June 1, 20____	\$ _____
Year 4 June 1, 20____	\$ _____
Year 5 June 1, 20____	\$ _____
<i>*Signage Renewal/Upkeep</i>	
Year 6 June 1, 20____	\$ _____
Year 7 June 1, 20____	\$ _____
Year 8 June 1, 20____	\$ _____
Year 9 June 1, 20____	\$ _____
Year 10 June 1, 20____	\$ _____

b. Sponsor shall prepare and provide to the Mount Horeb Area School District all necessary media to execute this Agreement at no cost to the School District. All media is subject to review and approval of the District in accordance with the terms of this agreement and related policies, procedures and guidelines. Sponsor shall directly pay for, or reimburse the School District for the cost of the signage necessary to execute this Agreement in addition to the overall sponsorship amount. The signage shall be reflective of the District's branding style and will be approved by the Resource Development Coordinator.

c. Sponsor understands and agrees that Board of Education policy 85I, administrative regulations 851A and 850A, and all rules and regulations contained therein are incorporated herein by this reference and shall be a part of this agreement and must be complied with by Sponsor.

III. Responsibility of the School District

In consideration of the payment of the sponsorship fee, the District shall provide the following:

- a. _____
- b. _____
- c. _____
- d. _____

IV. Term

The term of this Agreement shall be from _____, 20__ through _____, 20__. Upon the end of this term, you shall have a first right of refusal to renew any sponsorships, in priority over any other pending applications, at the then current rate. However, the District reserves the right to cancel this Agreement, with or without reason or cause, on thirty (30) days written notice to the other party. Should this agreement be terminated without cause, the School District shall return to Sponsor a prorated amount of the sponsorship fee paid by Sponsor.

V. Indemnifications

Sponsor hereby agrees to hold harmless, defend and indemnify the Mount Horeb Area School District, its officers, agents, and employees from and against any and all claims, liability, demands, causes of action, damages, costs, and attorney fees arising from this Agreement, and to the delivery of sponsorship hereunder, except to the extent that any such claim or demand arises from or is caused by the negligence or willful misconduct of the District, its agents, or employees.

VI. Non-Endorsement/No Agency

Sponsor agrees that all written material and items in connection with this Agreement does not imply that Sponsor is endorsed by the Mount Horeb Area School District or any of its agents or employees and will not communicate that the District is endorsing Sponsor or its products or services in any way. Sponsor further agrees that it has no right to act on behalf of the District in any way as a result of entering into this agreement.

SPONSORSHIP AGREEMENT

- VII. **Miscellaneous**
- a. **Modifications.** Except as may otherwise be expressly stated in this Agreement, all modifications to this Agreement shall be in writing and signed by both parties.
 - b. **Waiver.** The waiver of any term, provision or condition of this Agreement by either party shall not be construed to be a waiver of any other term, provision or condition.
 - c. **Assignability.** Neither party's rights nor obligations under this Agreement may be transferred, conveyed or assigned without the express prior written consent of the other party.
 - d. **Severability.** In the event that any portion of this Agreement is held to be contrary to the law or otherwise unenforceable, it shall be severed from the remaining provisions of this Agreement which shall continue to remain in full force and effect.
 - e. **Governing Law.** This Agreement shall be governed by the laws of the State of Wisconsin with regard to formation, construction, and performance.
 - f. **Notices.** Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and if sent by mail to the home office of the Sponsor or the District, as appropriate.
 - g. **District Influence.** Sponsor shall not have any right or expectation of right to control or influence any District operations or decisions as a result of this agreement.
 - h. **Make Good Activity.** If any of the recognition activities identified in Section III hereof do not occur as contemplated, the parties may mutually agree upon another recognition activity to compensate for the non-occurrence of the scheduled activity. Any such recognition activity must be scheduled to occur during the term hereof.
 - i. **Complete Agreement.** This agreement is the complete agreement between the parties hereto. This agreement supersedes any and all prior agreements, discussions or other communications of any kind.

IN WITNESS WHEREOF, THE PARTIES HAVE EXECUTED THE FOREGOING AGREEMENT:

