

From: [Curtis Hall](#)
To: [Shawn Alfred](#); [Dan Koski](#); [Justin Nickels](#); [Karen Dorow](#)
Cc: [Michelle Michels](#)
Subject: RE: 2024 Rec Sponsorship Opportunities
Date: Tuesday, February 6, 2024 8:57:09 AM
Attachments: [image001.png](#)
[image002.png](#)
[image005.png](#)

No, this has not gone through committee/council in this draft. Are we able to get a blanket approval of the sponsorship program or will each Sponsorship that is received need to be approved individually?

Sorry, to clarify, the Friends of AC want us to take over the mini-golf sponsorship program.

Shawn, let me know if/when you might have time to talk this through?

Thanks,

Curtis Hall | City of Manitowoc
Parks and Recreation Division Manager
3330 Custer Street
Manitowoc, WI 54220
Phone: (920) 686-3061

Our Mission: The Manitowoc Parks and Recreation Divisions are committed to improving the quality of life for all Manitowoc's residents and visitors. This is accomplished by providing and promoting well maintained parks, facilities, and public open spaces as well as offering a variety of lifelong recreational opportunities and special events for people of all ages.

From: Shawn Alfred <salfred@manitowoc.org>
Sent: Monday, February 5, 2024 3:23 PM
To: Curtis Hall <chall@manitowoc.org>; Dan Koski <dkoski@manitowoc.org>; Justin Nickels <jnickels@manitowoc.org>; Karen Dorow <kdorow@manitowoc.org>
Cc: Michelle Michels <MMichels@manitowoc.org>
Subject: RE: 2024 Rec Sponsorship Opportunities

Good afternoon –

Did this receive Council approval? Per Donation policy, any fundraising (donation/sponsorship/etc.) requires the approval of Council (first Oversight Committee, Finance Committee and ultimately Council).

To clarify, the statement *“Also the friends group has requested to take over the Mini Golf sponsorship program.”*? Or not take it over? There is a requirement that if an outside entity does the sponsorship, same approval and an fundraising agreement requirement.

Outside of getting the appropriate approvals per policy, no concerns.

Shawn M. Alfred, CPA, CMA

Finance Director/Treasurer

City Hall | 900 Quay St. | Manitowoc, WI 54220

P: (920) 686-6961 | M: (920) 323-3221 | E: salfred@manitowoc.org

From: Curtis Hall <chall@manitowoc.org>

Sent: Monday, February 5, 2024 2:27 PM

To: Dan Koski <dkoski@manitowoc.org>; Justin Nickels <jnickels@manitowoc.org>; Shawn Alfred <salfred@manitowoc.org>; Karen Dorow <kdorow@manitowoc.org>

Cc: Michelle Michels <MMichels@manitowoc.org>

Subject: FW: 2024 Rec Sponsorship Opportunities

Hi All,

Attached is the proposed Manty Parks and Rec. sponsorship program materials. This is something that we have discussed in the budget process on a few occasions as an opportunity to help increase funding/offset expenses in an effort to offer more events/programs. This is also in response to the Friends of the Aquatic Center inactivity. Seeing that they are no longer an active friends group we are losing the funding source for our splash time, jazz at the pool (rebranded to be "Pool Parties") and will need to start increasing our fundraising and/or operating budget to fund these events. Also the friends group has requested to take over the Mini Golf sponsorship program. Historically, they organized/coordinate all of the efforts behind soliciting sponsors for naming rights of holes, bridges and mini golf features etc. All of those old program materials are still out there on hole posts, stating "if you want to sponsor a hole call 686.0000...." and provides Amy Weigels phone number as the contact person. She said she is mostly only getting prank calls these days and has requested we remove that info from sponsorship materials. There are a lot of other fundraising/sponsorship opportunities we have identified but these are some of the easy to execute options and/or programs we have been requested to update.

Anyways, I just wanted to reach out to allow you as an FYI to review and approve/support or provide feedback if you see any concerns with this approach before we send this out to a long list of local corporations. I know this can be somewhat controversial coming from a Municipality. With that said, this is a pretty common approach throughout the industry.

Michelle and I meet with Seehafer News next week, they expressed interest in becoming an in-kind sponsor to help promote all of these events in exchange for free advertising. Just want to make sure everyone supports this approach and is not surprised if there are questions on this program after we send them out. Let us know if there are any questions or concerns, otherwise we will continue to move forward with the mailing.

Thanks,

Curtis Hall | City of Manitowoc

Parks and Recreation Division Manager
3330 Custer Street
Manitowoc, WI 54220
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From: Michelle Michels <MMichels@manitowoc.org>
Sent: Monday, February 5, 2024 2:06 PM
To: Curtis Hall <chall@manitowoc.org>
Subject: 2024 Rec Sponsorship Opportunities

Please find the letter and the brochure attached.

Please let me know when this is approved to send.

Michelle L Michels

Michelle Michels
Recreation Team Leader
Manitowoc Senior Center and Rec Division
920-686-3064