

Chaska Park Board
Meeting Minutes
September 14th, 2021
Council Chambers and via Zoom

1. Call to Order

The September 14th meeting of the Chaska Park Board was called to order by Chair David Downs at 7 pm in the Council Chambers.

2. Roll Call

David Downs, Jason Branch, Elizabeth Wynveen, Georgiann Keyport, Donelle Heieie, Karli Cich, Thomas Massey.

Absent: Zach Saueressig, Jalen Destin

Staff Present: Marshall Grange, Mary Monteith

3. Adopt Agenda

Motion by Keyport, second by Wynveen to adopt the agenda of the September 14th meeting.

Motion Carried.

4. Visitor Presentation

None

5. Approve Previous Park Board Meeting Minutes from August 10th, 2021

Motion by Massey, second by Heieie

Motion Carried.

6. Receive Council and Planning Meeting Minutes

6A. Council Minutes July 19th

6B. Council Minutes August 2nd

6C. Planning Minutes July 14th

7. Action Items

7A. Recommendation to City Council to Approve the SouthWest Transit Facility Use Agreement

Grange explained the action item spoke of at last month's meeting. A unique opportunity at hand to work with SW Transit on programming their underutilized space on the upper level of their parking ramp here in Chaska. Covid has been hard on the transit industry, with many people still working from home. Staff have met with Len Simich from SouthWest Transit, the opportunity came to us to look at a Facility Use Agreement, it is pretty straight forward. In exchange for the Cities use of that space, they have asked for a hold harmless indemnification on any claims that may occur, as well as adding them as an additional insured on the City's insurance policy.

With recommendation for approval to the City Council next week, we then will look at starting out with pickleball as an option on the upper level. Staff have been planning in prep of the approval, the hope would be to try to get some temporary courts in yet this fall to see what the response is and then plan for next spring, summer, and fall as to what other programming options there may be in coordination with Simich.

Downs, he's reviewed the contract, nicely done. He asked if this would go to council next week for final approval? Grange, yes, then we would set up the nets, paint the courts, and build off that. Concerns on the wind factor up there, so will be a bit of a trial and error in the beginning. Discussions on security, water pooling and a suggestion for using the ramp for a "trunk and treat" event.

Massey motion to recommend to City Council approval of the SouthWest Transit Facility Use Agreement, second by Branch.

Motion Carried.

8. Discussion Items

8A. Update on Naming Rights and Sponsorship Proposals

Grange, this has been an ongoing item from last spring. If you recall, we had a work session with you and the council to talk through the idea of sponsorship and naming rights on some of our facilities.

We moved forward in July with an RFP that led to reviewing proposals from two consulting firms in August, Front Burner Sports and Entertainment, a local firm and Superlative Group, a firm out of Cleveland, Ohio. If you recall at our last park board meeting, we talked about conducting interviews and appointing a couple park board members as part of that process. Resulting in Dave Downs and Zach Saueressig being a part of the interviews. We met and reviewed the proposals and put together our game plan, along with questions. We then had the interviews on Sept. 7th. We met with Chris Potenza, President of Front Burner Sports and Kyle Canter, Chief Operating Officer from Superlative.

Both interviews went very well, we learned a lot, and had great discussion. We reconvened last week to debrief and determined we need to take some additional time to look into things, references as well as ask some follow up questions of the consultants. There was so much information and content, we want to take our time and do this right. Then our plan would be to bring back our recommendation to you at the October park board meeting.

Downs, thought they were very interesting interviews. Some good discussion, some similarities, some differences. Nice to have two opportunities in front of us. It is going to take a bit of work to determine which one to recommend. Both are very capable; it will be which one can do the best for our community.

8B. Update on Pedestrian and Bicycle Master Plan

Wynveen updated the board on the last steering committee meeting held Aug. 17th, Antonio has been working on putting forth the recommendations for the city plan. At the same time, the steering committee has been working on evaluations of what the city already has in place for infrastructure and has facilitated on-going conversation surrounding the 6 E's.

Antonio has shared his report will come outlined with priority, along with price tag. Wynveen, all of us can appreciate that if there is a recommendation surrounding infrastructure, which can be quite costly, that Antonio also has focused on programming options as well, as often times you can do as much with programming at a lot less cost as one does with infrastructure. Example, a crossing guard vs. reconfiguring an intersection. The hope is we focus on programming for the city which will help keep down the costs, but it will probably be more of a marrying of the two, with what the city already has in place and what the survey feedback from residents is, some of which is that the city may be lacking.

We also are in the process of lining up 3 listening sessions. We are looking to have one with the Chaska Mountain bike team, a Latino group at Riverview mobile home park, and one with a group from the Carver County CDA.

Wynveen, at the last steering committee meeting, Antonio mentioned that people at River City days were very engaged, we received a high level of thought from the community. The amount of public comments we received is way more than even other larger communities have gotten. People were also very interested in learning more about the maps and wanting one. Grange, it is a testament to Chaska residents; they want to be involved with this plan. Wynveen, be proud of what we are doing here, we are spending the resources to make it better for everyone in the community. Grange also reiterated that.

Behind the scenes, Antione is working to put the overall draft and chapters together, it should be complete in a couple weeks. It then will be available to review via: walkbikechaska.org. We will promote that, as well as the community opportunity to review the draft. Staff also are planning multiple open houses. City staff will also be reviewing the draft at that time as well.

Grange met recently with Pat Stieg, from Carver County Public Health, Stieg was key in getting the SHIP dollars for this plan. We met to discuss the timeframe of spending these dollars as well as in anticipation of some of the recommendations that may come from the plan, and what those costs will look like. Some general thoughts, as for evaluation, helping to fund digital trail counters to see how many use the trails, as well as map funding, (a frequent request) and funds for grant writers for some of the other more costly recommendations that may be identified. We have a great partnership with Pat and Carver County, they are commitment to this plan as well.

Downs, will the draft have recommendations/priorities to it right away? Or will that be talked about in some of those sessions? Grange, there will be a start to those conversation but will be a couple more months before those recommendations are complete.

Branch, the ratings for the Bike Friendly Community designation, what is the ranking system for that? Grange explained it is bronze, silver, gold, and platinum. He asked if we would have a decent chance of getting the designation because of this plan? Grange, once we go through this plan and evaluations are made, we would know what else we need to do to secure the designation. Grange, by having a master plan in place, it helps secure a level of bike friendly. Keyport asked about maps and making them more available, Grange shared that would be part of the next steps, the SHIP funding could help with that cost.

C. Department Happenings

Grange shared upcoming events in the community:

This Thursday is another food distribution event at Gedney, they are still looking for volunteers to help, Chaska Cares will be there as well.

This Saturday is our first official parkrun event. This was an item from a couple years ago, where we partnered with Eagan to move this forward here in Chaska. It is a completely volunteer run event, it takes time to find people to step up. A race director was secured, (Trevor Luyt) along with necessary volunteers to run the program. Our trailhead is at the corner of Beech and East Second St., by the Carver County Government building. This is a free, timed, out/back walk/run. They keep stats on how many runs a person has done, the times, etc. People can participate to the level they want and gather socially after. Registration is at: [parkrun.us](https://www.parkrun.us). A great thing for our community.

This Saturday is Christmas in May, in September! A great opportunity to help others. Volunteers help with painting, landscaping, decks, etc. Show up at GA gym at 7am for registration, a continental breakfast, and a kick-off program. Volunteers can choose from 3 houses to help at this year.

Plans for Fire/Ice are still happening in preparation of the event coming up on Oct. 15th-16th. Typically, this is in July, we pushed it back to fall for better timing of things with Covid. A lot of planning by the staff. This year we also will be celebrating the 150th anniversary of the Chaska Fire department. The Bonspiel will be starting Thursday evening; the rest of the events start Friday at 6pm. This a great family friendly event in the park, there will be games for kids, face

painting, a bean bag tournament, fire department water fights, food trucks, beer, and lots of great bands! FUN for all!

Capital improvements projects:

Clover Ridge outdoor hockey rink boards are down, the install of the new ones is thought to be the end of October.

Public Works staff are spending a lot of time at the Chaska Loop site putting in the trails and paving the cart paths.

The start of the demolishing of the Cortina Woods playground equipment is set to happen soon, then install to occur towards mid-October.

Grange shared a thank you to the many involved with hosting the State Amateur baseball tournament at Athletic Park. Congratulations on the success of event.

9. Other Business

9A. Round Table

Cich-fall is a great time to get outdoors, I'm noticing a lot of buckthorn along the trails, take note of it, maybe we can get rid of some day. Resources are out there to learn more, at EDD Maps. It traces where people find it. Keyport, the U of M has good information out there as well. Start with education, pull a subgroup together to get the information out there and attempt a community project. Public Works is tracking where most of it is. Grange, could be a great community initiative to start up and help manage it.

Heieie-Oak Ridge Conference Center land has been sold. Highway 41 improvements are in discussion, now would be the time to talk sidewalks/trails. We want to be involved with how the land and trails around Costco is developed.

Keyport-questions on the Del Web development, she toured some models. She asked about parks there, as well as access in off 41 and out via the neighborhood. Residents will have their own clubhouse there, with a pool. There is a park in the adjacent neighborhood, so no need for another on. She shared she will be helping at Christmas in May next week, lots of landscaping to be done. She was at the state fair recently and noticed information on green step cities. Carver County, and the cities of Shakopee and Carver have the designation. A program to assist cities with building sustainability and life goals for the city. She asked if the city ever looked into that. Cich, also saw that at the fair, an interesting opportunity for Chaska. Grange commented that it is similar to the Bike Friendly initiative, we will look for more information, seems like it would require involvement from other city departments as well as discussions with the city administrator. Bares again, the conversation of what are our priorities looking ahead, what are our goals. Will look to the end of the year to discuss more at a work session.

Wynveen-Shared an upcoming park and rec opportunity, informational sessions to discuss ideas for after school programming for teens. Staff are looking for ideas and feedback from the community. These will be held Monday the 20th, and Thurs. the 23rd, 6-7pm, at the Lodge.

Grange, with proximity to the 2 middle schools, it seems like a good fit. How do we become more accommodating to the kids in those schools? They need their own space. We could possibly host events in the Lodge. The Lodge programming typically is done in the morning till 3pm. We want to get from parent's ideas on what that could look like. Maybe we can even get them interested and involved with volunteering opportunities and being a part of something more in the community.

Massey-I want to apologize for volunteering for the RFP interviews recently. I could not be a part of them at that time, as I was interviewing myself for a promotion and got the position. As part of that, it is taking me to North Carolina. So next month will be my last time meeting here. Congratulations from all.

10. Adjourn Meeting

Motion by Wynveen to adjourn the meeting, second by Heieie.

Motion Carried.

- MINUTES -
CHASKA CITY COUNCIL
August 16, 2021

1. Call to Order

The meeting was called to order by Mayor Windschitl at 7:02 pm.

2. Pledge of Allegiance

3. Roll Call

Roll call was taken. Present: Councilmembers Hatfield, Hubbard, Huang, Grau, and Mayor Windschitl.

Absent: None.

Also Present: Matt Podhradsky, City Administrator; Noel Graczyk, Administrative Services Director; Kevin Wright, Communication Director; Nate Kabat, Assistant Administrator; Kevin Ringwald, Community Development Director; Liz Hanson, City Planner; Luke Melchert, City Attorney; and City Engineer Matt Clark.

4. Adopt the Agenda

Motion by Councilmember Hatfield, second by Councilmember Hubbard to adopt the agenda as presented. Motion carried.

5. Visitor Presentation

None.

6. Minutes

Motion by Councilmember Hubbard, second by Councilmember Hatfield to approve the minutes of the July 19, 2021 City Council meeting. Motion carried.

Motion by Councilmember Grau, second by Councilmember Hubbard to approve the minutes of the August 2nd, 2021 City Council meeting. Mike and Chair abstained. Motion carried.

7. Consent Agenda

Motion by Councilmember Hatfield, second by Councilmember Grau to approve the Consent Agenda Items A through C:

A. Approve Temporary On-Sale Intoxicating License for Guardian Angels Church
Motion to approve Temporary On-Sale Intoxicating License TW.21.04 for Guardian Angels Church, allowing them to serve intoxicating beverages at the Fall Festival Celebration, effective September 25, 2021.

B. Adopt Resolution 2021-54, Bond Sale Reimbursement
Motion to adopt Resolution No. 2021-54 relating to financing certain proposed projects and establishing compliance with reimbursement bond regulations under the Internal Revenue Code.

C. Approve the Chaska Creek Boulevard Phase 2/Creek Road Improvements Wetland Replacement Plan
Motion to Approve the Chaska Creek Boulevard Phase 2/Creek Road Improvements Wetland Replacement Plan.
Motion carried.

8. Action Items

8.A. Accept proposal from Lockridge Grindal Nauen for State Government Relations Services
City Administrator Podhradsky introduced the item to the Council.

Assistant Administrator Kabat presented this item and provided background to the Council.
~~Your text here~~

Motion by Councilmember Huang, second by Councilmember Hatfield to accept the proposal from Lockridge Grindal Nauen for state government relations services and to authorize the City Administrator to pursue a bonding request for the City Square West redevelopment project.
Motion carried.