Sponsor

By: _____

Printed Name: _____

Title: _____

Date (mm/dd/yyyy): _____

Superintendent

By: _____

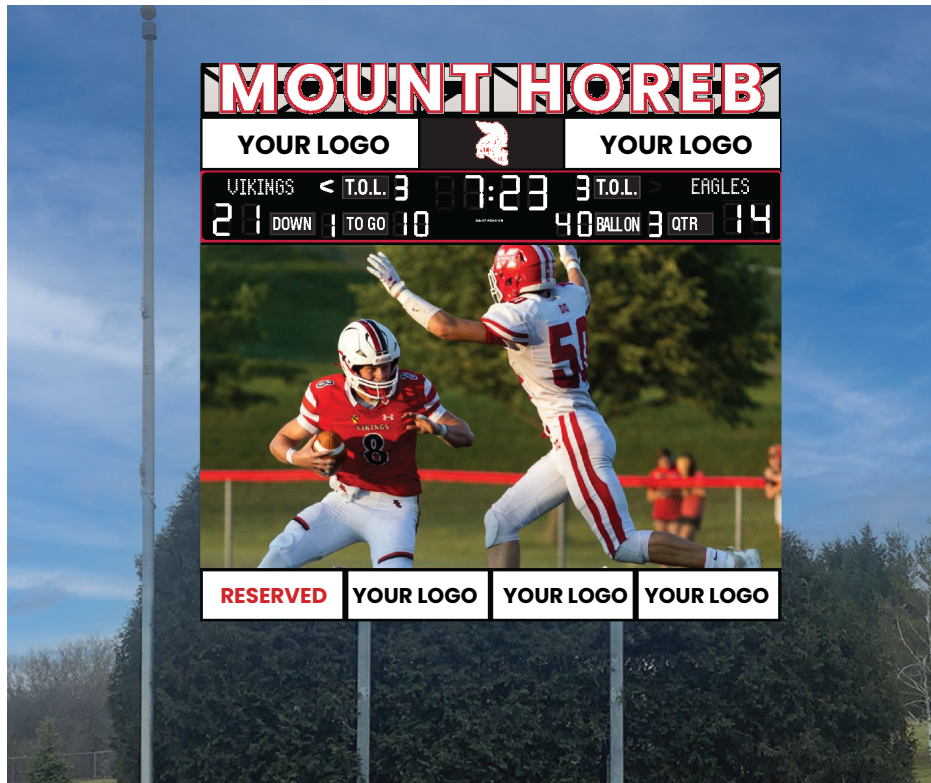
Printed Name: _____

Title: _____

Date (mm/dd/yyyy): _____

SIGNAGE SAMPLES

Scoreboard sponsorship and advertisement examples. Subject to change.



Plaque design to be used for indoor and outdoor venues example. Subject to change.



APPENDIX

ADVERTISING OPPORTUNITIES

1. Graduation
\$20,000 per year
2. Annual Viking Band Show
\$5,000 per event
3. Annual High School Musical
\$5,000 per event
4. Annual Middle School Fun Run
\$5,000 per event
5. Primary Center Field Day
\$5,000 per event
6. Intermediate Center Field Day
\$5,000 per event
7. Annual Middle School Musical
\$1,000 per event
8. Stadium Scoreboard Premiere Advertisements
\$1,500 per year
9. One District Extracurricular Event
\$1,000 per year
10. Staff Appreciation Day
\$1,000 per year
11. Student Success Summit
\$1,000 per event

DONATION OPPORTUNITIES

1. Scholarships
2. Student lunch support
3. Team sport support
4. School supplies
5. Scholastic book fair voucher program
6. Food drive
7. Holiday gifts for families in need
8. Winter clothing drive

SPONSORSHIP OPPORTUNITIES

ACADEMIC – HIGH SCHOOL

1. Library Naming Rights
\$15,000 Per Year
2. Individual Classroom Naming Rights
\$2,000 Per Year

ACADEMIC – MIDDLE SCHOOL

1. Library Naming Rights
\$15,000 per year
2. Individual Classroom Naming Rights
\$2,000 per year

ACADEMIC – INTERMEDIATE CENTER

1. Library Naming Rights
\$15,000 per year
2. Individual Classroom Naming Rights
\$2,000 per year

ACADEMIC – EARLY LEARNING & PRIMARY CENTER

1. Library Naming Rights
\$15,000 per year
2. Individual Classroom Naming Rights
\$2,000 per year

TEAM – GAME TIME

1. Stadium Scoreboard Platinum Partner
\$8,000 per year
2. Stadium Scoreboard Gold Partner
\$5,000 per year

TEAM – HIGH SCHOOL

1. Stadium Naming Rights
\$20,000 per year
2. Main Gym Naming Rights
\$25,000 per year
3. Auxiliary Gym Naming Rights
\$10,000 per year
4. Wrestling Room Naming Rights
\$10,000 per year
5. Fitness Center Naming Rights
\$10,000 per year
6. Stadium Scoreboard Platinum Partner
\$8,000 per year
7. Varsity Or Junior Varsity Softball Field Naming Rights
\$7,000 per year for either field
8. Stadium Scoreboard Gold Partner
\$5,000 per year
9. Stadium Concession Stand Naming Rights
\$5,000 per year
10. Soccer Field Naming Rights
\$5,000 per year
11. Varsity Baseball Field Naming Rights
\$5,000 per year
12. Home Or Visitor Baseball And Softball Dugouts
\$5,000 per year for each dugout
13. Sport Or Extracurricular Team
\$5,000 per year for each team

TEAM – MIDDLE SCHOOL

1. Gymnasium Naming Rights
\$15,000 per year
2. Pickleball Court
\$10,000 per year
3. Sport Or Extracurricular Team
\$5,000 per year for each team

TEAM – INTERMEDIATE CENTER

1. Gymnasium Naming Rights
\$10,000 per year

APPENDIX

TEAM – EARLY LEARNING & PRIMARY CENTER

1. Gymnasium Naming Rights
\$10,000 per year
2. Junior Varsity Baseball Field Naming Rights
\$10,000 per year

THE ARTS – HIGH SCHOOL

1. Auditorium Naming Rights
\$30,000 per year
2. Art Classroom Naming Rights
\$10,000 per year for each room

THE ARTS – MIDDLE SCHOOL

1. Step Room Naming Rights
\$25,000 per year
2. Music Classroom Naming Rights
\$10,000 per year

THE ARTS – INTERMEDIATE CENTER

1. Step Room Naming Rights
\$15,000 per year
2. Music Classroom Naming Rights
\$10,000 per year
3. Art Classroom Naming Rights
\$10,000 per year

