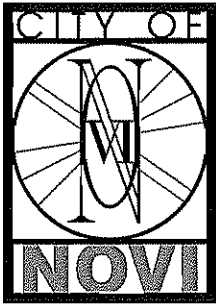


# MEMORANDUM



cityofnovi.org

**TO:** CLAY PEARSON, CITY MANAGER  
**FROM:** RANDY AULER, CPRP, DIRECTOR PARKS, RECREATION & CULTURAL SERVICES  
**SUBJECT:** NAMING RIGHTS NOVI PARKS FOUNDATION  
**DATE:** MARCH 17, 2010

*3/18/10  
To: Mayor & City  
Council Members*

*For presentation at  
3/22 City Council Meeting.*



On January 9, 2010 City Council met to discuss 2010 priorities. The discussion included the Novi Parks Foundation and its mission to raise funds. The drafted City Council priorities identified for Parks, Recreation and Cultural Services are:

1. Use Park Foundation naming rights funds to fund at least one major park capital improvement project.
2. Provide the Parks Foundation with clear Council goals for raising and using donated funds to enhance City parks.
3. Develop community gardens at Fuerst Park in 2010.
4. Enhance trail systems within Novi through grant funding where possible.
5. Council formally designate Landings as park property.
6. Pursue sculpture rental (Art in the Park) for sculpture that are appropriate for the various parks and city owned properties.

The Foundation utilized these priorities to assist with the creation of the annual work plan. The work plan includes the creation of new strategies for the donor solicitation of Naming Rights opportunities and a focus to raise funds for further improvements at Fuerst Park and the support of developing trail systems identified through the Walk Novi committee.

Linda Blair, President of the Novi Parks Foundation, provided the attached letter and will present an overview of the Board work plan at the March 22, 2010 City Council meeting.



March 17, 2010

Mayor David Landry and City Council Members  
45175 West 10 Mile Road  
Novi, MI 48375

Dear Mayor Landry and City Council Members:

I am writing on behalf of the Novi Parks Foundation (Foundation) to provide an update on the direction and strategy of the Foundation, particularly as it pertains to the Naming Rights Agreement between the City and the Foundation.

The Foundation would like to express its gratitude and appreciation for the ongoing support of the Council to enhance the recreational opportunities, programs and facilities within the City of Novi. The Foundation seeks to work collaboratively with the City to assist in the realization of the goals it has established.

To that end, the Foundation is in the process of developing and refining a marketing and communication strategy to "re-launch" the Naming Rights Program in order to secure additional partnerships, revenue and ultimately funding resources to enhance park and recreational opportunities. However, in order to effectively market to and secure Naming Rights partners, the Foundation finds it critically important that a vision of what can be accomplished with the revenues from Naming Rights be articulated, communicated, and ultimately, realized.

Additionally, the Foundation recognizes that its efforts are in collaboration with the goals and priorities identified by the City. Based on feedback from the Council's goal setting session earlier this year, staff communicated the six high priority goals identified by the Council as it related to parks and recreation. Among the high priority goals identified and communicated was the desire to enhance trailways within the City through the use of grants.

As a result, the Foundation seeks to leverage the trailways priority and vision and the considerable work and effort of Walk Novi, in order to best market and secure sponsorships under the Naming Rights Program. Providing sponsors with the opportunity to not only participate through Naming Rights, but also contribute to the establishment and realization of a trailway system within Novi, would provide mutual benefits to both the community and partners. Additionally, given the critical component that the ITC transmission corridors are in the trailway vision, and the already strong relationship and partnership with ITC Holdings Corp in the

Naming Rights Program, the Foundation seeks to continue and leverage this relationship through the realization of the trailway system.

With a vision established, the Foundation is now in the process of developing the fundraising strategy and process for the Naming Rights Program, including identification and prioritization of key prospects, identification of competition, creation of a database to identify, track and monitor prospects and partner, development of marketing materials and key messages for various prospect groups, identification of resources that can be leveraged, and the available Naming Rights facilities/assets with the proposed pricing strategy and structure.

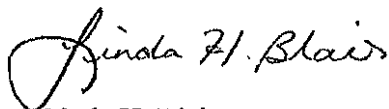
While the Foundation seeks to be a primary funding resource and vehicle for the trailways initiative, it is our hope and desire that we can fund many other priorities and initiatives as our Naming Rights Program grows and becomes more successful. The Foundation remains committed to securing revenues through other sources, such as the golf outing and gala, in order to build partnerships and fund other important initiatives.

The Foundation recognizes that there are many priorities and initiatives that are worthy of funding, and with limited resources available at this time, we hope to leverage the trailways initiative in order to develop and implement a successful Naming Rights Program.

Lastly, the Foundation respectfully requests that in recognition of the significant work and development to date by the Walk Novi Committee on the trailways/non-motorized pathways, that Council appoint two members from the Foundation to participate on Walk Novi.

Again, the Foundation thanks you for your ongoing support, and we look forward to your input, feedback and ongoing collaborative relationship.

Sincerely,

A handwritten signature in cursive script that reads "Linda H. Blair". The signature is written in dark ink and is positioned above the printed name and title.

Linda H. Blair  
President