8.B. Adopt Resolution 2021-53, Approving the Concept Plan Amendment for Oak Ridge/RCS-
RCA Oak Ridge LLC and Continental Properties/PC #2021-15
City Administrator Podhradsky introduced the item to the Council.

City Administrator Podhradsky introduced this item and City Planner Hanson provided a presentation to the Council.

There was discussion on the proposed amendments and conditions in the plan. The consensus of the Council was that the plan seems like a good one to move forward with, noting they want the City to maintain a small town feeling and ensure the Community doesn't feel divided by fences and barriers around the property.

Motion by Councilmember Huang, second by Councilmember Grau to adopt Resolution No. 2021-53 approving the Oak Ridge Concept Plan Amendment (PC #2021-15). Motion carried.

9. Bills

9.A. Accounts Payable Council Roster 8-16-2021

The Council requested further information about bills on pages 1, 2, 13.

City Administrator Podhradsky provided further information regarding those bills.

Motion by Councilmember Huang, second by Councilmember Hatfield to approve the bills as presented. Roll call was taken. Voting aye: Councilmembers Hatfield, Hubbard, Huang, Grau and Mayor Windschitl. Voting nay: None
Motion carried.

10. Other Business

10.A. City Administrator's Report

10.A.i. Bi-Weekly Report August 16, 2021

10.B. Other Reports

10.B.i. 2nd-Qtr. 2021 Investment Report dated August 16th, 2021

10.B.ii. Financial Reports – June 2021

Councilmember Hatfield:

- Stated the Taste of Chaska is on Wednesday
- Noted that Cones with a Cop at 3pm on August 17th
- Stated she is thinking of the first responders and families of those who lost loved ones recently

Councilmember Hubbard:

- Noted the Steiner Kelting facility is slated to open in early fall
- Echoed thoughts and sentiments of Councilmember Hatfield and is thinking of those who were affected by the tragedies that have occurred recently

Councilmember Huang:

- Thanked the first responders for their hard work doing such a hard job
- Stated Night to Unite was a great event with many people being engaged
- Noted Southwest Transit has a park and ride service available now to go to the airport and will be providing transportation to the State Fair coming up

Councilmember Grau:

- Wished good luck to the Chaska Cubs
- Noted Touch-a-Truck is coming up on Thursday, August 19th

City Administrator Podhradsky

- Stated Christmas in May is coming up on September 18th, if anyone is interested in being a runner they are looking for volunteers
- Stated a man went into cardiac arrest at the Community Center the other day and life guards jumped in. Lifeguards and emergency responders were able to help him so he will fully recover.

Officer Janke

- Stated the food distribution is happening at the Gedney Plant on Thursday from 12:00 -1:30 pm
- Noted the Law Enforcement Torch Run is Friday at Dunkin Doughnuts, come donate and get a free doughnut all donations are for Special Olympics

Mayor Windschitl:

- Stated the first responders have been through a lot recently and noted people should check-in on any first responders they know and make sure they are doing ok
- Noted Carver County is the fastest growing community which is great to hear
- Stated November 2nd School Referendum and encouraged everyone to attend and see what the impacts will be

11. Adjourn

Motion by Councilmember Hatfield, second by Councilmember Huang to adjourn the meeting at 9:04 pm.

Motion carried.

- MINUTES -
CHASKA CITY COUNCIL
September 13, 2021

1. Call to Order

The meeting was called to order by Mayor in Pro Tem Hatfield at 7:00 pm.

2. Pledge of Allegiance

3. Roll Call

Roll call was taken. Present: Councilmembers Hubbard, Huang, Grau, and Mayor in Pro Tem Hatfield

Absent: Mayor Windschitl

Also Present: Matt Podhradsky, City Administrator; Noel Graczyk, Administrative Services Director; Kevin Wright, Communication Director; Nate Kabat, Assistant Administrator; Kevin Ringwald, Community Development Director; Liz Hanson, City Planner; Luke Melchert, City Attorney; and City Engineer Matt Clark.

4. Adopt the Agenda

Motion by Councilmember Hubbard, second by Councilmember Grau to adopt the agenda as presented. Motion carried.

5. Visitor Presentation

5.A. Chief Seibert & Julie Janke recognizing Mark Jones 10 years of service

Chief Seibert addressed the Council and stated they want to thank Mr. Jones for his exceptional service the past 10 years with CERT. Ms. Janke echoed Chief Seibert's sentiments and thanked him for all his outstanding work. Mr. Jones was presented with a plaque to commemorate his service.

6. Minutes

Motion by Councilmember Hubbard, second by Councilmember Huang to approve the minutes of the August 16th, 2021 City Council meeting. Motion carried.

7. Consent Agenda

Motion by Councilmember Huang, second by Councilmember Hubbard to approve the Consent Agenda Items A through F:

- A. Accept Resignation of Eder Castillo from the Human Rights Commission
Motion to accept the resignation of Eder Castillo from the Chaska Human Rights Commission and open the seat to applications.
- B. On-Sale Liquor at Community Event - Schram Haus Brewery

Motion to approve On-Sale Intoxicating License at a Community Event OSCF2021-02 for Schram Haus Brewery, 3700 Chaska Blvd, Chaska MN for the Fire & Ice Festival, effective October 15th & 16th.

- C. On-Sale Liquor at Community Event - Crooked Pint Ale House
Motion to approve On-Sale Intoxicating License at a Community Event OSCF2021-03 for Crooked Pint Ale House, 3210 Chaska Blvd, Chaska MN for the Fire & Ice Festival, effective October 15th & 16th.
- D. Adopt Ordinance 998, Amend Chapter 5, Article 5.04 Section 5.04.020 and Article 5.36, Section 5.36.050
Motion to Adopt Ordinance #998, approving the amendments to Chaska City Ordinance, Chapter 5, Article 5.04, Section 5.04.020 Permit Required Fees and Article 5.36, Section 5.36.050 Licenses.
- E. Adopt Resolution 2021-57, Approving the Final Plat Amendment for Harvest West 3rd/Tradition Development/PC #2021-09
Motion to adopt Resolution No. 2021-57 approving the Final Plat Amendment of the 92-lot development to include approximately 3.2 acres of dedicated ROW for the future extension of Savanna Way in the SW Chaska Growth Area (PC #2021-09).
- F. Adopt Resolution 2021-56, Amending Resolution 2021-50 Authorizing Staff to Send Offer Letters to Affected Property Owners
Motion to adopt Resolution No. 2021-56 amending Resolution No. 2021-50 to include Parcel 21 and Parcel 23.

Motion carried.

8. Action Items

8.A. Adopt Resolution 2021-55, World Learner School Refunding of Series 2011A

City Administrator Podhradsky introduced the item and provided background to the Council. He stated Noel Graczyk, Finance Director, Nate Canova, Bond Counsel to the City, and Deana Siekman, Representative for the school, are present to answer any questions that may come up.

Finance Director Graczyk addressed the Council and reviewed the steps involved in the process of refunding the World Learner School for the 2021 series.

Bond Counsel Canova, addressed the Council and stated provided an overview of the proposed refunding.

Mayor in Pro Tem Hatfield opened the public hearing at 7:20pm.

Bond Counsel Canova, addressed the Council and stated provided an overview of the proposed refunding.

Mayor in Pro Tem Hatfield closed the public Hearing at 7:21pm.

Motion by Councilmember Huang, second by Councilmember Grau to adopt Resolution No. 2021-55 giving host approval and consenting to the issuance of education facilities revenue

notes under Minnesota Statutes, Section 469.152 through 469.165 (World Lerner School Project). Motion carried.

9. Bills

9.A. Accounts Payable Council Roster 9-13-2021

The Council requested further information about bills on pages 5, 22 and 23.

City Administrator Podhradsky provided further information regarding those bills.

Motion by Councilmember Huang, second by Councilmember Hubbard to approve the bills as presented. Roll call was taken. Voting aye: Councilmembers Hubbard, Huang, Grau and Mayor in Pro Tem Hatfield. Voting nay: None
Motion carried.

10. Other Business

10.A. City Administrator's Report

10.A.i. Bi-Weekly Report September 13, 2021

10.B. Other Reports

10.B.i. Financial Reports – July 31, 2021

Councilmember Hubbard:

- Stated she is happy to say the Steiner Kelting facility did open on September 8th
- Noted the amateur baseball tournament was great and congratulated the teams
- Noted Food Distribution event at Gedney Factory is on September 16th 12:00pm – 1:30pm

Councilmember Huang:

- Stated the Taste of Chaska and Farmer's Market were both great and well attended
- Welcomed all kids and staff back to school
- Congratulated the Chaska Hawks Football team on their win
- Noted Christmas in May this weekend
- Stated September 25th is the Fall Festival and Oktoberfest in City Square Park
- Stated the Fire and Ice Celebration is on September 16th and 17th and congratulated the Fire Department for 150 years in service

Councilmember Grau:

- Reminder with school starting to be mindful of crosswalks, stop signs and people walking
- Stated the baseball tournaments were great, thanked the volunteers who helped and noted the fans support was amazing
- Recognized the anniversary of 9/11 and its importance

Mayor in Pro Tem Hatfield:

- Thanked the Fire Department for the display they put on for the 9/11 memorial
- Noted Oktoberfest and Guardian Angels event is on September 25th

11. Adjourn

Motion by Councilmember Huang, second by Councilmember Grau to adjourn the meeting at 7:40 pm.

Motion carried.



1. Call to Order

Vice-Chair Brass called the meeting to order at 7:00 pm.

2. Roll Call

Roll call was taken. Members present: Commissioners Sailer, Brass, Olson, Rylee.

Members absent: Chair Dahlke, Commissioner Urbanski, Commissioner Lacey

Also present: Luke Melchert, City Attorney; Kevin Ringwald, Community Development Director; and, Liz Hanson, City Planner.

3. Adopt the Agenda

Motion by Commissioner Sailer, second by Commissioner Olson to adopt the agenda as presented.

Roll Call Vote: Ayes – all. Motion carried.

4. Visitor Presentation

None.

5. Minutes

Motion by Commissioner Olson, second by Commissioner Rylee, to approve the minutes of the July 14, 2021 Planning Commission meeting, as presented.

Roll Call Vote: Ayes – all. Motion carried.

6. Consent Items

None.

7. Action Items:

7.A. ACTION ITEM: Recommended Approval of a Concept Plan Amendment for Oak Ridge/RCS-RCA Oakridge, LLC and Continental Properties/PC #2021-15

City Planner Liz Hanson presented the item to the Commission. She noted that while there are things the applicant can work on, staff is recommending approval of the Concept Plan Amendment based on the conditions included in the staff report.

Eric Thome, Senior Development Director at Continental Properties, WI – addressed the Commission. He provided background and a presentation on the company and the concept plans for this item.

Commissioner Sailer stated with 14 buildings and 280 units proposed, he is wondering how many children that may mean would be in this development and would like to know if they plan to add a park.

Mr. Thome stated they estimate there would be about 25 children possibly in the development and they will most likely be able to add a tot-lot or play area in the development.

Commissioner Sailer further stated that he would like to know what their plans are for snow removal on the site.

Mr. Thome stated they have accounted for snow removal in their plans and stated as they get further along in the development they will be able to address grading for snow removal as well. He noted the current plans are based where slopes are located to help with the water shed.

Community Development Director Ringwald stated it is required that the applicants submit a snow removal plan with the preliminary plans for the City to review, so it is something they look at before approval.

Commissioner Riley asked if the development and property owners would be responsible for the snow removal and oversight of any amenities in this development. City Planner Hanson stated that is correct, the property owners are responsible for those items.

Vice-Chair Brass asked if the road would be built to the City standards provided it is not a City owned street.

Community Development Director Ringwald stated it will be required to meet the standards for a private street, not a public road, but all traffic components will be addressed during the approval process.

Commissioner Rylee stated the parks and trails through the City are a huge amenity and Continental Properties doing the work to connect the development to the trails will be a big selling point. He asked if the applicant is aware of the landscaping requirements the City will want to see on the site.

City Planner Hanson stated they are aware of the requirements and noted part of the plan is to preserve as many trees as possible, which are mainly on the perimeter of the lot.