THE ARTS – EARLY LEARNING & PRIMARY CENTER

1. Music Classroom Naming Rights
\$10,000 per year
2. Art Classroom Naming Rights
\$10,000 per year

INNOVATION – HIGH SCHOOL

1. Fab Lab Naming Rights
\$10,000 per year
2. Auto Shop Naming Rights
\$10,000 per year
3. Welding Shop Naming Rights
\$10,000 per year
4. Greenhouse Naming Rights
\$10,000 per year

INNOVATION – MIDDLE SCHOOL

1. Tech Ed Classroom Naming Rights
\$10,000 per year

OTHER – HIGH SCHOOL

2. Cafeteria Naming Rights
\$50,000 per year
3. Cafe Naming Rights
\$15,000 per year
4. Professional Learning Ctr Naming Rights
\$15,000 per year
5. Admin Conference Room Naming Rights
\$10,000 per year

OTHER – MIDDLE SCHOOL

1. Cafeteria Naming Rights
\$25,000 per year
2. Conference Room Naming Rights
\$10,000 per year

OTHER – INTERMEDIATE CENTER

1. Cafeteria Naming Rights
\$15,000 per year
2. Playground Naming Rights
\$15,000 per year
3. Conference Room Naming Rights
\$10,000 per year
4. Sensory Room Naming Rights
\$10,000 per year

OTHER – EARLY LEARNING & PRIMARY CENTER

1. Cafeteria Naming Rights
\$15,000 per year
2. Playground Naming Rights
\$15,000 per year
3. Conference Room Naming Rights
\$10,000 per year
4. Sensory Room Naming Rights
\$10,000 per year



VILLAGE BOARD MEETING

GRANDMA FOSTER + GRUNDAHL PARK

October 4th, 2023



Grandma Foster Park

CHARACTER IMAGERY

Village of Mount Horeb, Wisconsin
March 27th, 2023



AMENITIES

Open-Air Shelter



ACTIVITIES

Troll Play Feature (Earthscape)



Sensory Play



Wayfinding Sign



Wayfinding - Troll Footprints



Traditional Play



Grand Entrance Stairs



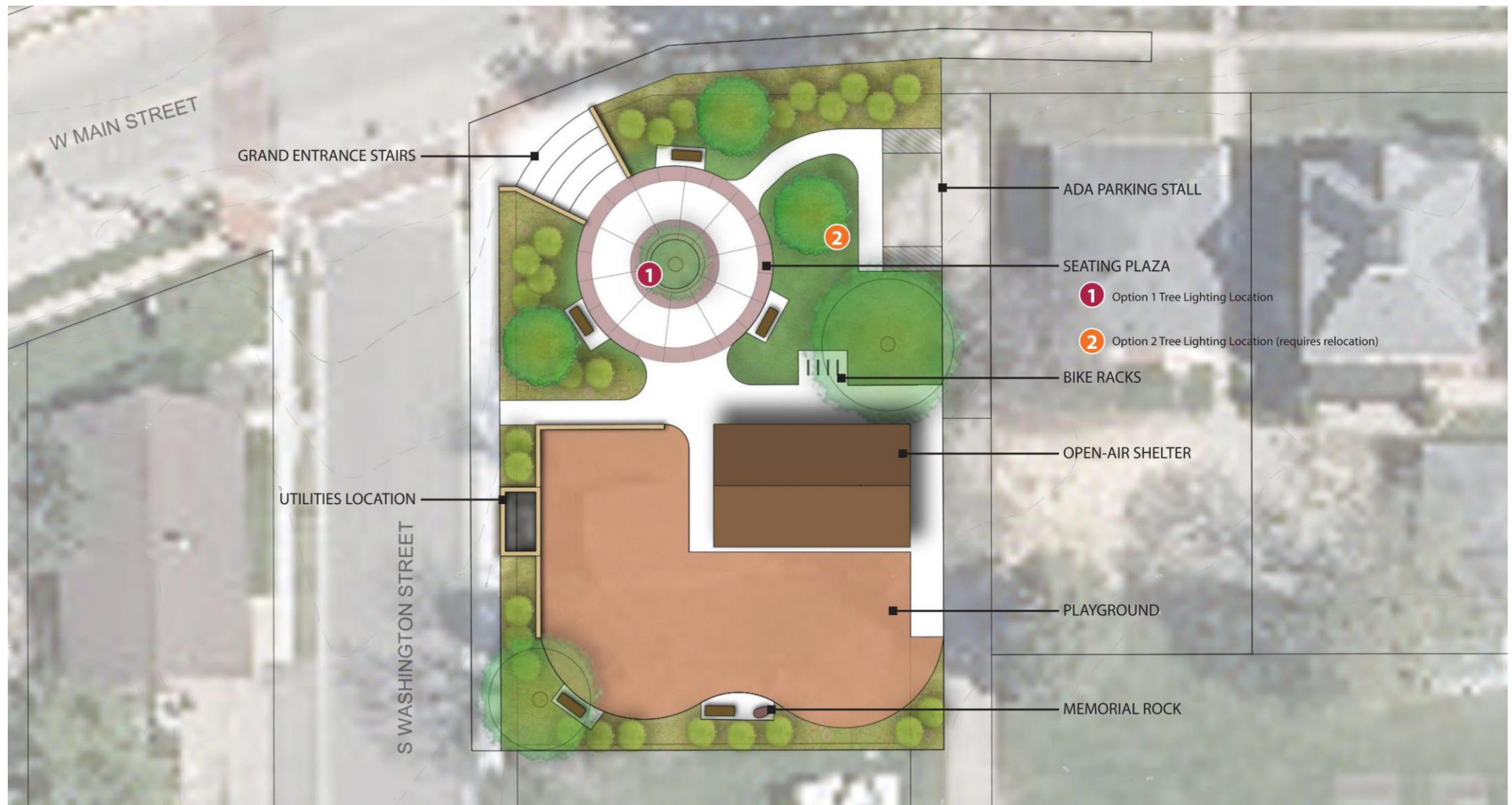
Plaza - Pavement Pattern



EXPERIENCE

Plantings





Master Plan

LEGEND





- Playground
- Open-Air Shelter
- Bike Racks
- Utility Updates
- Drinking Fountain

