



Date: July 25, 2023
To: Slinger Park Board
From: Tony Dobson – Parks & Recreation Director
Re: Breuer Park Naming Rights

Background and Analysis:

Staff has been working hard to secure sponsorships for naming rights at Breuer Park. We currently have potential naming rights sponsors for all three ballfields, playground, concession stand and both batting cages. We are still working to secure a potential sponsorship for the hiking trail around the park. The potential sponsors are Ken/Marilyn Reiser for the playground, Hanke Trucking, Forte Bank, HFR Electric for the ballfields, Zuern Building Products and Design Center for the concession stand, Slinger Storm for batting cage one and Slinger On-Base Club for batting cage number two.

Fiscal Note:

We are recommending \$60,000 for a 20 year naming rights of the playground, \$35,000 for 10 year naming rights of each ballfield, \$25,000 for 10 year naming rights on the concession stand and \$5,000 for 5 year teams of each batting cage. This will give us a total of \$200,000 in naming rights revenues for Breuer Park. Naming rights revenues for HFR Electric and Zuerns Building will be done in the form of donations for labor and materials of the new concession stand building. We will have revenues collected of \$145,000 with an additional \$60,000 of good and services provided for the project. Staff is still working hard to find a naming rights sponsor for the walking trail.

Staff Recommendation:

Staff is recommending approval from the Park Board to approve the change of playground naming rights to a \$60,000 / 20 year term. All other naming rights agreements will remain the same as approved at a previous meeting.

Tony Dobson

Tony Dobson
Parks & Recreation Director
Village Administrator

M. M. Wilber

Margaret Wilber
Village Administrator