Motion by Commissioner Olson, second by Commissioner Rylee to approve the Concept Plan Amendment for Oak Ridge/RCS-RCA Oakridge, LLC and Continental Properties; to allow for a stormwater pond and multi-family residential where multi-family and senior housing were previously proposed, PC #2021-15 subject to the following conditions:

1. Approvals shall be based on the following graphic exhibits:

- a. Concept Site Plan Review Narrative (pgs. 1-29), prepared by RCS-RCA Oakridge LLC and Continental Properties, dated June 30, 2021
 - b. Site Features Map, prepared by Alliant, dated July 1, 2021
 - c. Site Forces Map, prepared by prepared by Alliant, dated July 1, 2021
 - d. Proposed Site Plan, prepared by Alliant, dated June 9, 2021
 - e. Zoomed In Proposed Site Plan, prepared by Alliant, dated June 18, 2021
 - f. Colored Site Plan, prepared by Alliant, undated
- 2. Adherence with the City Engineer's Memo dated August 6, 2021.
- 3. Adherence to the City's Boulevard Tree Policy and local street section design.
- 4. Approval of the new access onto Highway 41 by MnDOT and the City.
- 5. Prior to final plat approval, developer shall enter into an agreement with the City for the provision of necessary infrastructure and associated development costs.
- 6. Provision of a storm water management plan meeting City and Carver County WMO standards.
- 7. Provision that Section 9 Special Regulations of the zoning ordinance is complied with in full.
- 8. Preservation of the wooded steep slopes, and adherence of the 30-foot no grade/no mow buffer and the 50-foot building setback from that wooded steep slope.
- 9. Provision to provide a high level of landscaping and screening on the edge of Highway 41 and the Twin Cities & Western railway and to be addressed at preliminary submittal.
- 10. Provision that Planting Islands Section 9.6.5.4 will be met for all lots.
- 11. Provision that Retaining Walls Section 9.9.6 will be met.
- 12. Provision that multi-family uses meet Usable Open Space Section 9.11.4.1.1.
- 13. Provision of a tot lot, or something similar for a kid's amenity, and to be addressed in the preliminary submittal.
- 14. Provision of a tree survey and tree preservation plan at preliminary submittal.
- 15. Provision that no one Townhouse style of the same design exceed 75 units and be addressed on the preliminary plans.
- 16. Provision that the three color schemes are more differentiated and be addressed in the preliminary submittal.
- 17. Provision that the buildings provide for articulation and appeal along all of its edges but more importantly as they abut McKnight Lake and public trails.
- 18. Provision of buildings that will meet or exceed the City's exterior building material requirements and that those buildings should have an overall theme that is reflective of the place (and Chaska as a whole) as it relates to materials and massing.
- 19. Provision that mechanical equipment is completely screened from view, and to be addressed in the preliminary submittal.
- 20. Provision that perimeter fencing and vehicular security gates are eliminated on the plans (with the exception of the pool area), and to be addressed at preliminary submittal.
- 21. Provision that landscaping/screening is achieved around the proposed edges that abut the public trail and to be addressed at preliminary submittal.
- 22. Provision that a direct trail connection is achieved between the Springs site and the public trail around McKnight Lake, and to be shown on the preliminary submittal.
- 23. Provision that residential signage is not internally, or halo, illuminated.
- 24. Provision that sign permits are obtained prior to installation of any signs.

25. Provision of a fire turnaround exhibit to be submitted at preliminary.
26. Provision of a parking summary addressing the need for covered parking and how residents without attached garages manage parking on site and getting to their units conveniently, and to be provided at preliminary submittal.
27. Provision of a traffic study to demonstrate the needed improvements (i.e., number of accesses, stacking, turn lanes, etc.) into and out of the multi-family lot to provide a safe and desirable traffic condition, and to be submitted at preliminary.

Roll Call Vote: Ayes – all. Motion carried.

8. Other Business

8.A. Receive Other Meeting Minutes

8. A.i Receive the May 11th Park Board Meeting Minutes.
8. A. ii Receive the July 12th and draft July 19th, 2021 City Council Meeting Minutes.
8. A.iii. Receive the July 19th, 2021 EDA Meeting Minutes.

9. Adjourn

Motion by Commissioner Olson, second by Commissioner Rylee to adjourn the meeting at 8:37 pm.

Motion carried.

REQUEST FOR ACTION CHASKA PARK BOARD 10/12/2021

Subject: Recommendation for Park Dedication as Part of Lennar's Reserve at Autumn Woods Development

Prepared By: Marshall Grange, Parks and Recreation Director

Background:

On May 11, 2021, the Chaska Park Board reviewed the concept plan that Lennar submitted to the City of Chaska for their proposed single-family community located at Audubon Road and Autumn Woods Drive on the Wagner property. Per the City of Chaska's 2040 Comprehensive Plan, this 45.47-acre site has been identified to include a neighborhood park within the development. Per city ordinance, when subdivisions are to be developed for residential purposes, the City shall receive at least 10% of gross residential land for public use. The ordinance also states the City may require a cash contribution in lieu of land dedication or a combination of land dedication and cash contribution.

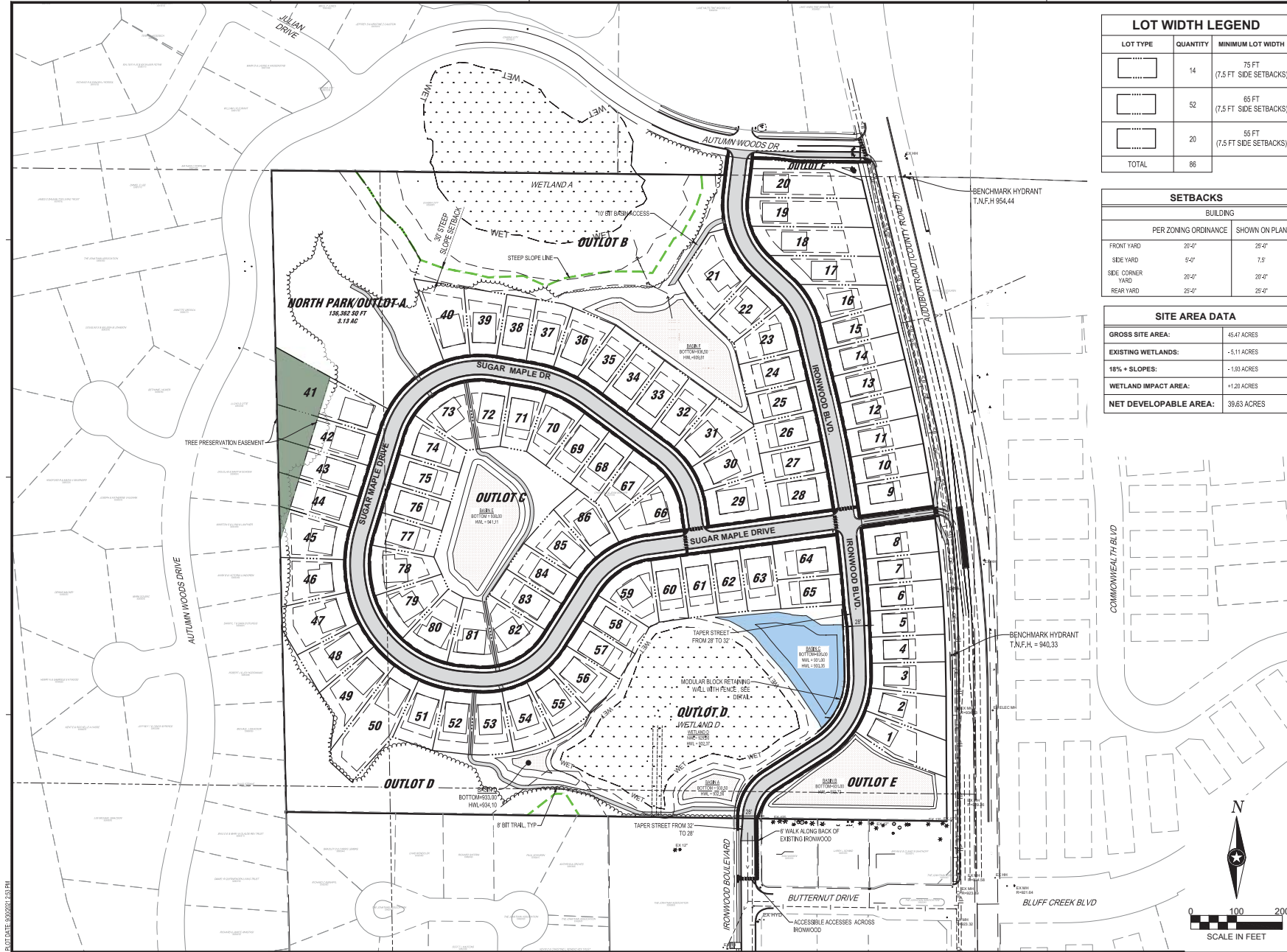
On May 17, 2021, the Chaska City Council approved Lennar's concept plan for Wagner Woods subject to multiple stipulation and conditions including the following specific to park dedication:

- The City receive a minimum of 2.65 acres of park dedication in land, with a strong recommendation for additional land, and receive the balance of park dedication in cash
- Omit Lennar's proposed park land dedication starting at northwest corner of lot 52 and everything east from there, and to omit lots 53,54, and 55 to achieve the minimum 2.65 acres all contiguous on the northwest corner of the site.

Lennar's preliminary plan submittal includes a 3.13-acre park/outlot A that is contiguous and located in the northwest corner of the development. This park land area in addition to the remaining park dedication balance to be received in cash meets the conditions set forth by the Chaska City Council for park dedication.

PARK BOARD ACTION REQUESTED

Recommend City Council accept the park dedication of land as shown in Lennar's preliminary plan submittal and receive the remaining balance of park dedication in cash.



LOT WIDTH LEGEND		
LOT TYPE	QUANTITY	MINIMUM LOT WIDTH
	14	75 FT (7.5 FT SIDE SETBACKS)
	52	65 FT (7.5 FT SIDE SETBACKS)
	20	55 FT (7.5 FT SIDE SETBACKS)
TOTAL	86	

SETBACKS		
BUILDING		
PER ZONING ORDINANCE	SHOWN ON PLAN	
FRONT YARD	20'-0"	20'-0"
SIDE YARD	5'-0"	7'-5"
SIDE CORNER YARD	20'-0"	20'-0"
REAR YARD	25'-0"	25'-0"

SITE AREA DATA	
GROSS SITE AREA:	45.47 ACRES
EXISTING WETLANDS:	~ 5.11 ACRES
18% + SLOPES:	~ 1.93 ACRES
WETLAND IMPACT AREA:	+1.20 ACRES
NET DEVELOPABLE AREA:	39.63 ACRES

NOTE: THE CLARITY OF THESE PLANS DEPEND UPON COLOR COPIES. IF THIS TEXT DOES NOT APPEAR IN COLOR, THIS IS NOT AN ORIGINAL PLAN SET AND MAY RESULT IN MISINTERPRETATION.

THEREBY CERTIFY THAT THIS PLAN, SPECIFICATION OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED PROFESSIONAL ENGINEER UNDER THE LAWS OF THE STATE OF MINNESOTA.

JEREMY D. FOSS

DATE: _____ LIC. NO. 55871

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PROJECT

LENNAR

RESERVE AT AUTUMN WOODS

CHASKA MINNESOTA

REVISION SCHEDULE		
DATE	DESCRIPTION	BY

PROJECT NO. 21-24984

FILE NAME 24984 SITE

DRAWN BY JRS

DESIGNED BY JRS

REVIEWED BY JDF

ORIGINAL ISSUE DATE 07/06/21

CLIENT PROJECT NO. -

TITLE

OVERALL SITE PLAN

SHEET

19 OF 47

REQUEST FOR ACTION CHASKA PARK BOARD 10/12/2021

Subject: Recommend Consultant for Facility Naming Rights and Sponsorship

Prepared By: Marshall Grange, Parks and Recreation Director

Background:

In May of 2021, staff met with the Chaska Park Board and Chaska City Council to introduce the idea of pursuing facility sponsorship and naming rights as a potential new revenue source for Chaska recreational facilities. To date, there has not been any formal sponsorship, advertising or naming rights sold which presents an opportunity to start with a clean slate. Staff shared recent municipal/county examples to demonstrate the success and potential revenue in naming rights and sponsorships which included:

- HealthEast Sports Center (owned by City of Woodbury)
- TCO Sports Garden (owned by Ramsey County)
- Red Baron Arena (owned by City of Marshall)
- Northwoods Credit Union Arena (owned by City of Cloquet)
- Furniture and Things Community Center (owned by City of Elk River)

Staff discussed the benefits of working with a professional consulting firm of which both the Park Board and City Council expressed support in contracting with a consultant to pursue sponsorship and naming rights potential further.

On July 12, 2021, request for proposals were sent directly to six consulting firms and was available on the City's website.

On July 30, 2021, the request for proposals were due. The City received three proposals, however, GPS consulting firm withdrew their proposal.

At the August 10, 2021, Chaska Park Board meeting staff made the recommendation to interview the two consulting firms as the next step and asked that two Park Board members participate in the interview process.

On September 7, 2021, Parks & Recreation Director, Marshall Grange, along with Assistant to the Director, Mary Monteith, and Park Board members Dave Downs and Zach Saueressig interviewed Chris Potenza who represented Front Burner Sports & Entertainment followed by Kyle Canter who represented The Superlative Group.

The chart below is a summary comparison of the two consulting firms:

	FRONT BURNER SPORTS & ENTERTAINMENT	THE SUPERLATIVE GROUP
Office location	Victoria, MN	Cleveland, OH - Las Vegas, NV - London, UK
Company start up	2016 (5 yrs)	1994 (27 yrs)
Number of employees	1	11+ (sales, valuation analysts, attorneys, accountants)
Fee for service	Phase 1: \$5K/mo not to exceed \$15K	Phase 1: \$6K/mo not to exceed \$24K
	Phase 2: \$3.5K/mo not to exceed \$42K	Phase 2: \$3K/mo
	Phase 3: \$2.5K/mo not to exceed \$10K	Phase 3: no fee
Commission	10% not to exceed \$150K	10% on all sales *waived travel expenses
Commission payout	Typically lump sum after agreement	Typically annually across term of agreement
Cost of signage paid for by:	City	Business partners
Local naming rights projects	TCO Sports Garden (Ramsey County), Furniture & Things Community Center (Elk River)	HealthEast Sports Center (Woodbury), CHS Field (St. Paul Saints), currently retained by the Minnesota Orchestra to sell naming rights and sponsorships for future 20,000 seat outdoor amphitheater

As noted in the RFP, the Chaska Curling Center will be the initial focus for the selected consultant. The goal for obtaining naming rights and sponsorship revenue for the Chaska Curling Center is to help fund an expansion of the player's lounge area to create more viewing, provide additional food and beverage service area, and effectively host more bonspiels and corporate events. Revenues will also be used to reinvest back into the facility to help fund capital replacements and/or improvements.