Existing Tree

Phase 3: \$119,000



STRUCTURES + SPACE

Multi-Use Event and Programming Space



3-Season Park Shelter



Octagonal Shelter (Existing)



Wednesday Night Live Concert Series



Native Plantings



Sledding Hill



ACTIVITIES

Pickleball Courts



Basketball Courts



Playground



Batting Cages



PLACES

Master Plan

LEGEND



Proposed Tree



Existing Tree

Total Cost: \$8,993,000

Inflation Total: \$11,906,725

Items >\$250,000

Multi-Use Event Building \$450,000

New Restroom/Kitchen/Shelter Facility
\$650,000

Accessible Pathways - \$355,000

- 1 Maintain Ex. Parking, New Sidewalk (25 stalls)
- 2 Announcer Booth Addition
- 3 Dugout Improvements
- 4 Field Improvements
- 5 Batting Cages (2)
- 6 Pickleball Courts (2)
- 7 Stormwater Area
- 8 Basketball Court (1)
- 9 Playground (5,800 SF)
- 10 Maintain Existing Shelter
- 11 Maintain Ex. Parking (56 stalls - 2 ADA)
- 12 Expand Parking (19 stalls - 1 ADA)

- 13 Multi-Use Event Building
- 14 New Shelter, Restrooms and Kitchen
- 15 Native Plantings
- 16 Regrade for Open Field Space
- 17 Maintain Community Stage
- 18 Angled Parking (11 stalls - 1 ADA)



PHASE 1

LEGEND

Proposed Tree

Existing Tree

PHASE 1

Playground ①

Basketball Court ②

Existing Shelter Structural Analysis (Octagonal) ③

Baseball Improvements Phase #1 ④

PHASE 2

Batting Cages

Baseball Improvements Phase #2

Accessible Routes and Parking

PHASE 3

Community Stage Updates

Existing Shelter Updates (Octagonal)

Pickleball Courts

Restroom/Kitchen/Shelter Facility

PHASE 4

Multi-Purpose Building

Field Space Renovation

Phase 1: \$975,450 (2025)

Total: \$11,906,725

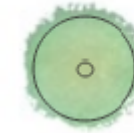


PHASE 2

LEGEND



Proposed Tree



Existing Tree

PHASE 1

Playground

Basketball Court

Existing Shelter Structural
Analysis (Octagonal)

Baseball Improvements
Phase #1

PHASE 2

Batting Cages **1**

Baseball Improvements
Phase #2 **2**

Accessible Routes **3**

Parking Additions **4**

PHASE 3

Community Stage Updates

Existing Shelter Updates
(Octagonal)

Pickleball Courts

Restroom/Kitchen/Shelter
Facility

PHASE 4

Multi-Purpose Building

Field Space Renovation

Phase 2: \$1,460,800
(2027)

Total: \$11,906,725



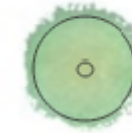


Phase 3

LEGEND



Proposed Tree



Existing Tree

PHASE 1

Playground

Basketball Court

Existing Shelter Structural Analysis (Octagonal)

Baseball Improvements Phase #1

PHASE 2

Batting Cages

Baseball Improvements Phase #2

Accessible Routes and Parking

PHASE 3

Community Stage Updates ①

Existing Shelter Updates (Octagonal) ②

Pickleball Courts ③

Restroom/Kitchen/Shelter Facility ④

PHASE 4

Multi-Purpose Building

Field Space Renovation

Phase 3: \$1,552,175 (2030)

Total: \$11,906,725

Phase 4

LEGEND



Proposed Tree



Existing Tree

PHASE 1

- Playground
- Basketball Court
- Existing Shelter Structural Analysis (Octagonal)
- Baseball Improvements Phase #1

PHASE 2

- Batting Cages
- Baseball Improvements Phase #2
- Accessible Routes and Parking

PHASE 3

- Community Stage Updates
- Existing Shelter Updates (Octagonal)
- Pickleball Courts
- Restroom/Kitchen/Shelter Facility

PHASE 4

- Multi-Purpose Building ①
- Field Space Renovation ②
- Native Plantings ③

Phase 4: \$7,918,300 (2035)

