



MEMO

TO: Mayor and Town Council

FROM: Joseph A. Fivas

DATE: August 4, 2010

SUBJECT: Amphitheatre Naming Rights & Gift

At our July 13th Council meeting, the Mayor and Town Council were updated that the Town was going to begin the process of soliciting gifts for 'Crossing Paths Park at Indian Trail'. This Park will host a number of community events and festivals, and will create a venue for residents and visitors to see Movies-in-Park, Music-in-Park, educational programs, social events, etc.

The Union West Rotary Club has given the Town the opportunity for a \$50,000 gift, if the Town allows the Union West Rotary Club to prominently display their name on the new Amphitheatre in our new 'Crossing Paths Park'. Their Board set the terms of the gift. They would want to pay \$10,000 in the first year and for the next 8 years they would pay \$5,000. They expressed that their goal would be to pay off the \$50,000 sooner than this time-line, but they wanted the flexibility in case they needed it. The Town would essentially move forward and build the Amphitheatre in the initial phase of building-out this Park facility. Staff and Council would work with them on certain design aspects of this venue. Staff is comfortable with this financing arrangement. Currently, an agreement is being drafted to solidify the relationship between the Town and Union West Rotary. This agreement will be made available to the Town Council when it is completed.

Union West Rotary

Union West Rotary, part of Rotary International District 7680, is a service club organization whose membership is comprised of area business and professional leaders who volunteer their

time and talents to serve their local communities and the world. Rotary's motto is "Service Above Self."

Union West Rotary, chartered April 2, 1996 with 33 members. The club meets weekly at the Indian Trail Civic Building on Thursdays, 7:30am.

Two major goals of Rotary are to eradicate polio worldwide and support Alzheimer's research. Locally, Union West has sponsored numerous fundraising activities which benefit schools in the Indian Trail area, several non-profit agencies, and community projects, including Habitat for Humanity. With the theme of literacy and encouraging children to read, Union West donated \$25,000 to the Union West Regional Library for the children's reading room and started the Rotary Reader Program. The club continues to support library projects through donations of new books in honor of speakers, sponsoring enrichment programs, and breakfast with Santa. A focus on youth is another major emphasis in Rotary. Union West chartered and sponsored Interact Clubs at Sun Valley and Weddington High schools. Interact is a club for students between the ages of 14 and 18 and models the values of Rotary, emphasizing service above self, high ethical standards, and the fellowship of working together for a common good. Union West sponsors leadership scholarships for students through the Rotary Youth Leadership Awards (RYLA) program. Union West has actively participated in the Rotary Youth Exchange program hosting students from Venezuela, Siberia, and Brazil. While in the United States, they attended high school at Weddington, Sun Valley, and Porter Ridge. In 2005, Union West Rotary started the first Christmas Parade in Indian Trail which has grown yearly and become a tradition. Internationally, Union West supports the Rotary Foundation and has worked with an eye glasses program, SEEDS program, ShelterBoxes, and provided an ambulance for a poverty area in Jamaica.

Recommendation:

Staff recommends the approval of this agreement. (pending the written conditions are consistent with the tentative staff agreement) Staff also recommends the acceptance of this gift for naming rights to the 'Crossing Paths Park' amphitheatre.

Staff also recommends to the Town Council to support Town staff efforts to bring more additional community organizations, businesses and residents to be apart of the building of our first Park.

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