While the selected consultant will assist the City in valuating facility assets, creating promotion materials and negotiating agreements, the City Council will have final approval of all agreements.

Staff recommendation:

Staff recommends the City enter into a service agreement with The Superlative Group. While both consulting firms have successfully negotiated naming rights agreements in the metro area, The Superlative Group has more years of experience, staff resources and a preferred fee structure. The Superlative Group's experience includes successful naming rights agreements for professional sports teams and large convention centers. Given the Chaska Curling Center is a premier facility that is nationally/globally recognized in the sport of curling, staff feel The Superlative Group is a great fit for the City of Chaska.

PARK BOARD ACTION REQUESTED

Recommend to City Council to authorize staff to enter into a service agreement with The Superlative Group to secure naming rights and sponsorship revenue for the Chaska Curling Center.



FRONTBURNER
SPORTS AND ENTERTAINMENT

RFP Response – 7/20/2021

Naming Rights and Sponsorship Consulting Services

City of Chaska



FRONTBURNER

SPORTS AND ENTERTAINMENT

Section I: Company Overview



Company Overview



Front Burner Sports and Entertainment is a full-service sponsorship representation agency based out of Victoria, MN. The company was started in late 2016 with the vision of being the premiere sales representation firm for properties and venues faced with the challenge of securing naming rights partnerships and driving sponsorship revenue. At Front Burner Sports, we believe that aside from the major sports properties which capture the majority of sponsorship revenue, a second tier of properties exists and that these properties also provide outstanding but overlooked sponsorable opportunities that touch on consumer passion points.

These properties and venues typically lack the resources and/or the expertise to properly uncover prospects, connect with decision makers and ultimately create sponsorship programs and as a result they miss out on critical revenue that could be contributing to their bottom line.

Along with it's subsidiary Rinkside Advertising Network which currently represents more than seventy (70) community Ice Arenas across Minnesota, Front Burner Sports has the contacts, the experience and the know-how to efficiently create a sales program that produces results for these properties and venues. The company works with its partners to create and deploy on a sales strategy that produces results.

The driving force behind Front Burner Sports and Rinkside Advertising Network is Chris Potenza. Mr. Potenza is a seasoned sponsorship sales executive with more than 25 years experience in the industry including time leading sales teams in the NFL, NBA, NHL as well as countless other properties and venues.



Company Overview

Since launching in 2016, Front Burner Sports and Entertainment, and its subsidiary Rinkside Advertising Network, has been contracted by multiple properties to plan and execute sponsorship and naming rights campaigns. Partners have included but are not limited to the following entities:

Ramsey County Parks & Recreation: Enlisted by the Ramsey County Parks and Recreation to secure a naming rights partner for the Vadnais Sports Center, a youth sports facility featuring two (2) ice rinks and one (1) indoor turf facility. In early 2020, a fifteen-year naming rights partnership was secured with Twin Cities Orthopedics worth \$1,950,000 over the term of the agreement.

City of Elk River: Retained by the City of Elk River to secure a naming rights partner for it's Community Events Center, a new facility featuring two (2) ice rinks, one (1) indoor turf facility, one (1) senior center and an event space that includes a restaurant. December 2020, a fifteen-year naming rights partnership was secured with Furniture and Things worth \$975,000 over the term of the agreement. Since this naming rights deal has been announced Front Burner has also secured a main rink sponsor and an official concessions partner and has several partnerships in final negotiations. Total anticipated contractually obligated revenue for this project is on pace to surpass \$2,200,00

Olmsted County/Graham Park: Currently under contract with Olmsted County to secure sponsors at Graham Park. Responsibilities include creating and marketing programs that leverage foot traffic to the Graham Arenas Complex, the Rochester Farmers Market and the Olmsted County Free Fair. Front Burner is current in final legal discussions with three (3) partners for Rink Entitlement programs and anticipates making formal announcements mid-summer 2021.

Uptown Art Fair: Front Burner Sports serves as the official sponsorship representation agency of the Uptown Art Fair. The event draws more than 400,000 attendees over three days and is the largest event of its kind in Minnesota. Responsibilities include sales of all activations and marketing partnerships.

Treasure Island Center: Secured partners for major urban redevelopment program to transform the former Macy's building in downtown St. Paul into a mixed-use commercial property which includes a hockey rink that serves as the Minnesota Wild's Practice Facility. Scope of sales efforts included all non-Wild related signage and promotional activities.

U.S. Bank Stadium: Contracted by SMG, the facility management group, Front Burner Sports and Entertainment oversaw the sale and execution of all non-Vikings related partnerships at the venue. Asset portfolio included entitlement to signature owned properties, interior and exterior branding treatments and on-site promotional activities.



MEDTRONIC
TWIN CITIES
MARATHON



*TWIN CITIES
IN MOTION*

STATE OF HOCKEY PROPERTIES

ACTIVE LIFESTYLE PROPERTIES



ARMORY

usbank
stadium



RAMSEY
COUNTY

GRAHAM
PARK

ENTERTAINMENT PROPERTIES

ARENA ENTITLEMENT PROPERTIES



Rinkside Advertising Network

A Front Burner Sports and Entertainment subsidiary, Rinkside Advertising Network was created specifically to assist community ice rinks drive revenue through the sale of advertising opportunities to regional brands. Now in its fourth year, Rinkside has generated more than \$500,000 in incremental revenue for the rinks in the network which includes the following facilities:

Aldrich Arena	Highland Arena North	St. Croix Recreation Center	Essentia Heritage Center (Duluth)
Andover Ice Arena	Highland Arena South	St. Louis Park Comm. Center	Fairbault Ice Arena (Fairbault)
Apple Valley Hayes Arena	Lakeville Ames Arena	St. Thomas Academy	Hermantown Ice Arena (Hermantown)
Bloomington Ice Garden	Lakeville Hasse Arena	Vadnais Sports Center	Isanti Community Arena (Isanti)
Braemar Arena	Minnesota Made Ice Arena	Velocity Hockey Center	John Spalj Arena (Isanti)
Burnsville Ice Center	New Hope Ice Arena	Veterans Memorial Comm. Ctr.	Lee Community Center (Morris)
Centennial Ice Arena	Northeast Ice Arena	Victoria Ice Arena	Litchfield Civic Arena (Litchfield)
Coon Rapids Ice Center	Orono Ice Arena	Waconia Ice Arena	MAC Arena (St. Cloud)
Cottage Grove Ice Arena	Oscar Johnson Arena	Wakota Ice Arena	Miners Memorial Arena (Virginia)
Delano Sports Center	Parade Arena	West Side Arena	Moorhead Sports Center (Moorhead)
Eagan Civic Center	Pleasant Arena	White Bear Arena	Moose Sherritt Arena (Monticello)
Eden Prairie Community Center	Plymouth Ice Center	White Bear Lake Sports Center	Mora Civic Center (Mora)
Furniture & Things Comm. Ctr.	Princeton Ice Arena	All Seasons Arena (Mankato)	New Ulm Civic Center (New Ulm)
Fogerty Arena	Rosemount Community Center	Bernick's Arena (Sartell)	Northfield Ice Arena (Northfield)
Forest Lake Sports Arena	Roseville Skating Center	Breezy Point Hockey Center (Pequot Lakes)	Prairie Island Center (Red Wing)
Gustafson-Phelan Arena	Schmitz-Maki Ice Arena	Buffalo Civic Center (Buffalo)	Red Baron Arena (Marshall)
Harding Arena	Schwan's Super Rink	Chisago Lakes Ice Arena (Chisago)	Sauk Center Civic Arena (Sauk Center)
Hastings Civic Arena	Shoreview Arena	Ely Ice Arena (Ely)	Wilmar Civic Arena (Wilmar)



Experience of Key Personnel

Chris Potenza

Chris Potenza serves as the President and Founder of Front Burner Sports. Mr. Potenza's vast experience in the sponsorship industry spans nearly 30 years and includes time spent leading staffs and selling sponsorship programs in the NFL (Minnesota Vikings), NBA (Minnesota Timberwolves) and NHL (New Jersey Devils and Tampa Bay Lightning). Aside from his experience at the major professional level, he has also served in a sponsorship capacity for minor league teams (Cincinnati Cyclones (IHL), Atlanta Knights (IHL), Utah Grizzlies (IHL), sports leagues and governing bodies (Western Pro Hockey League and IRONMAN Triathlon) and venues (Amalie Arena).

During his time in the industry Mr. Potenza has played a role in contracting more than \$100,000,000 in sponsorship agreements and has negotiated Naming Rights programs, Practice Facility entitlements, Event and Game Sponsorships, Vendor Programs and Pouring Rights agreements.

A regular speaker at industry events, Mr. Potenza has been hired as a consultant on numerous projects providing services that range from sales strategy, sponsorship sales instruction, price modeling and sales outreach.

Should Front Burner Sports and Entertainment be awarded the contract to represent the naming rights interests of the City of Chaska, Mr. Potenza will serve as the main point person and will be intimately involved with all areas of the project. Additional employees may be hired as necessary to ensure a successful outcome.



Description of Approach/Philosophy

Front Burner Sports and Entertainment is the local leader in generating revenue and securing naming rights agreements for local properties in the sports, entertainment and arts industries. Leveraging the experience of its President Chris Potenza, and his nearly thirty-year career in the sponsorship industry, the company takes an aggressive yet systemized approach to generating revenue for its partners.

The sales approach it deploys concentrates on key categories that over time have shown to produce the best results in producing partners for similar projects and once a preliminary target list of possible partners has been determined follows a plan that relies on three simple but powerful goals:

Be Prepared!: Front Burner invests considerable time and energy to learn the intricacies and nuances of every project and once it is well versed in a project the company takes the time to create a compelling sales story that not only details the differentiating characteristics of an opportunity but also clearly and concisely outlines the benefits the partner will receive from coming on board.

Be First!: Many great sales campaigns fail due to lack of outbound effort. Front Burner prides itself in taking an aggressive outbound approach that quickly and efficiently canvasses the markets to bring potential partners to the forefront.

Be Creative!: Recognizing that every deal is different, and that every partner has different goals and motivations, Front Burner works hard to create cutting edge solutions that are new and innovative in both their approach and implementation.



Section II: Project Overview





Project Overview

The City of Chaska is seeking professional services to assist the City in valuing, soliciting and evaluating proposals, and negotiating naming rights and/or sponsorship agreements for the Chaska Curling Center and Chaska Community Center.

The Chaska Curling Center, built in 2015, is the largest year-round dedicated curling center in the country and is the National Training Center for USA Curling (2018-2022). The Chaska Curling Center averages 1,250 members annually, holds 300+ corporate events per year, offers learn to curl programs and hosted many of the largest curling events to include: 2016 College National Championships, 2018 U18 National Championships, NBC Sports Curling Night in America, Fire and Ice Bonspiel, and USA Junior Curling Camps. The curling center is located in the historic downtown area of Chaska within Firemen's Park and includes: 6 curling sheets, locker rooms, players' lounge, 300-person banquet style event center, and The Crooked Pint Ale House on-site restaurant. The Chaska Curling Center will be the initial focus for the selected consultant. The goal for obtaining naming rights for the Chaska Curling Center is to help fund an expansion of the player's lounge area to create more viewing, provide additional bar and food service area, and effectively host more bonspiels and corporate events. The goal for obtaining in-facility sponsorships will be to reinvest back into the facility to help fund capital replacements and/or improvements.

The Chaska Community Center, built in 1991, is celebrating its 30-year anniversary. Planning efforts are underway to develop a master plan that will guide a new vision for the facility to ensure it is meeting the needs of the community and is sustainable into the future. The Chaska Community Center is a 210, 000 square foot multi-purpose facility that overlooks the Minnesota River valley and includes: large open atrium with public gathering spaces, fitness center, two basketball courts, indoor track, indoor playground with member daycare, indoor pool with water slides, outdoor splash pad, ice arena with two sheets of ice, several meeting rooms, a theater adjacent to an art gallery, and The Lodge senior center. The Chaska Community Center is the premier gathering space in the community with over 7,000 members and the location for a variety of programs and events. The Chaska Community Center currently leases space to Breakaway Academy (1st – 5 th grade private school), Alphabet Junction Childcare Center, Carver County Arts Consortium gift shop, and St. Francis Rehab and Sports Medicine. The selected consultant will gage partner interest for the Chaska Community Center while negotiating agreements for the Chaska Curling Center. The near future development of a community center master plan will include the hiring of an architectural planning consultant to work with city staff and a citizen task force, thus a report of findings on potential naming rights and/or sponsorship partners for the Chaska Community Center will be helpful information. The goal for obtaining naming rights and/or sponsorships at the Chaska Community Center is to reinvest back into the aging facility and help fund capital replacements and/or improvements.