Total: \$11,906,725





Discussion - Questions – Comments

GRANDMA FOSTER + GRUNDAHL PARK

October 4th, 2023



ESTIMATE YEAR:			2023		
ITEM NO.	DESCRIPTION	QTY.	UNIT	UNIT PRICE	TOTAL PRICE
	PHASE 1				
1	Open Prefabricated Park Shelter (25x40)	1	LS	\$65,000	\$65,000
2	6' Benches	2	EA	\$2,000	\$4,000
3	Bike Racks	4	EA	\$700	\$2,800
4	Trash Cans	2	EA	\$1,500	\$3,000
5	Drinking Fountain	1	EA	\$9,000	\$9,000
6	6' Picnic Tables	3	EA	\$2,500	\$7,500
7	Concrete Park Path - 5' + Pads (est.)	1,200	SF	\$10	\$12,000
8	Playground Area (3,200 SF)	1	LS	\$150,000	\$150,000
9	Earthwork (est.)	1	LS	\$4,000	\$4,000
10	Site Restoration - Lawn (est.)	100	SY	\$4	\$400
11	Landscaping (est.)	1,000	SF	\$8	\$8,000
12	Shelter Electrical Service (est.)	1	LS	\$5,000	\$5,000
13	Water Service (est.)	1	LS	\$3,000	\$3,000
14	Stormwater (est.)	1	LS	\$5,000	\$5,000
15	Erosion Control	1	LS	\$2,500	\$2,500
16	General Conditions/Mobilization (8%)	1	LS	\$12,000	\$12,000
PHASE 1 CONSTRUCTION SUBTOTAL					\$294,000
	Contingency	10%			\$30,000
	Design Engineering & Bidding	6%			\$18,000
	Construction Administration	6%			\$18,000
	PHASE 1 TOTAL				\$360,000

GRANDMA FOSTER PARK COSTS

PHASE 2					
5	Earthwork (est.)	1	LS	\$3,000	\$3,000
6	Site Restoration - Lawn (est.)	60	SY	\$4	\$240
7	Landscaping (est.)	1,000	SF	\$8	\$8,000
8	Trees	3	EA	\$500	\$1,500
9	Park Sign	1	LS	\$5,000	\$5,000
10	Stormwater (est.)	1	LS	\$2,000	\$2,000
11	Erosion Control	1	LS	\$2,000	\$2,000
12	General Conditions/Mobilization (8%)	1	LS	\$8,000	\$8,000
PHASE 2 CONSTRUCTION SUBTOTAL					\$30,000
	Contingency	10%			\$3,000
	Design Engineering & Bidding	6%			\$2,000
	Construction Administration	6%			\$2,000
	PHASE 2 TOTAL				\$37,000
PHASE 3					
1	6' Benches	3	EA	\$2,000	\$6,000
2	Concrete Park Path - 5' + Pads (est.)	1,800	SF	\$10	\$18,000
3	ADA Parking	1	LS	\$3,500	\$3,500
4	Grand Entrance Stairs	1	LS	\$50,000	\$50,000
5	Earthwork (est.)	1	LS	\$3,000	\$3,000
6	Site Restoration - Lawn (est.)	60	SY	\$4	\$240
7	Landscaping (est.)	70	SF	\$8	\$560
10	Stormwater (est.)	1	LS	\$3,000	\$3,000
11	Erosion Control	1	LS	\$500	\$500
12	General Conditions/Mobilization (8%)	1	LS	\$12,000	\$12,000
PHASE 2 CONSTRUCTION SUBTOTAL					\$97,000
	Contingency	10%			\$10,000
	Design Engineering & Bidding	6%			\$6,000
	Construction Administration	6%			\$6,000
	PHASE 3 TOTAL				\$119,000
PROJECT TOTAL COST:					\$516,000

ESTIMATE YEAR:					2023
ITEM NO.	DESCRIPTION	QTY.	UNIT	UNIT PRICE	TOTAL PRICE
1	Improve/Addition to Existing Concessions	1	LS	\$150,000	\$150,000
2	6' Benches	5	EA	\$2,000	\$10,000
3	Trash Cans	6	EA	\$1,500	\$9,000
4	Bike Racks	5	EA	\$500	\$2,500
5	Concrete Park Path - 5' + 10' + Pads (est.)	5,000	SF	\$10	\$50,000
6	Asphalt Path - 10'	1,500	SF	\$8	\$12,000
7	Playground Area (5840 SF)	1	LS	\$200,000	\$200,000
8	Basketball Court	1	LS	\$90,000	\$90,000
9	Improve Existing Baseball Field	1	LS	\$90,000	\$90,000
10	Site Lighting (light poles)	3	EA	\$5,000	\$15,000
11	Earthwork (est.)	1	LS	\$20,000	\$20,000
12	Site Restoration - Lawn	1,000	SY	\$3	\$3,000
13	Stormwater Areas	1,500	SF	\$8	\$12,000
14	Upgrade Electrical Service (est.)	1	LS	\$7,000	\$7,000
15	Storm Sewer (est.)	1	LS	\$15,000	\$15,000
16	Erosion Control	1	LS	\$7,000	\$7,000
17	General Conditions/Mobilization (8%)	1	LS	\$56,000	\$56,000
CONSTRUCTION SUBTOTAL					\$749,000
Contingency					10%
Design Engineering & Bidding					6%
Structural Assessment of Existing Shelter					LS
Construction Administration					6%
PHASE 1 TOTAL COST:					\$929,000
2025					\$975,450

