



We will enhance community and quality of life through people, parks and programs.

Business Development Team: Business Planning for Civic Center
Wednesday, February 24, 2016, 12:30 p.m.
Conference Room, Civic Center
1213 W. Civic Center Drive
Traverse City, Michigan 49686
AGENDA

General Meeting Policies: Please turn off all cell phones or switch them to silent mode. Any person may make a video, audio, or other record of this meeting. Standing equipment, cords, or portable microphones must be located to not block audience view. If you need auxiliary assistance, contact 231-922-4780 or TDD 231-922-4412.

Members

Chair: Alisa Kroupa; Vice Chair: Kevin McElyea; Pete Albers; Jeri LeRoi; Rodetta Harrand

- I. Call to Order
- II. Roll Call
- III. Public Comment

Any person shall be permitted to address the Parks and Recreation Commission, which is required to be open to the public under the provision of the Michigan Open Meetings Act, as amended (MCLA 15.261, et.seq.). Public comment shall be carried out in accordance with the following Board Rules and Procedures:

- Any person wishing to address the Board shall state his or her name and address.
- No person shall be allowed to speak more than once on the same matter, excluding Commissioners' questions. The President shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes. The President may, at his or her discretion, extend the amount of time any person is allowed to speak.

- IV. Approval of Minutes, December 9, 2015 Business Development Team Meeting
- V. Approval of/Additions to Agenda
- VI. Fundraising and Crowd Granting for Playground (Director and Office Manager); Working with Playground Vendors (Cherry Wolf, Interim Finance Director)
- VII. Business Opportunities at Civic Center Property (Office Manager)
- VIII. Second Public Comment (Please refer to rules above.)
- IX. Notices and Team Member Comments
- X. Adjournment



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Business Development Team: Business Planning for Civic Center

Wednesday, December 9, 2015, 12 p.m.

Meeting Room A, Civic Center

1213 W. Civic Center Drive

Traverse City, Michigan 49686

MINUTES

- I. Call to Order: Meeting called to order at 12:05 p.m.
- II. Roll Call
Commissioners Present: Pete Albers, Rodetta Harrand, Jeri LeRoi, Alisa Kroupa, Kevin McElyea
Others Present: Kristine Erickson, Director, and Ryan Walsh, Office Manager, Grand Traverse County Parks and Recreation Department; Paul Johnson, Grounds Coordinator, Facilities Management; Andrew McDonald, Blue Water Promotions
- III. Public Comment: There was no public comment.
- IV. Special Presentation: Support in Future of Civic Center
Andrew McDonald spoke regarding his concerns with the YMCA taking over the meeting room. He has agreements with vendors entered into his show and would like the Parks and Recreation department to work with the YMCA to make arrangements to allow access to the meeting room for his show. Andrew also expressed interest in using Howe Arena during the fall and would like to see if there is any flexibility with Center Ice to delay setting up the ice.
- V. Approval of/Additions to Agenda: Addition of the Business Development Team: Civic Center Minutes of November 18, 2015. MOTION by Harrand, second by Albers, to approve the agenda, as presented.
- VI. Approval of Minutes of November 18, 2015 Business Development Team: Business Planning for the Civic Center
MOTION by McElyea, second by Albers, to approve the Minutes of November 18, 2015 Business Development Team: Business Planning for the Civic Center.
- VII. Review List of Playground Components; Discuss Next Steps: Team discussed various playground components that could be included in new playground at Civic Center.
- VIII. Set Goals for 2016: Team discussed plans for including Senior Center Network in future meetings, and ways department can be more efficient.
- IX. Set Recommended Meeting Schedule for 2016: MOTION by McElyea, second by LeRoi, to continue with the set Business Development Team meeting schedule for 2016, with meetings the third Wednesday of each month at 12:30 p.m.
- X. Second Public Comment: There was no public comment.
- XI. Notices and Team Member Comments: There were no notices or comments.
- XII. Adjournment: Meeting adjourned at 1:50 p.m.



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Crowdfunding Strategy

Pre-Campaign Launch

Project Components

The following are the fundamental components of a crowdfunding campaign. If your team is interested in launching a project, don't feel overwhelmed by the list. Our team will coach you through all the components to set you up for the best chances of success. The following are just examples and suggestions and may not apply to your specific project. Remember to make your Project Page uniquely yours. Our team will work along side you for the entirety of your campaign, so feel free to reach out and ask questions or look for feedback and ideas!

A. Establish a Team

The more team members a project has the more likely to raise funds. Some expectations for team members would be:

- **General Sharing:** To actively share the project in their offline/online networks (Stats show that you need to be able to "touch/contact" someone at least 5-7 times before they're willing to donate.)
- **Personal Asks:** While the first was to share to the masses, this point is about making *personal* asks. Create what we like to call a "Hit List" (for lack of better wording) of potential donors in each of their networks. ex. Soccer team, book club, office, etc. that they can *personally* reach out too to donate. (call/email)
- **Team Check Ins:** Develop a team timeline calendar. Be available to check in weekly about the project whether through email/text, etc. and how many donations they were able to secure, what has worked for them and what hasn't.