Section III: Phase I Plan





Phase I: Stage One – Execution Plan

Should Front Burner be awarded the opportunity to represent Chaska on this project, work on Phase I, as outlined by the city, would begin immediately. This Phase would include several projects including but not limited to the following:

Stage One: Discovery and Valuation

Comprehensive Inventory Audit and Site Visit: Within days of beginning work on this project Front Burner will tour the project sites for the purpose of gaining a deeper understanding of the available marketing assets that may be utilized in sponsorship and/or naming rights agreements as well as looking to uncover previously underutilized assets that can be created to make any program more attractive to a potential advertisers.

Kick-Off Meeting: Front Burner Sports & Entertainment will conduct a kick-off meeting with City officials early in Phase 1: Stage One so as to discuss the project background, define roles and responsibilities and clearly define the City of Chaska's goals for the project.

Key stakeholder Interviews: During this first phase of the project, Front Burner Sports will build on it's kick-off meeting and conduct formal one on one interviews with several project stakeholders including but not limited to City Staff, Facility Staff, City Council Members, Park Board Members, any relevant Third-Party Vendors (Web-Site Vendor, etc.) and other regular building users (Local Youth Hockey Associations, High School Athletic Directors, etc.) The purpose of these meetings will be to fully understand the goals and objectives of each group, gather accurate data on site traffic, local road traffic patterns, website activity, etc., begin to build the value proposition that will be presented to potential sponsors and to uncover opportunities to partner with outside groups so as to strengthen the attractiveness of any partnership offerings to potential partners.

Phase I: Stage One – Execution Plan (cont'd)



Research: Front Burner will research and review naming rights and advertising rights at other facilities across the market.

Development of target prospect list: In the initial weeks of this project, Front Burner will conduct a Market Prospect Audit in order to develop a preliminary target list of possible partners for the facilities. This list will be created with input from the city and will include company names, industry descriptions and marketing contact information. This document will be reviewed by Rinkside Advertising Network and City Officials so as to eliminate partners in categories that the City would prefer not to approach.

Projected time necessary to complete Phase I: Stage One: Six Weeks (1.5 Months)

Phase I: Stage One - Deliverables



Phase I: Stage One Deliverables: The city of Chaska can expect the following deliverables by the conclusion of this stage of this project:

Comprehensive Facility Rate Card: This document will outline all identified assets available for use in a partnership proposals and will include valuations and proposed rates for each element.

Project Summary Document: This deliverable will outline the goals for the project as stated in interviews conducted by Front Burner and will make recommendations as to the best path for success as well as additional sales opportunities that could be capitalized on by the city at the facility. This document will also clearly outline any possible challenges that Front Burner sees as potential impediments to success and will outline strategies so as to overcome these potential obstacles.

Like Facility Research: This document shall provide a summary of other facilities located locally, regionally and nationally specific to current naming rights and valuations on available advertising assets.

Partner Prospect List: Document will include names and contacts of the companies that Front Burner initially plans to contact about this unique opportunity.

Suggested Naming Rights Valuation, Package Outline and Additional Opportunity Assessment: This document will provide an initial assessment of the value of a naming rights program at the facilities as well as a suggested list of assets that should be included in any naming rights or sponsorship proposals. This document will be used later in phase two to create attractive sales materials.



Phase I: Stage Two – Execution Plan

As stage one of this phase draws to a close, the information gathered will be used to develop a story that resonates with potential partners as well as documents that can be used to make presentations during Phase II of the project. Activities in this phase will include but not be limited to:

Sales Story Development: The foundation of any successful sponsorship sales campaign is built on a great and powerful story. Front Burner will utilize the information gathered in stage one and will work with local officials to build a powerful elevator pitch and an FAQ document that can be used as the basis for any discussion with interested parties about this project. These materials will also be utilized as the basis for any sales presentations or solicitations made to potential advertisers.

Development of Sales Materials for Active Outbound Sales Approach: Front Burner will create a comprehensive sales proposal that outlines this opportunity to potential partners. This document will include not only information about the facilities but will also provide potential partners with compelling reasons as to why this opportunity is impactful and unique. In addition to a naming rights proposal, secondary proposals will be created for additional sales opportunities (i.e. cornerstone partnerships and general signage opportunities) that can be presented to possible partners so as to maximize sponsorship yield for the facility.

Review of all Materials with Key Officials: Front Burner Sports will work with City Officials and Key Stake Holders throughout the development of any promotional and sales materials. This will include the sharing of draft versions of all documents so as to receive feedback and make critical adjustments before finalizing any packages that may be shared with potential partners.

Projected time necessary to complete Phase I: Stage Two: Six Weeks (1.5 Months)

Phase I: Stage Two - Deliverables



Phase I: Stage Two Deliverables: The city of Chaska can expect the following deliverables by the conclusion of this stage of this project:

Elevator Pitch: This short document will outline a sixty second pitch that outlines the opportunities available as well as the benefits that a partner can expect to receive by taking advantage of the offering.

FAQ Document: This Frequently Asked Questions document will serve as an overview to specific information about the facilities including but not limited to: number of events hosted per year, traffic numbers for the facility, street exposure figures for exterior signage, demographics of participants and spectators and how dollars realized from these naming rights efforts will be utilized by the City.

Naming Rights Proposal: This document will be a comprehensive sales piece that introduces the opportunity available at the facilities, outlines the assets that a partner would receive in a naming rights agreement, describes the benefit they would receive from participating and clearly outlines the financial commitment necessary from a partner.

Master Proposal Document: In addition to the Naming Rights Proposal Document, Front Burner will also create a more generic version that can be modified and presented to other possible partners for investment at lesser but acceptable levels for partnerships that would supplement Naming Rights partnership revenue.



Section IV: Phase II Plan



Phase II: Stage One - Execution Plan



Phase II of this project is straight forward and will focus on successfully securing a naming rights partner for the facility. A targeted and aggressive sales outreach will begin within days of the conclusion of Phase I. This Phase would include several projects including but not limited to the following:

Stage 1: Active Presentation of Opportunity

Outreach: Front Burner Sports and Entertainment has a deep pool of contacts at the executive level across the metro and has proven to be more than capable of connecting quickly to the local business community in the markets where our projects are located. This network will be tapped into to begin discussions about the value that the Community Center and Curling Center bring to Chaska and its residents and the benefits a partner will receive from integrating into these facilities.

Presentation: This outreach will inevitably lead to a number of client meetings and ultimately a pool of interested parties which will result in a limited number of quality finalists for Naming Rights and other opportunities. Where applicable city officials will be asked to participate in meetings where opportunities are presented, and activation concepts are discussed.

Reporting: To ensure that city officials are fully aware of progress being made on the sales of sponsorship programs, Front Burner will provide a comprehensive sales report on a bi-weekly basis. This report will include prospect name, contact information and brief status updates summarizing potential investment, assets pitched and likelihood to close. As deals get closer to completion, formal recommendations will be made in writing by Front Burner Sports suggesting the best course of action with individual partners so as to keep City officials in control of all final sponsorship decisions.

In order to review progress and remain transparent in the sales approach, Front Burner Sports will meet with City of Chaska representatives in-person on a monthly basis and will participate in City Council Meetings, Park Board Meetings and other City Events as necessary.

Projected time necessary to complete Phase II: Stage One: Eight Months

Phase II: Stage One - Deliverables



Phase II: Stage One Deliverables: The city of Chaska can expect the following deliverables throughout this stage of this project:

Bi-Weekly Sales Reports: This bi-weekly report will be a financial recap of all presentations that have been made to potential partners and will include total dollars pitched, likelihood to close and other agreed upon metrics.

Monthly Activity Summaries: This more detailed report will be submitted to city officials on a monthly basis and will include recaps of all active prospects including contact information and a brief summation as to where they currently sit in the process, detailed information on feedback we have received and next steps in the sales process.

Individual Opportunity Briefs: Created as discussions approach the decision-making stage, these opportunity briefs will be specific to individual partnership targets and will outline the status of discussions, describe all potential deal points in detail and make suggestions as to potential courses of action. Ultimately these opportunity briefs will be used by City Officials to make final decisions on potential sponsorship agreements prior to moving to any formal contracting.

Phase II: Stage Two - Execution Plan



Stage Two of this phase will be squarely focused on getting a Naming Rights agreement signed off on by a partner and the city. This Phase will include but not be limited to the following: :

Stage Two: Negotiation and Contracting

Negotiation: As the outreach process narrows the field of potential partners to a select few companies that will invest in the facilities as sponsors, Front Burner Sports and Entertainment will assume a lead role in the negotiating of all agreements. Front Burner will rely on its vast experience in past projects to maximize revenue for the City of Chaska while creating agreements with a partner that are long lasting.

Contracting: Once a partner has been selected and an agreement verbally agreed to, Front Burner Sports and Entertainment will work closely with the City of Chaska's legal team to craft agreements that properly captures the spirit of the partnership while protecting the city's interests from a legal perspective.

Projected time necessary to complete Phase II: Stage Two: Four Months

Phase II: Stage Two - Deliverables



Phase II: Stage Two Deliverables: The city of Chaska can expect the following deliverables throughout this stage of this project:

Executed Naming Rights/Sponsorship Agreements: By the end of this stage the City of Chaska can expect to have a fully executed sponsorship agreements in place that capture the spirit of the partnerships and addresses all necessary details of the long-term deals.

Summary of Additional Sales Opportunities: With the naming rights and major agreements firmly in place, attention will shift back to the sale of additional assets so as to ensure maximum sponsorship yield for the City of Chaska. Front Burner will furnish the city with a detailed reports summarizing all existing opportunities with a plan as to how these opportunities will be sold.

Phase III: Stage One - Execution Plan



With a legal agreement in place, focus will shift to the execution and activation of all assets. Front Burner will dedicate resources to assisting the City of Chaska in the process of executing each deliverable as outlined in the Naming Rights Agreement while also working to maximize revenue through the sale of additional assets within the facility. This phase would include several projects including but not limited to the following:

Stage 3: Activation and Sale of Additional Assets

Activation: Front Burner Sports and Entertainment will work closely with officials from the City of Chaska to execute all assets as outlined in the Naming Rights Agreements as well as any other Sponsorship Agreements. Working within the city's procurement process, Front Burner will assist in selecting vendors, review signage plans and manage the installation of all branding. Front Burner will oversee all activation and fulfillment of sponsorship agreements and will work with all internal and external vendors to ensure uniformity of execution. A Front Burner representative will be present at any installation activations that need to be supervised (City to provide proper building access to Front Burner Sports).

Presenting Partnerships and Sale of Additional Assets: Throughout the outreach process, Front Burner will make contact with several potential partners that show interest in the project but ultimately are unable to successfully execute a naming rights agreement. Rather than leave potential dollars unrealized by the city, Front Burner will re-approach these prospects with new proposals for assets not included in the naming rights agreement. Front Burner anticipates that several of these partners can be secured as sponsors of these assets in a manner that co-exists with the naming rights agreement thus increasing the total revenue yield for the city.

Projected time necessary to complete Phase III: Stage One: Four months

Phase III: Stage One - Deliverables



Phase III: Stage One Deliverables: The city of Chaska can expect the following deliverables by the conclusion of this stage of this project:

Weekly Activation Report: Front Burner will furnish the City of Chaska with a weekly report detailing the progress of all activation of partnerships so as to maintain a schedule of delivery.

Bi-Weekly Sales Reports: This bi-weekly report will be a financial recap of all presentations that have been made to potential partners for non-naming rights assets. and will include total dollars pitched, likelihood to close and other agreed upon metrics.

Delivery Report: At the conclusion of this phase, the city will receive a final delivery report summarizing all delivered assets, contact information for any vendors used for production and/or installation and instructions for activation of the agreement for future years.

PROJECT TIMELINE

Chaska Naming Rights & Sponsorships



Please note that based on previous experience in these projects, timelines are not always linear in how they unfold. Phases and Stages may overlap as it is not rare for an agreement to be in a contracting stage while other opportunities are being pitched or activated.



Section V: Other Submittal Requirements



Methodology, Approach and Process



Utilizing its years of experience and vast pool of contacts within the industry, Front Burner Sports and Entertainment has built a systematic methodology, approach and process that serves as a guide throughout any and all projects that we are involved in. This includes but is not limited to the following areas:

Property Valuation: Front Burner Sports and Entertainment utilizes a methodology that takes into account three main components when establishing values for a project. These areas include Quantitative Factors (Media Value on a CPM basis, Signage Benefits, Marketing Value, etc), Qualitative Factors (Prestige, Market Demand, Activation, Reach, Community Factors) and Comparable Venue Analysis. By analyzing several data points within each of these components Front Burner is able to assign values to individual assets within a project and then combine those assets into programs that define overall value.