ESTIMATE YEAR:					2023
ITEM NO.	DESCRIPTION	QTY.	UNIT	UNIT PRICE	TOTAL PRICE
1	Trash Cans	2	EA	\$1,500	\$3,000
2	Bike Racks	10	EA	\$500	\$5,000
3	Drinking Fountain	1	EA	\$9,000	\$9,000
4	Concrete Park Path - 5' + 10' + Pads (est.)	26,000	SF	\$10	\$260,000
5	Asphalt Path - 10'	9,500	SF	\$8	\$76,000
6	New Asphalt Parking (# stalls)	12,000	SF	\$8	\$96,000
7	Improved Asphalt Parking	27,500	SF	\$8	\$220,000
8	Improve Existing Baseball Field	1	LS	\$60,000	\$60,000
9	Ballfield Lighting (6 poles)	1	LS	\$180,000	\$180,000
10	Site Lighting (light poles)	5	EA	\$5,000	\$25,000
11	Earthwork (est.)	1	LS	\$10,000	\$10,000
12	Landscaping (est.)	50	SF	\$8	\$400
13	Site Restoration - Lawn	800	SY	\$3	\$2,400
14	Stormwater Areas	3,300	SF	\$8	\$26,400
15	Trees	11	EA	\$500	\$5,500
16	Park Sign	1	LS	\$5,000	\$5,000
17	Water Service (est.)	1	LS	\$3,000	\$3,000
18	Storm Sewer (est.)	1	LS	\$15,000	\$15,000
19	Erosion Control	1	LS	\$5,000	\$5,000
20	General Conditions/Mobilization (8%)	1	LS	\$80,000	\$80,000
CONSTRUCTION SUBTOTAL					\$1,087,000
Contingency					10%
Design Engineering & Bidding					6%
Construction Administration					6%
PHASE 2 TOTAL COST:					\$1,328,000
2027					\$1,460,800

GRUNDAHL PARK COSTS

ESTIMATE YEAR:					2023
ITEM NO.	DESCRIPTION	QTY.	UNIT	UNIT PRICE	TOTAL PRICE
1	New Restroom/Kitchen/Shelter Facility (4,500 SF)	1	LS	\$650,000	\$650,000
2	Existing Octagonal Shelter Improvements	1	LS	\$100,000	\$100,000
3	6' Benches	5	EA	\$2,000	\$10,000
4	Trash Cans	2	EA	\$1,500	\$3,000
5	Bike Racks	5	EA	\$500	\$2,500
6	6' Picnic Tables	4	EA	\$2,000	\$8,000
7	Drinking Fountain	1	EA	\$9,000	\$9,000
8	Concrete Park Path - 5' + 10' + Pads (est.)	3,500	SF	\$10	\$35,000
9	Pickleball Courts	2	EA	\$60,000	\$120,000
9	Site Lighting (light poles)	2	EA	\$5,000	\$10,000
10	Earthwork (est.)	1	LS	\$10,000	\$10,000
11	Landscaping (est.)	100	SF	\$8	\$800
12	Site Restoration - Lawn	500	SY	\$3	\$1,500
13	Stormwater Areas	500	SF	\$8	\$4,000
14	Trees	9	EA	\$500	\$4,500
15	Upgrade Electrical Service (est.)	1	LS	\$9,000	\$9,000
16	Water Service (est.)	1	LS	\$4,000	\$4,000
17	Sanitary Sewer (est.)	1	LS	\$5,000	\$5,000
18	Storm Sewer (est.)	1	LS	\$10,000	\$10,000
19	Erosion Control	1	LS	\$5,000	\$5,000
20	General Conditions/Mobilization (8%)	1	LS	\$80,000	\$80,000
CONSTRUCTION SUBTOTAL					\$1,082,000
Contingency					10%
					\$109,000
Design Engineering & Bidding					6%
					\$65,000
Construction Administration					6%
					\$65,000
PHASE 3 TOTAL COST:					\$1,321,000
2030					\$1,552,175

GRUNDAHL PARK COSTS

ESTIMATE YEAR:					2023
ITEM NO.	DESCRIPTION	QTY.	UNIT	UNIT PRICE	TOTAL PRICE
1	Multi-Use Event Building (20,000 SF)	1	LS	\$4,500,000	\$4,500,000
2	Drinking Fountain	1	EA	\$9,000	\$9,000
3	Concrete Park Path - 5' + 10' + Pads (est.)	1,000	SF	\$10	\$10,000
4	Earthwork (est.)	1	LS	\$40,000	\$40,000
5	Landscaping (est.)	450	SF	\$8	\$3,600
6	Site Restoration - Lawn	2,075	SY	\$3	\$6,225
7	Native Areas - seeding and maintenance (est.)	4,000	SY	\$4	\$16,000
8	Stormwater Areas	500	SF	\$8	\$4,000
9	Site Lighting (light poles)	1	EA	\$5,000	\$5,000
9	Upgrade Electrical Service (est.)	1	LS	\$9,000	\$9,000
10	Water Service (est.)	1	LS	\$3,000	\$3,000
11	Sanitary Sewer (est.)	1	LS	\$10,000	\$10,000
12	Storm Sewer (est.)	1	LS	\$10,000	\$10,000
13	Erosion Control	1	LS	\$8,000	\$8,000
14	General Conditions/Mobilization (8%)	1	LS	\$357,000	\$357,000
CONSTRUCTION SUBTOTAL					\$4,991,000
Contingency					10%
					\$500,000
Design Engineering & Bidding					6%
					\$300,000
Construction Administration					6%
					\$300,000
PHASE 4 TOTAL COST:					\$6,091,000
2035					\$7,918,300

Phased Costs with Inflation (2.5% per year)			
Phase 1	2025	\$	975,450
Phase 2	2027	\$	1,460,800
Phase 3	2030	\$	1,552,175
Phase 4	2035	\$	7,918,300
		TOTAL COST OF ALL PHASES WITH INFLATION \$	
		11,906,725	



AGENDA ITEM REPORT

MEETING DATE

December 10, 2024

PREPARED BY

Nicholas Owen, Administrator

AGENDA ITEM # 4.e

Lukken property update

BACKGROUND

The Village Board directed staff to prepare a Request for Proposals for design services for the park space at the Lukken Farm. We have tentatively 20 acres, but with the topography of the property, we want to make sure we designate sufficient park space to meet our needs. The space designated for parks will be removed for the total acreage that the Village then advertises as available for development when the Village seeks developers in the spring of 2025. The RFP is attached for your review.

