

RESOLUTION NO. 2294

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, AUTHORIZING THE ESTABLISHMENT OF A SPONSORSHIP PROGRAM FOR THE PAYSON AREA TRAILS SYSTEM.

WHEREAS, the Town of Payson Parks and Recreation, Engineering, Community Development, and Fire Departments have worked in conjunction with dedicated volunteers to begin implementation of the Payson Area Trails System (PATS); and

WHEREAS, the PATS is important to the maintenance of the local quality of life; and

WHEREAS, the Town desires that the PATS be supported both through the expenditure of public funds and private funds; and

WHEREAS, private funding may be secured through the establishment of a sponsorship program,

NOW, THEREFORE, THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, DO HEREBY RESOLVE AS FOLLOWS:

Section 1. That Town staff be and is hereby authorized to solicit private funding for the PATS and to establish a sponsorship program in substantially the format as set forth on Exhibit "A" attached hereto and made a part hereof.

Section 2. That the Finance Department be directed to establish a separate, segregated account into which private funds may be placed and kept for use in connection with the PATS.

Section 3. That Town staff be and is hereby authorized to solicit private funding for the PATS.

Section 4. That the Town is authorized to take such other and further actions as are necessary or appropriate to carrying out the purposes of this Resolution.

PASSED AND ADOPTED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, this ____ day of _____, 2007, by the following vote:

AYES ____ NOES ____ ABSTENTIONS ____ ABSENT ____

F. Robert Edwards, Mayor

ATTEST:

APPROVED AS TO FORM:

Silvia Smith, Town Clerk

Samuel I. Streichman, Town Attorney

Town of Payson Article – 6/2007
Parks and Recreation Dept.

Submitted by Mary McMullen, Recreation Coordinator

Be a Part of the Payson Area Trails System (PATS) Today.....

In February 2007, the Payson Town Council unanimously voted to support the implementation of a town-wide trails system, known as PATS. Since this time, the Parks and Recreation, Engineering, Community Development and Fire Departments have worked in conjunction with a very dedicated group of volunteers in the Trails Task Force to get to the point where we are today: the beginning implementation phase of PATS. This not only includes the formation of a Trails Segment and Section Construction Narrative and Specification Manual, which Town Departments will use to plan and communicate with developers as PATS begins to be built around Payson, but also the solicitation of funds from individuals, businesses and groups in the Payson area to support PATS.

We have a 10-year goal date of completion for PATS, based upon development schedules and available funding that is 50% from the Town of Payson, and 50% from anticipated state and federal grants. If we are able to collect additional resources in the form of monetary or in-kind donations, this will accelerate the trail-building process and our community will be able to enjoy PATS sooner. In addition, sponsorships help to create community ownership in any project and will leave a legacy for future generations of Rim Country residents to enjoy and appreciate.

The following are seven different suggested sponsorship levels that will be accepted for PATS, but others will be considered as we journey through this process:

PLATINUM SPONSOR - \$10,000

- Each \$10,000 will build ¼ mile of trail
- Specific trail sections can be requested
- Sponsor will get name(s) and/or company logo displayed on all signs in trail section
- Recognition in all PATS advertised sponsor information and on PATS website at Platinum Level

GOLD SPONSOR - \$3500

- Each \$3500 purchases a kiosk at one of the Centers of Interest, which will provide critical information to trail users
- Sponsor will get name(s) and/or company logo displayed on kiosk
- Recognition in all PATS advertised sponsor information and on PATS website at Gold Level

EXHIBIT “A”

to Resolution No. 2294

SILVER SPONSOR - \$2000

- Each \$2000 purchases a bench for use at Centers of Interest and trailheads
- Benches will have nameplates with sponsor recognition
- Recognition in all PATS advertised sponsor information and on PATS website at Silver Level

BRONZE SPONSOR - \$1000

- Each \$1000 purchases a smaller bench for use at key sites along PATS routes in Town.
- Bench will have nameplate with sponsor recognition
- Recognition in all PATS advertised sponsor information and on PATS website at Silver Level

CYCLIST SPONSOR - \$250-\$1000

- Each \$250-\$1000 purchases a custom bike rack for installation at key sites on PATS – Sponsor gets to select preferred bike rack, with P & R final approval
- Bike rack will have sign or nameplate with sponsor recognition, along with custom style or theme chosen by sponsor
- Recognition in all PATS advertised sponsor information and on PATS website at Cyclist Level

PATRON BRICK - \$100

- Each \$100 purchases a personalized engraved brick that will be placed at one of the four Center of Interest kiosk sites
- Recognition in all PATS advertised sponsor information and on PATS website at the Patron Level

TRAILBLAZER 100 SPONSOR – 100 hours of donated labor or equivalent in materials

- Recognition in all PATS advertised sponsor information and on PATS website at Trailblazer Level, along with specifics of the donation when possible

Check Sponsor Level: PLATINUM - \$10,000 GOLD - \$4000 SILVER -\$2000
 BRONZE - \$1000 CYCLIST - \$250-\$1000
 PATRON BRICK \$100
 TRAILBLAZER (we will contact you for specific info)
 OTHER (all donations will be gladly accepted)

Corporate Name (if applicable) : _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Email: _____

Make check payable to: Town of Payson

Make check designated to: PATS – 210.000.100.366.920

Mail check to: Payson Parks and Recreation Department, Attn: Mary McMullen,
Recreation Coordinator; 303 N. Beeline Hwy, Payson, AZ 85541.

Upon receipt and processing, we will contact any organizations and businesses to obtain your logo for use on appropriate material. Please call Mary McMullen @ (928) 474-5242 x 358 if you have any questions. Thank you!

There are various levels of sponsorship for all budgets, and donations are tax-deductible, but check with your tax advisor.

The Town of Payson greatly appreciates your support and looks forward to a fantastic future enhancing our community's health, quality of life and economy with PATS. If you have any questions, please contact Mary McMullen at the Payson Parks and Recreation Department – 474-5242 x 358.