Packaging: Drawing on years of experience creating sophisticated sponsorship programs for professional sports teams, Front Burner Sports and Entertainment analyzes each individual asset of a property to understand value, activation costs and demand. Once this analysis is complete, Front Burner systematically constructs programs that not only make sense financially for the property but also effectively and efficiently satisfy the business objectives of partners. When constructing these programs Front Burner is careful to put the Naming Rights program first while constructing additional sponsor entitlement programs that complement rather than detract from the primary partner investment

Prior Examples of Success



Ramsey County Parks & Recreation

Front Burner Sports & Entertainment's Rinkside Advertising Network was retained by the Ramsey County Parks & Recreation Department in mid-2019 to assist with the campaign to secure a naming rights partner for the Vadnais Sports Center. As well documented in local media, this multi-sport facility saw its soccer dome collapse during an unexpected late spring snowfall in 2018. In analyzing the financial repercussions of the dome's collapse, it became obvious to the Ramsey County Parks & Recreation department that without significant outside investment it would be a burden to the county to rebuild that portion of the facility.

Front Burner Sports and Entertainment took on this project in June of 2019. As part of the project, Front Burner redeveloped the story of the facility effectively rewriting its troubled past and replacing it with a compelling vision for the future. After an intense outreach effort, Front Burner was able to identify several viable partners and within four months Ramsey County entered into an exclusive negotiating window with a partner. A naming rights agreement with this partner is currently being finalized with a public announcement of the partnership and a complete rebranding of the facility scheduled in the coming months.

Due to contractual obligations, Front Burner is unable to share the financial details of this agreement which will become public after the announcement this spring but is proud to say that this agreement will be the largest of its kind for a youth sports facility within the Twin Cities metro.

Prior Examples of Success - Continued



City of Elk River

Early in 2020, Front Burner Sports and Entertainment was named as the official representation agency for the City of Elk River with the responsibility of maximizing revenues for its Active Elk River initiative. The centerpiece of this project is a newly constructed community event center that features two ice rinks, an indoor turf fieldhouse, a senior activity space and rentable event space.

Early in this project Elk River officials expressed a desire to have a locally based naming rights partner as well as a strategy that would give multiple local businesses the opportunity to integrate into the project. With this in mind, Front Burner deployed an aggressive local campaign that ultimately saw Furniture and Things, a thirty-year member of the local business community, secure the naming rights to this facility on a fifteen-year term worth \$975,000. In order to maximize revenue to the project, Front Burner has also initiated a strategy designed to secure partners for each of the individual amenities found in the facility. This strategy has resulted in the recent announcement of Cornerstone Automotive securing the naming rights of the main arena (seven-year term worth (\$199,500), Kiser Construction securing the naming Rights to Rink Two (seven-year term worth \$136,500) Serrano Brothers catering being named the facility's official catering partner (seven-year term worth approx. \$95,000 plus revenue sharing opportunities forecasted to be \$200,000 over the life of the agreement) and several other pending partnerships that will showcase other local members of the business community.

Prior Examples of Success - Continued



Rinkside Advertising Network

As frequently mentioned throughout this RFP response, Front Burner Sports and Entertainment owns and operates Rinkside Advertising Network. Rinkside Advertising Network was started in 2016 with the express purpose of assisting local community ice rinks in the monetization of their marketing assets. Today, Rinkside works with close to seventy facilities, many of which are owned by their local municipalities, and has driven more than \$500,000 in revenue to these facilities primarily through the sale of in-arena signage.

Rinkside Advertising Network supplements these facilities sales efforts by combining opportunities across multiple sites into a singular advertising platform that can be easily accessed by brands looking to make an impact within the state of hockey. Advertisers include but are not limited to Tria, HealthPartners, HealthPartners Dental, Warner Brothers, Cub Foods, West Bend Insurance, Factory Motor Parts, Blue Cross Blue Shield and countless others.

Prior Examples of Success - Continued



St. Paul Port Authority – Treasure Island Center

Front Burner Sports and Entertainment, through its Rinkside Advertising Network property, continues to be retained by the St. Paul Port Authority with responsibilities that include the monetization of marketing assets at the Treasure Island Center and Tria Rink. These facilities, which are owned by the Port of St. Paul, serve as the practice facility for the Minnesota Wild and are also home to the Minnesota Whitecaps, Hamline University's Men's and Women's hockey programs, youth and high school hockey programming and several charitable organizations that utilize ice hockey and other ice related activities to make a difference inside the community.

Since starting the relationship in 2017, Front Burner has secured several building partners including Spire Credit Union, the Minnesota National Guard and Red's Savoy Pizza with revenues exceeding \$100,000.

Prior Examples of Success - Continued



Target Center and Mayo Square – Minnesota Timberwolves

Prior to launching Front Burner Sports and Entertainment, company President Chris Potenza served as the Director of Corporate Sponsorships for the Minnesota Timberwolves. While with the organization, Mr. Potenza oversaw a team of ten (10) employees responsible for the sale and activation of all sponsor relationships.

Mr. Potenza was intimately involved in the renewal of the naming rights deal at Target Center, which came after an exhaustive campaign which included several other competing bidders. Additionally, Mr. Potenza played a key role in the development of the concept of naming rights for a practice facility and as part of this project created all proposals, ideology and processes related to this project which ultimately resulted in what is today known as Mayo Square.

References



Mark McCabe
Director of Parks & Recreation
Ramsey County
Phone: 651.363.3777
E-Mail: mark.mccabe@co.ramsey.mn.us

Lee Krueger
President
Port of St. Paul
Phone: 651.204.6226
E-Mail: ljk@spa.com

Dean Mulso (also serves as Treasurer of MIAMA)
Facilities Manager
City of Burnsville
Phone: 952.895.4653
E-Mail: dean.mulso@burnsvillemn.gov

Chris Terry
Board Member
Rochester, MN Sports Commission
Phone: 763.535.3062
E-Mail: cterry@knutsonconstruction.com

Ethan Casson
Chief Executive Officer
Minnesota Timberwolves
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E-Mail: ethan.casson@timberwolves.com

Cal Portner
City Administrator
City of Elk River
Phone: (763) 635-1001
E-Mail: cportner@elkrivermn.gov

Sub-Consultants and Associates



Front Burner Sports and Entertainment is confident that it has all of the resources necessary for the successful completion of this project in-house and will not be contracting for the services of any outside sub-consultants or associates.

Summary of Claims and Judgements



Front Burner Sports and Entertainment has had zero claims brought against the company for any past work of any kind.



Company Address and Contact Info

Physical Address: 7924 Victoria Dr., Victoria, MN 55386

Mailing Address: P.O. Box 273, Victoria, MN 55386

Phone #: (612) 368-0652

Email: chris@frontburnersports.com

Website: www.frontburnersports.com



Section II: Sponsorship Services – Price Proposal



Professional Fees



Fees related to the scope of work for this project include all expenses and will be broken down by phase as follows:

Phase One: During Phase One of this project City of Chaska will compensate Front Burner Sports and Entertainment at a monthly rate of \$5,000 for a period of three months for a total Phase One sum not to exceed \$15,000. Should work on this phase be completed early and to the satisfaction of both parties, compensation will move immediately to the Phase Two compensation plan as detailed below.

Phase Two: During Phase Two of this project City of Chaska will compensate Front Burner Sports and Entertainment at a monthly rate of \$3,500 for a total of twelve months for a total sum not to exceed \$42,000. Should work on this phase be completed early and to the satisfaction of both parties, compensation will move immediately to the Phase Two compensation plan as detailed below.

Phase Three: During Phase Three of this project City of Chaska will compensate Front Burner Sports and Entertainment at a monthly rate of \$2,500 for a total of four months for a total sum not to exceed \$10,000. Should work on this phase be completed early and to the satisfaction of both parties, compensation will move immediately to the Phase Two compensation plan as detailed below.

Commission Payments: In addition to this monthly rate, the City of Chaska will also pay a 10% commission on the lifetime value of sold sponsorship programs with total commission payments not to exceed \$150,000. Lifetime value shall be calculated as sum of total annual payments by sponsor during the term of agreement. City will be billed for all commission payments at the conclusion of Phase Three.

Fee Summary:

Phase One: \$5,000 per month not to exceed \$15,000

Phase Two: \$3,500 per month not to exceed \$42,000

Phase Three: \$2,500 per month not to exceed \$10,000

Commission Payments: 10% commission on lifetime value of sold sponsorships

Submission Statement



This proposal is a response to the RFP issued by the City of Chaska for Naming Rights and Sponsorship Consulting Services and is submitted by the undersigned as an officially authorized representative of Front Burner Sports and Entertainment.

A handwritten signature in black ink, appearing to read "Chris Potenza", written over a horizontal line.

Signature

Chris Potenza

Name

President

Title

The City of Chaska, Minnesota



RFP for Naming Rights & Sponsorship Consulting Services



Marshall Grange
Chaska Parks and Recreation Director
1661 Park Ridge Drive
Chaska, MN 55318

July 28, 2021

Dear Mr. Grange,

It is with pleasure that we submit The Superlative Group's proposal for the City of Chaska, Minnesota's RFP for Naming Rights and Sponsorship Consulting services.

We believe our core competencies and distinguished history in Naming Rights and sponsorship valuation, development and execution on behalf of many municipalities, entertainment and sports properties makes us uniquely qualified to efficiently work with the City of Chaska.

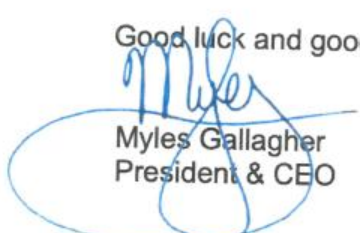
A common risk that Superlative has faced in its representation of dozens of municipal entities is a perception of overbranding public property. Often there is a concern that there may be too much corporate branding. This risk can be mitigated through strategic communication between the City and Superlative. It is imperative that the key stakeholders work together with Superlative to develop a strategy at the outset of the engagement. This would include identification of prohibited branding. Another risk the City may face is the inherent risk of partnering with a corporate entity. This is inherent as the City and Superlative can never predict with 100% certainty what issues the future may hold for the partner corporation. This risk will be mitigated in the contracting process, but not eliminated. Superlative will help the City of Chaska navigate contractual language that will ensure the City will have "out clauses" in the event the corporate partner encounters reputational issues in the future (e.g. disreputable behavior by the corporate partner).

Based on Superlative's extensive experience working on projects almost identical to the scope associated with this project, these are the only significant risks we see. We are confident our experience navigating these risks on previous projects will be a valuable resource to the City.

We look forward to the opportunity to meet with you and other stakeholders to answer questions, discuss the methodology our firm has developed and explain how we plan to leverage our expertise and experience to lead the City in this exciting opportunity.

Our proposal remains valid for 180 days. Please do not hesitate to reach out with any additional questions.

Good luck and good selling,



Myles Gallagher
President & CEO

The Superlative Group, Inc.

Sponsorship is Evolving. We're Leading the Way.

Headquartered in Cleveland, OH, with satellite offices in Las Vegas, NV, and London, UK, The Superlative Group is the foremost expert in the valuation and sale of Naming Rights and corporate sponsorships for public and private sector clients. Founded in 1994 by current President and CEO Myles Gallagher, Superlative is an industry-leading team of sales executives, valuation analysts, attorneys and accountants that manage the entire sponsorship marketing process from stakeholder engagement, industry research and valuation to negotiating, closing and stewarding of partnerships. Over the past 26 years, Superlative has delivered more than \$2.2 billion in Naming Rights, sponsorship and premium seating revenue for our clients.

OUR MISSION & VALUES

At Superlative, superior customer service has been woven into the fabric of our firm since its inception. As a result, Superlative's culture and core beliefs are rooted in exceeding our clients' expectations. Our client focus is evident by the manner in which we organize and manage our projects:

- Understanding each client's needs, objectives and desires;
- Building a sponsorship marketing and sales plan that meets those goals;
- Drawing upon our extensive experience to optimize Naming Rights and sponsorship inventory;
- Maximize sponsorship revenues through sales propositions and long-term agreements;
- Supplying senior management and on-site staff to direct and execute each plan
- Providing immediate feedback and ongoing reporting to each client as the project progresses.

OUR APPROACH

The Naming Rights and sponsorship industry is continually changing because we are changing it. Our approach challenges the outmoded belief that sponsorships are sold primarily by intangibles. We use an impressions-based valuation methodology that employs real-world values that can be later justified in a sales pitch. We speak the language sponsors speak, plain and simple. Every day, our executives are challenged to create innovative partnerships that will deliver optimum value to each client—whether it's a property or a sponsor.

Team Resumes

MYLES GALLAGHER, President & CEO

Professional Qualifications: 34 years of Naming Rights and Sponsorship experience, 27 years as President and CEO of The Superlative Group

Educational Attainment: B.A., John Carroll University

Background: A sales and marketing leader with 34 years of experience in Sports Marketing, Corporate Consulting, Entertainment Property representation and Municipal Marketing, Gallagher opened his full-service agency, The Superlative Group, Inc., in January 1994.

Before founding The Superlative Group, Gallagher played a key role in premium seating and sponsorship sales with the Cleveland Indians during their transition from Cleveland Municipal Stadium to Jacobs Field (now Progressive Field) in the early 90s.