RECOMMENDATION

ATTACHMENTS

1. RFP Lukken Farm park design



Village of Mount Horeb

138 E Main St
Mount Horeb, WI 53572
Phone (608) 437-3351/Fax (608) 437-3190
www.mounthorebwi.info

**REQUEST FOR PROPOSALS
MASTER PLAN, CONCEPT DESIGN AND GRADING PLAN
VILLAGE OF MOUNT HOREB – LUKKEN FARM
December 10, 2024**

For further information regarding this RFP, contact:
Nicholas Owen, Village Administrator
(608) 437-9409
Nic.owen@mounthorebwi.info

Proposals must be submitted by:
12:00 PM (noon)
Friday, _____

LATE PROPOSALS WILL NOT BE ACCEPTED

BACKGROUND AND SUMMARY

The Village of Mount Horeb is a community of approximately 8,000 residents in western Dane County. The Village recently purchased a 137-acre farm in the Town of Blue Mounds, adjacent to the northeast side of the Village, at the intersection of STH 78 and CTH S, from the Lukken Family.

The Village intends to develop approximately 20 acres of the farm as active parkland to meet the recreation needs of a growing community. The 20 acres is located on the western most portion of the property and includes the existing house and outbuildings.

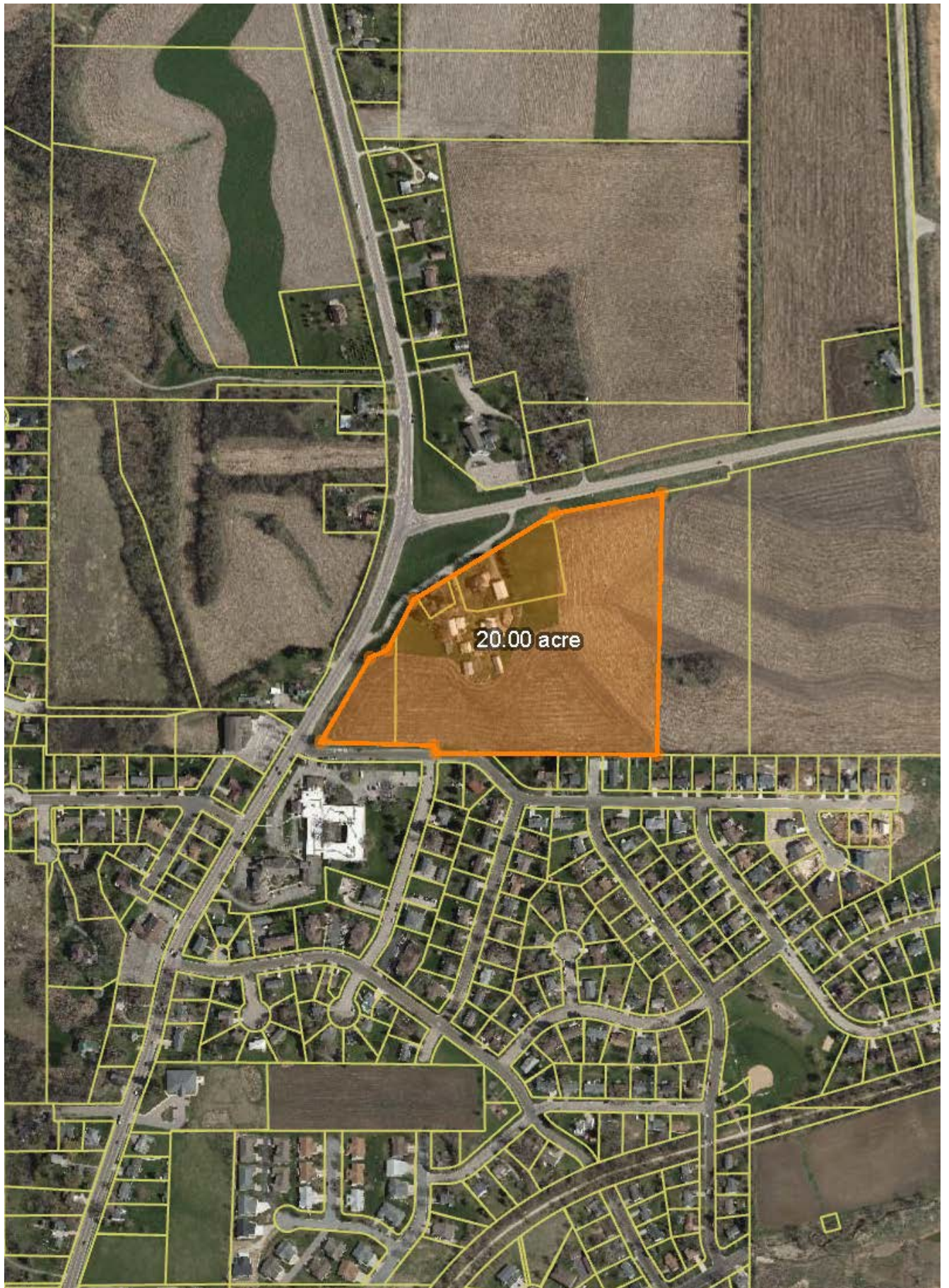
The Village's 2020 Comprehensive Outdoor Recreation Plan and the Village Parks, Recreation and Forestry Commission have identified several elements to potentially include in the design for this park property. Those include:

- Soccer/football fields
- Baseball/softball fields
- Park shelter/pavilion with restrooms and kitchen/concessions space
- Additional small shelter(s) near athletic fields
- Parking of at least 50 spaces
- Playground equipment
- Multi-purpose trail
- Storage building for Village equipment
- Pickleball courts

As part of the design process, the Village of Mount Horeb and the selected landscape architect will conduct community engagement activities to ensure the final design reflects the community's vision for the new park. This will include:

- Attending community meetings
- Meeting with Village staff, committees and Village engineer
- Creating and providing maps, renderings and example images
- Producing design options based on community feedback and review

DRAFT



SCOPE OF WORK SUMMARY

1. Master Plan and Conceptual Design
 - a. Design shall be based on priorities, objectives and goals determined by the Village of Mount Horeb Parks, Recreation and Forestry Commission, Village staff and community input.
 - b. Master Plan shall include concepts for park programming.
 - c. Design shall plan for phased development of the park.
 - d. Master Plan shall include cost estimates.
 - e. Master Plan shall include grading plan.
2. Due Diligence
 - a. Visit property and review background information and data to become familiar with the site and adjacent neighborhood.
 - b. Review storm water management, soil information and existing wetland, floodplain, environmental and soils mapping.
 - c. Perform topographic survey, utility survey and survey existing conditions.
 - d. Review proposed street locations and vehicle access points.
 - e. ADA compliance
3. Community Engagement
 - a. Coordinate and co-host (with Village staff) general public, specific stakeholder and other Village feedback meeting(s).
4. Material Preparation
 - a. Prepare concept plans, documents, handouts, graphics, slide presentations and other materials required for Village approval of park master plan and concept designs.

REQUEST FOR PROPOSAL FORMAT

Please include the following in your proposal:

1. Qualifications
2. Project Team
3. Scope of Work
4. Fee Proposal
5. References

SUBMISSION

Proposals are due at noon, Friday, _____. Any proposals received after this deadline will not be accepted or considered.

Email one PDF of the proposal to Nicholas Owen at nic.owen@mounthorebwi.info. The Village of Mount Horeb retains the right to select one, more than one, or no proposals submitted for this request.

Proposals will be evaluated based on the following criteria:

- Overall quality of proposal
- Proposed fee
- Ability to garner community engagement
- Relevant project experience
- References



Village of Mount Horeb

Recreation Department

105 North Grove Street
Mount Horeb, WI 53572

Phone (608) 437-3400 | Email: jill.dudley@mounthorebwi.info

PARKS, RECREATION, AND FORESTRY COMMISSION

December 10, 2024

Recreation Director's Report

1. November Program Numbers:

<u>Program Name</u>	<u>2024 Participants</u>	<u>2023 Participants</u>
3 rd Grade Boys Basketball League	10	11
Indoor Pickleball	38	25
Kids Yoga (fall sess. 3)	Cancelled (low enrollment)	N/A (Did not run)
Learn to Play Hockey	12	7
Martial Arts (fall sess. 3)	5	22
Taekwondo (fall sess. 3)	13	16

- Upcoming December Programs: Big Ten 4th-6th Grade Basketball, Fit for Life (winter session), Children's Yoga (fall sess. 4), Martial Arts (winter sess. 1), and painting class (winter sloth).
- Our 2024-2025 winter/spring activity guide was emailed out on November 15th. Online registration started November 18th and in-person registration started November 19th. We had just over 300 transactions on November 18th alone. We heard some positive comments from customers on the wide array of programs we offered in this guide.
- Our new recreation coordinator, CeCe Staeger Yentz, started work on Monday, November 18th and jumped right in. Training has been going well, especially since she already has experience working with ActiveNet and Civic Rec.
- Our next Wisconsin Park and Recreation Association region meeting will be on December 13th in Monona. We will get to test out their ice rink and hopefully not get hurt.
- We are looking to hire a volleyball supervisor for our Saturday games in January and February. In addition, we are working on finding referees and scorekeepers for our Big Ten basketball games in February and March.
- We are getting forms and brochures ready for our 2025 shelter rentals. Reservations for 2025 will begin on Thursday, January 2nd.
- I have started working on our 2025 summer activity guide by getting it created in Canva and copying programs over from 2024.



Village of Mount Horeb

Public Services Department

138 E Main St
Mount Horeb, WI 53572
Phone (608) 437-3351/Fax (608) 437-3190
www.mounthorebwi.info

Parks, Recreation and Forestry Commission

December 10, 2024

Public Services Director's Report

1. We completed park restroom and aquatic center winterization in November and prepared equipment for snow removal and winter storage.
2. E&S Electric completed the electrical upgrades to the Boeck's park picnic shelter. The total cost ended up being \$2500. Our crew replaced the plywood ceiling panels that had to be removed for access. We will have to stain the ceiling panels in the spring.
3. The 2025 budget was approved and I have started acquiring additional bids on contracted work and equipment.
4. Slater and Brian have been busy pruning trees that last few weeks and we plan to start our final round of ash removals soon. They also provided some additional help picking up residential brush, yard waste and leaves at the curb.