B. Identify Potential Donors & Influencers

- Identify potential donors and influencers (people who can share and spread the word) in each of your networks through a master contact spreadsheet
- Create a checklist of names to reach out too in each network
- Have an internal team competition between who can raise the most funds
- Connect with potential donors/influencers one week before launch to ask for their support.

- o This will make donors feel special and line up all your donors to support on the 1st day of your launch!

C. Keep this in Mind

- Make sure to have an active web presence (Facebook, website, email list-serve etc.) to capture the crowd, your donors and fans.
- Have other ways to spread the word and draw donors offline. (newspaper, events)
- Start and end strong - 80% donations in first and last 3 days. Never give up!
- Awareness to start (blast it everywhere) donations to finish (get people to donate)
- Engage and profoundly thank donors right away! Ask them to share your project.
- Final week - every day share a new update (image, video, etc.)
- Be passionate! Passion before anything else will take you places!

Project Page Setup

Amount: Identify the amount of money that you want to raise. Be realistic of your network and what you can accomplish.

Type of Fundraising:

- **Partial Funding:** You keep whatever you raise.
- **All of Nothing:** You either raise it all by the deadline, or you don't get anything. Contributions are held as pledges until it tips.
- *Campaigns that choose the 'All-Or-Nothing' route tend to be 8x more successful in reaching, and even surpassing their goal.*

Campaign Duration: This involves identifying when you need the money by, and how long you want your campaign to run on the platform. Campaigns between the 30-45 day mark tend to perform better.

A. Pitch

- The description of your campaign and where you tell your audience the STORY and why it matters.
- For every 1-2 paragraph, make sure to include a relevant picture/collage that will speak 1,000 words. (Free editor: <http://www.fotor.com/features/collage.html>)
- Follow the sample example guide below to structure your campaign pitch.

Story/Short Summary

Contributors fund ideas they can be passionate about and to people they trust. Here are some things to do in this section:

- Introduce yourself/project and your/its background.
- Briefly describe your campaign and why it's important
- Express the magnitude of what contributors will help you achieve.

Remember: keep it concise, yet personal. Ask yourself: if someone stopped reading here would they be ready to make a contribution?

What We Need & What You Get

Break it down for folks in more detail:

- Explain how much funding you need and where it's going. Be transparent and specific—people need to trust you to want to fund you.

- Tell people about your unique perks. Get them excited! (*Rewards on the right*)
- Describe where the funds go if you don't reach your entire goal, or if you exceed your goal. An infographic may help (Free tool: <https://venngage.com/>)

The Impact

Feel free to explain more about your campaign and let people know how the difference their contribution will make:

- Explain why your project is valuable to the contributor and to the world.
- Expand on 'why your campaign' and why it's important.
- Point out your successful track record.
- Make it real for people and build trust.

Other Ways You Can Help

Some people just can't contribute, but that doesn't mean they can't help:

- Ask folks to get the word out and make some noise about your campaign.
- Remind them to use the social media share tools!

B. Video

- Campaigns that have a video raise 70% more funds
- Research shows that the most effective videos are under 3 minutes
- First 30 seconds are the most critical! They also need to be the most captivating.
- Feel free to base/structure the video based on campaign pitch.

C. Perks

This is a reward/giving level that you give donors for supporting your project, and can also take your campaign to the next level. There is no 'ideal' perk; each project has something different to offer its donors.

1. An example structure to work with:
\$10/\$25/\$50/\$100/\$250/\$500/\$1000/\$2000+...
2. If you don't have anything to offer you can always let people know what they are "giving" at a specific giving level or reach out to organizations/companies to donate in kind products.
3. Make sure your perks don't end up costing you more money to deliver than your campaign itself!
4. Some ideas for Perks include:
 - Gratitude: handwritten card, postcard, social media love, email thanks etc.
 - Acknowledgement: Honor Roll on your website, name in a book, producer on a film, sponsorship rights, advertisement, plaque, engraved signage etc.
 - Tangible: Artisanal goods, souvenirs, gifts, books, sponsor-donated prizes, resources/services you can provide, etc.
 - Experiential: A dinner meet up, VIP tickets to an event, a personal tour of a place, tickets to an event, etc.
 - Impact: "Your donation places/builds a brick or X square feet in our space" – People see what their donation did for your project

Advertisement Packages

Banner Placement for Baseball Fields

4" x 8" Banner placement: \$50 per field. Banners will be placed along the outfield fence. Place an X next to the field(s) in which you would like to advertise.

Field 4: _____ Field 5: _____ Field 6: _____ Field 7: _____ Field 8: _____

Scoreboard Advertising

Advertisement for the backside of the scoreboards will be on display for 1 year, starting the first week of April. Cost for a 4" x 4" sign is \$100.

4" x 4", Field 2: _____

4" x 4", Field 2: _____

4" x 4", Field 3: _____

4" x 4", Field 3: _____

4" x 4", Field 4: _____

4" x 4", Field 4: _____

4" x 4", Field 5: _____

4" x 4", Field 5: _____

4" x 4", Field 6: _____

4" x 4", Field 6: _____

4" x 4", Field 7: _____

4" x 4", Field 7: _____

4" x 4", Field 8: _____

4" x 4", Field 8: _____