Gallagher also served in IMG's Motorsports Division, responsible for driver endorsements and team representation, as well as the sales and marketing of Motorsports events, where he represented such brands as Eddie Cheever, Jackie Stewart, and Emerson Fittipaldi and directed sales of the Marlboro Grand Prix and other prestigious properties. Prior to IMG, Gallagher served as the youngest brand manager in the tire industry at Dunlop Tire Corporation.

Gallagher pioneered the field of Municipal Marketing and has led the transition of Naming Rights from a sports stadium niche to an integral part of public infrastructure financing.

KYLE CANTER, Chief Operating Officer

Professional Qualifications: 16 years of experience in Naming Rights and sponsorship valuation, sales and consulting

Educational Attainment: B.A., Tiffin University

Background: As Chief Operating Officer of The Superlative Group, Canter is responsible for all aspects of business development, client management, strategic planning, staffing, financial forecasting and sales.

Canter has 16 years of experience in the Naming Rights and corporate sponsorship analysis and sales arena. He's worked in the areas of municipal marketing, consulting, auto racing, basketball, baseball, hockey, music, beach volleyball and figure skating. His unique experience with municipal leaders at the federal, state and local levels combined with his understanding of team executives, owners and C-suite leaders at some of the world's most successful and recognizable brands including M&M's, Anheuser-Busch, Corona, Coca-Cola, PepsiCo, Harley-Davidson, Nestle, The Home Depot, Cleveland Clinic, and Snickers provide him an intuitive understanding of how executive teams value and analyze potential sponsorship and marketing partnerships. As corporate partnerships in higher education continue to expand, Canter has been a leader of the program at California State University System, the largest system in the world, and many other higher education institutions. He has worked across the professional and minor leagues negotiating and consulting on behalf of sponsors in all categories including healthcare, higher education, financial services, utilities, insurance, automotive, travel and more.

SIMON HAWKINS, ACA Managing Director, UK & Europe

Professional Qualifications: 12 years of experience as a Chartered Accountant. Experience on a wide range of infrastructure projects which include using a range of funding sources, including Naming Rights and Corporate Sponsorships.

Educational Attainment: M.A., University of Edinburgh

Background: Simon Hawkins is an experienced financial accountant and financial modeler with 12 years of experience on a range of Government and Infrastructure projects in the UK, Ireland, United States and Asia. Simon has advised a wide range of Government bodies and private sector clients on financial valuations, statistical analysis and business planning.

Simon joined The Superlative Group in 2013 and led the valuation team in the United States on projects in the Sport, Leisure and Transportation sectors. Now located in London, he leads Superlative projects based in the UK & Europe. Before joining Superlative, Simon worked for the Grant Thornton UK LPP Government and Infrastructure Advisory team, where he trained as a financial accountant and gained experience on all aspects of project management, commercial negotiation, strategic planning and business development. Simon worked in an advisory role at the interface between major public entities, banks and private sector infrastructure companies.

Simon has been leading valuation specialist on a wide range of Superlative valuation projects including the London 2012 Olympic venues, Public Bicycle Hire programs and Naming Rights valuations for Department of Transportation clients, Convention Centres and major entertainment Arenas. Simon's experience provides an understanding of the relationship between infrastructure assets and sponsorship opportunities, through direct experience of how executive teams value and analyse potential sponsorship and marketing partnerships.

ROSS KENNERLY, Executive Vice President of Analytics, Valuation and Development & Director of University Corporate Partnership Programs

Professional Qualifications: 17 years of experience previously working for IEG, BeatNIK Marketing Group, Social Capital, Inc. and the University of Nevada, Las Vegas

Educational Attainment: B.A., Alma College; Diplome de Langue Française, Alliance Française Paris Ile-de-France

Background: Ross Kennerly brings 17 years of experience in corporate sponsorship valuation, consulting, activation and sales on behalf of both rightsholders and buyers. This includes four years of public sector property consulting with Superlative; more than three years in nonprofit management, cause marketing consulting and university preferred partner program development; three years as a creative consultant for some of the world's most recognizable brands, including RJ Reynolds, Anheuser-Busch InBev, Kraft Foods Group, Jockey and Newell-Rubbermaid; and five years as a sponsorship valuation analyst at IEG. He is responsible for business development, client management and all facets of the Superlative valuation process.

Before joining Superlative, Kennerly worked for the University of Nevada, Las Vegas as the university's sponsorship director, where he was responsible for soliciting corporate investment in Black Fire Innovation, the first public-private partnership between a university and a private casino gaming corporation and the first gaming and hospitality business incubator in the world. Kennerly also directed all corporate fundraising efforts at UNLV, including the UNLV Foundation Annual Dinner; Alumni Association sponsorship and affinity programs; philanthropic giving to individual colleges and schools; and business partnerships through UNLV Purchasing and Contracts. Additionally, Kennerly served as an advisor to the President's Cabinet to drive

development of UNLV's university-wide preferred partner program. In his first year with UNLV, Kennerly raised over \$9.9 million in current and future revenues for the university, including multi-year agreements with Herff Jones, Emerald Island Casino, Capgemini SE, Adobe, Panasonic, Salesforce, Nutanix, Intel, LG and more.

Also in the public sector, Kennerly previously consulted with Social Capital, Inc. to provide nonprofit fundraising strategy, lead sales training and raise millions of dollars through sponsorship sales as part of the development teams for more than 10 international nonprofits, including the American Society for the Prevention of Cruelty to Animals, Disabled American Veterans, American Red Cross, National 4-H Council, Rotary International, Children's Miracle Network, Feeding America and the National Park Foundation. In the private sector, Kennerly helped launch the Margaritaville, Bud Light Platinum and Lime-a-Rita brands for A-B InBev; developed a valuation methodology for television product placement for NBC Universal; and secured primary sponsors for Michael Jordan Motorsports' Aston Martin racing team.

Over his career, Kennerly's client list has also included the Rock and Roll Hall of Fame and Museum, Minnesota Twins, Walt Disney Corporation, DIAGEO, Grupo Modelo, High Museum of Atlanta, Genting Malaysia, City of Chicago, Caesars Entertainment and the U.S. Department of Defense, covering every industry vertical from emerging segments like eSports to the American military industrial complex.

PAT NIESER, Executive Vice President, Corporate Partnerships & Development

Professional Qualifications: 16 years of experience in public and private sector Naming Rights, partnerships, and sponsorship sales

Educational Attainment: B.S., Ohio University; M.B.A., Ohio University, M.S.A., Ohio University

Background: Pat Nieser brings over 16 years of experience in the sponsorship sales world with time spent in the NCAA, MLB, NBA, NFL and digital sports field. He has also consulted, activated and valued marketing opportunities with the majority of his time prior to Superlative spent selling corporate partnerships with the Cincinnati Bengals. During his time in Cincinnati, Pat was involved in major projects such as a stadium-wide Wi-Fi network installation.

At The Superlative Group, Pat has secured several Naming Rights, beverage rights, and partnership agreements on behalf of clients in the sports, entertainment, healthcare, transit, higher education and convention sectors. He is also deeply involved in business development and consulting efforts for the firm and enjoys working with the Valuation Division while leading the sales team.

Nieser has enjoyed developing partnerships with the CPG, retail, automotive, healthcare, malt beverage, financial services, insurance, and technology industries. He received his Master of Sports Administration and Master of Business Administration degrees from Ohio University and has enjoyed supporting the American Cancer Society, University School and Ohio University through various volunteer and fundraising initiatives.

MATTHEW KORTE, Vice President, Corporate Partnerships & Development

Professional Qualifications: 15 years of experience in sponsorship, sports sales and development

Educational Attainment: B.A. Miami University

Background: Matt Korte joined The Superlative Group in early 2019 as Director, Corporate Partnerships. In his current role as the Vice President of Corporate Partnerships and Development for The Superlative Group, Matt is responsible for all aspects of business development, client management, strategic planning and sponsorship sales. His experience includes stops in Minor League Baseball working with Mandalay Sports Properties and the Frisco Roughriders, the NCAA with Wake Forest University's Athletic Department and most recently the Cleveland Cavaliers of the NBA. Through the years, Matt's focus has been on ticket sales leadership, premium inventory sales, development, networking and fostering long-term partnerships. During his time with the Cavaliers, Matt was instrumental in The Q Transformation Project; spearheading multi-year agreements for new hospitality spaces following a \$200M+ renovation to Quicken Loans Arena.

Korte has enjoyed working with clients throughout numerous industry sectors, including, but not limited to; Automotive, Healthcare, Construction, Financial Services and Higher Education. He received his B.A. in Political Science from Miami University where he was active within the Athletic Department and ISP/IMG. In his free time, he enjoys spending time with his wife, son and two German Shepherds.

JOSH LAW, Vice President, Analytics & Valuation

Professional Qualifications: 9 years of sales, marketing, and data analytics experience in professional sports

Educational Attainment: B.S., M.B.A., M.S.A, Ohio University

Background: Josh Law brings a combination of sales, marketing, and data analytics experience into his role as Vice President of Analytics & Valuation. After having spent time in ticket sales for the Cincinnati Bengals and Cleveland Indians, he moved into the analytics side of sales and marketing with the Columbus Blue Jackets. He has also worked on consulting projects for the National Football League, National Hockey League, San Diego Padres, Phoenix Suns, and NBC Sports. He is a three-time graduate of Ohio University, receiving his Bachelor's, MBA, and Master of Sports Administration.

ADAM SMITH, Director, Corporate Partnerships & Development

Professional Qualifications: 12 years of experience in public and private sector Naming Rights, partnerships, activations, and sponsorship sales

Educational Attainment: B.S., The Ohio State University

Background: Prior to Superlative, Adam Smith's experience includes work at The Ohio State University, in Minor League Baseball, and with G3 Marketing. In his most recent and extensive experience, Adam worked on sponsorship activations with Fortune 500 companies, giving them access to prominent athletes from the NBA, NFL, NHL, MLB, PGA, MLS, USWNT, and PLL. Through the years, Adam has also sold and managed brand activations and hospitality to tentpole events that include the NFL Super Bowl Experience, NFL Draft Experience, NCAA Final Four, NBA All-Star, MLB All-Star, NCAA College World Series, and The Masters.

Smith has enjoyed engaging with clients in various industries, including, but not limited to, Financial Services, Healthcare, International Franchise, Automotive, and Footwear.

AARON CAPUTO, Executive Director, Legal and Client Services

Professional Qualifications: 4 years of experience negotiating and drafting a variety of contracts in the sports industry.

Educational Attainment: B.A., Ohio Wesleyan University; J.D., Cleveland-Marshall College of Law; LL.M., University of Miami School of Law

Background: As Executive Director of Legal and Client Services, Aaron Caputo is primarily responsible for negotiating, drafting, interpreting, and managing contracts on behalf of The Superlative Group, while also assisting in client outreach. Additionally, Aaron supports The Superlative Group by providing general legal counsel and analysis.

In his experience, Aaron has focused on transactional law and has provided legal advice in the areas of minor league baseball, professional athlete representation, municipal law, and sports law consultancy. His prior experience most notably consists of negotiating and drafting presenting sponsorship, vendor, suit/loge, and stadium use agreements as well as athlete representation, endorsement, and appearance agreements.

CLAIRE REDDY, Executive Director, Client Services

Professional Qualifications: 4 years of professional experience in client research and sales development and management

Educational Attainment: B.S., The Ohio State University

Background: As Executive Director of Client Services, Claire Reddy is responsible for initial and continued client outreach and the development of sales material. She has supported successful sale efforts for NFTA, the City of Sacramento, Sacramento Regional Transit and more. Claire is vital to client servicing and acts as a direct link between the client and Superlative's executive team.

ALEC KATSAROS, Director, Analytics & Valuation

Professional Qualifications: 4 years of professional experience in industry research and data analytics

Educational Attainment: B.S. Miami University

Background: As Director of Analytics and Valuation, Alec Katsaros is responsible for project management and industry analytics. He has worked on consulting projects in industry sectors including but not limited to; Higher Education, Municipal Assets & Infrastructure, Professional Sports and Transit. To date, Katsaros has completed over \$300 million in valuation work.



Claims

The Superlative Group has not had any claims brought our firm or any of our team members during the past five years.

Methodology

EXECUTIVE SUMMARY

Superlative's sales executives, accountants, analysts and attorneys engineered our approach to sponsorship marketing to focus on maximizing revenue generation for our clients while over-delivering value against each corporate partner's marketing objectives. From start to finish, each facet of our process is guided by well-rounded sponsorship professionals who have over 100 combined years of practical experience valuing, selling and executing partnerships.

Our executives have successful track records working for both properties and sponsors, spanning every sector from convention centers to charitable nonprofits to top tier research universities. This wealth of real-world experience informs our work on a daily basis and ensures that our sponsorship strategy accounts for every marketable asset and capitalizes on every possible revenue stream. Our process is typically divided into two components: Phase I Valuation and Phase II Strategic Sales. However, for the City of Chaska, we have divided our approach into three phases, per their RFP. The following sections summarize our valuation methodology, itemize key deliverables and provide standard timelines for completion of each phase of the project.

PHASE I: ASSET INVENTORY and VALUATION & DEVELOPMENT OF SOLICITATION/PROMOTIONAL PACKAGE

During Phase I, our team of Valuation specialists identify and value all of the assets that the City of Chaska, MN, has available to generate revenue. Our Valuation process includes five key components:

- 1) Quantitative Analysis;
- 2) Qualitative Analysis;
- 3) Contract & Policy Analysis;
- 4) Industry Benchmarking; and
- 5) Prospect Identification.

Each component is briefly summarized in the following pages.

QUANTITATIVE ANALYSIS

Quantitative Benefits reflect the ability to effectively measure the return on investment that the City partners can expect to receive. These include the direct, or tangible, benefits available to the partner. Quantitative Benefits typically form a significant portion of fair market value because each item is quantifiable and guaranteed to the partner.

Quantitative Benefits are separated into several categories including:

- Property Media Buys;
- Signage Benefits;
- Print Marketing Collateral;
- Social and Digital Media Exposure; and
- Display Opportunities.

The first step in identifying quantitative value is by studying real-world media value in the marketplace. This involves understanding the total number of possible impressions available through each asset that reaches the target audience. We identify television, signage, print, digital and social media exposure and then scale impressions for each asset from "valued impressions" to "waste impressions," adjusting the media value accordingly. Standard discount rates range between 10 and 75 percent depending on the type and quality of exposure.

Quality of exposure is determined by:

- How prevalent the partner's ID (Name) is through the exposure period; and
- The impact of its placement with its intended audience.

Our specialists then use pre-impression, or rate-card, values to assign a price or value to each benefit identified. CPMs used for this purpose are culled from local, regional and national advertising rates depending on the scope of the opportunity. Typical CPMs can range from \$2.50 for online exposure to \$15 for large format out-of-home digital signage. They also represent the most accurate metric by which to determine exposure value for any particular partnership asset.

Our quantitative analysis also includes an assessment of the value of engaging the target audience and the quality of exposure received. Understanding the value of each impression with respect to a specific demographic or target audience is an important component. For example, a target student demographic of 18- to 21-year-old females may be considered a "premium audience" by one partner, while another may be trying to reach 35- to 54-year-old males. Our valuation is adjusted accordingly for each opportunity and asset.

The final aspect of our quantitative assessment is identifying the costs of engaging the target audience and achieving high-quality exposure. This includes an assessment of the cost of delivery (to the partner) and may include direct costs (installing a hard sign), overhead costs (maintaining a media platform) or development costs.

QUALITATIVE ANALYSIS

Qualitative Benefits, or intangible benefits, enhance the value of a sponsorship and typically fall outside traditional media platforms making them difficult to quantify. Superlative classifies Qualitative Benefits into five distinct categories based on its extensive experience selling, negotiating and auditing Naming Rights and corporate sponsorships:

- Prestige of Property;
- Value of Audience;
- Opportunity to Activate;
- Partner Protection; and
- Geographic Reach.

Functionally, Qualitative Benefits represent the premium value a sponsorship demands over alternative marketing investments. By simplifying intangible benefits into the above five categories, Superlative is able to effectively justify premium sponsorship value by focusing on the qualitative aspects of an opportunity that align with the objectives of a corporate marketer.

CONTRACT & POLICY ANALYSIS

As part of its analysis, Superlative conducts a thorough contract review prior to completing every Phase I report. The goal of this process is to establish a list of any limitations, processes or existing policies that affect a contract. Then Superlative develops a strategy to minimize the effects of those limitations and maximize all of the identified opportunities through a logical priority assessment.

Not only are prices, fulfillment obligations and relative value for each party reviewed, but also values against similar contracts with other entities. The value of sponsorship to the City will be inhibited by any pre-existing

contracts relating to corporate sponsorships. A thorough understanding of the City's existing advertising contracts will assess the impact that existing agreements place on new partnership agreements.

The project team spends time early in the project reviewing all relevant statutes, signage regulations and rules to ensure that the City marketing opportunities, within context of established guidelines, are understood. Superlative remains in close contact with the City's legal and executive teams to

ensure that the asset database is being developed in a manner that is consistent with the City's existing policy regarding assets for marketing purposes.

INDUSTRY BENCHMARKING

Superlative maintains an extensive database of sponsorship agreements that is continuously updated and includes, but is not limited to, sponsorship contracts from transit agencies, Departments of Transportations, park districts, municipalities, arenas, stadiums, theatres, convention centers, universities and nonprofit organizations. Once our Valuation specialists have developed the asset database and determined the sponsorship value for each opportunity and asset, a list of similar sponsorship contracts, including their terms, associated fees and other pertinent details, is compiled for each asset. The goal of this process is to identify not only the fair market value of each sponsorship opportunity, but also the minimum (floor) and maximum (ceiling) revenue garnered in the marketplace by similar organizations. Each sponsorship asset is presented in this manner in our final Phase I report.

PROSPECT IDENTIFICATION

As a final step, Superlative draws upon its extensive background in partnership sales and its proprietary database to outline prospective partners for each sponsorable opportunity. This database includes both category identification and major corporate partners within each category. In our experience, optimum revenue generation is attained when there is a comprehensive understanding of:

- The inventory available; and
- How that inventory aligns with the needs of potential partners.

Superlative's experience in identifying and documenting marketing rights, combined with our knowledge of (and relationships with) large corporations, will give the City the tools to ensure the maximum revenues are leveraged out of every corporate sponsorship.

PHASE II: MEETING WITH POTENTIAL PARTNERS & AGREEMENT NEGOTIATIONS

PROSPECTING

- Collaborate closely with the City leadership and development teams on recommendations they may have;
- Exhaust Superlative's contact database of thousands of corporate contacts, which is continually updated;
- Identify and research prospective corporations through various subscribed databases to match the marketing needs of corporations with the logical and most valuable marketing assets of the City;
- Promote sales campaign with a description of the City's initiatives through a myriad of resources;
- Create presentation material that will provide specific information for potential investments and/or partnerships with the City as part of the sponsorship program, including:
 - Market/Demographic data;
 - Measured media value;
 - Value justification for unmeasured media;
 - Partnership benefits and options;
 - Options for renewal; and
 - Financial investment.

NEGOTIATING AND COMPLETING AGREEMENTS

Superlative will assist in any way that is comfortable for the City. Superlative's executives can be the upfront negotiator or advise the City stakeholders, depending on your desire and needs.

PRESENT AGREEMENTS TO THE CITY OF CHASKA EXECUTIVES AND THE MEDIA

Superlative is well versed in the appropriate procedures for announcements to local and national media outlets. Superlative will work with the City to accurately present a negotiated corporate sponsorship to the appropriate executives and media. It is important that sponsorships be communicated accurately, both financially and politically, while being cognizant of objections and concerns.

CONTRACT FULFILLMENT

Superlative will work with the City to develop a system that accurately tracks the status of newly developed corporate sponsorships. Our experience shows that contract fulfillment requires participation from development, legal and accounting functions to ensure high-quality sponsor relationships.

MANAGE AND AUDIT ONGOING RIGHTS

Superlative establishes post-contract review mechanisms to ensure that all benefits owed to the City are captured and that the organization is meeting its obligations under these contracts. Superlative is a strong advocate of audits, especially when payments are performance based.

PHASE III: ACTIVATION OF AGREEMENTS & FOLLOW-UP SOLICITATION

ACTIVATION AND AUDIT (TERM OF AGREEMENT)

After delivery of a campaign agreement, the project team will assist the City in the activation and compliance of each aspect of that agreement. Specifically, Superlative will:

- Finalize agreement terms and conditions;
- Assist the City with the first year of activation of each sponsorship;
- Assist in the development of payment schedules and compliance issues; and
- Provide other services as requested by the City.

PROGRESS REPORTS

Superlative understands that effective communication with the client is a critical part of successful project delivery. As part of our standard reporting procedure, we use template reports to provide sales updates:

- Following all meetings with target companies regarding any Naming Rights, corporate sponsorship or revenue-potential opportunity;
- On a monthly basis, to provide the City an update on activity during the period. We discuss these periodic sales update reports on a scheduled conference call.

Reports are prepared in a template and serve as a record of discussion during sales meetings and log the following project details. Generally, our progress reports include the following information:

- Project timescales and sale priorities
- Status of progress of deliverables in Scope of Services
- Status of all activities, events and efforts
- Summary of meetings and presentations
- Summary of activity regarding market interest and feedback
- Summary of communications with potential sponsors
- Any deviations from project deliverables or schedule
- Plan of activities for next 30 days

The Superlative Group will agree to the format with the City's project team as part of our project initiation process.

PROJECT TIMELINES

Superlative understands that every client situation is unique, and our sales and marketing process allows for flexibility and customization depending on the City's specific needs. For our engagement, Superlative will complete the following steps:

PHASE I VALUATION (3-4 months, immediately following contract execution)

WEEKS 1 – 4

- **KICKOFF MEETING AND SITE VISITS.** Site visits are undertaken as soon as possible to view the assets being valued and kick-start the asset research process. Our valuation team will compile a digital inventory of images and renderings that will be referenced during the valuation process and used in development of promotional materials for the sales implementation process.

Concurrent with our site visit, Superlative requests a kickoff meeting at the City's offices to introduce our team in person, identify project leads and go over timelines and responsibilities.

- **GATHERING OF PRELIMINARY INFORMATION.** Upon appointment as sales agents on any new engagement, The Superlative Group carries out initial research to review relevant documentation such as strategic plans, design briefs and project renderings to gain an in-depth knowledge of the project and make an accelerated start on our asset identification process.

Upon completion of our site visit, Superlative will send the City staff a detailed Information Request that identifies the key pieces of information that we would like to review as part of our valuation process and present our initial thoughts on the structure of the final report. We will schedule a follow-up call to answer any questions pertaining to our request to facilitate and expedite the information gathering process.

WEEKS 5 – 8

- **RECEIPT AND REVIEW OF INITIAL INFORMATION.** Superlative allows 2-3 weeks for receipt of the bulk of information requested of the City, although this process will likely continue until the report is finalized, and potentially, throughout the strategic sales process as Superlative obtains interest from potential sponsors. In most cases, Superlative secures most of what it needs to begin building the City's asset database by Week 6.
- **DEVELOPMENT OF ASSET DATABASE.** Concurrently, Superlative's valuation specialists begin compiling the City's assets and determining their quantitative value based on local, regional and national media rates.
- **QUALITATIVE ASSESSMENT OF SPONSORSHIP ASSET VALUE.** Our valuation team conducts original research to ascertain the intangible value of the City's sponsorship opportunities when compared to other, similar properties, using annual reports, press releases and other relevant information provided by the City as well as Superlative's proprietary database of sponsorship contracts.

WEEKS 9 – 12

- **CONTRACT REVIEW.** Once Superlative has determined the sponsorship value for the City assets, packages are compared to existing the City sponsorship agreements. A database of potential challenges and limitations that could potentially impact revenue generation is created, from both external (e.g., signage restrictions) and internal (e.g., category restrictions like tobacco or alcohol) processes.

- **INDUSTRY BENCHMARKING AND PROSPECT IDENTIFICATION.** Drawing upon its proprietary database, Superlative builds a list of comparable sponsorship contracts relevant to each the City opportunity. This list is also used to identify target sponsor entities along with input from the Superlative sales team.
- **EXECUTIVE REVIEW.** Superlative conducts an extensive internal review process where senior leadership has an opportunity to weigh in on potential contract value and overall program revenue potential, lending insight critical insight to the project and ensuring that all potential revenue is accounted for.
- **DELIVERY OF DRAFT VALUATION REPORT.** Superlative allows 1-2 weeks for review by the City staff, followed by a conference call with Superlative's valuation experts to walk through our findings together. Subsequently, any feedback is incorporated and the document is finalized.

PHASE II MEETING WITH PARTNERS & NEGOTIATIONS (6-12 months, recommended minimum)

- **DEVELOPMENT OF SALES MATERIALS.** Superlative's design team will begin developing presentations, one-sheets and other sales materials using information obtained through the Phase I Valuation process, including audience demographics, proposed sponsorship value and images obtained through site visits and the City.
- **PIPELINE DEVELOPMENT.** Superlative's sales executives will work with the City personnel to develop a database of sponsor contacts, to be reviewed and agreed upon by the City staff prior to Superlative making its first call.
- **MONTHLY REPORTING.** Superlative's sales executives will coordinate a regular conference call with the City leadership to provide regular updates on progress made to date. Additional calls may be requested on an ad hoc basis as sponsor interest and pitch meetings are secured. Superlative will provide an updated sales report the City's review prior to the call.
- **NEGOTIATE SPONSORSHIP AGREEMENTS.** As noted above, Superlative's valuation process determines not only the fair market value of each opportunity, but also the range of contract value obtained by similar organizations from corporate sponsors. With the City's approval, Superlative will open sponsorship agreement negotiations at the ceiling of this range, or higher.

PHASE III ACTIVATION & FOLLOW-UP (6-12 months, recommended minimum)

- **ACTIVATE SPONSORSHIP AGREEMENTS.** Once negotiations have completed and the agreement is finalized, the Superlative project team will secure partnerships within the parameters of contract value provided, beginning with the City's most valuable assets first.
- **CONTINUE FOLLOW UP.** Superlative will follow up and meet with potential partners that expressed initial interest in the project, but were unable to commit, to present them opportunities of involvement to generate as much revenue as possible for the City.

Experience



CASE STUDY | CITY OF WOODBURY, MN

NAMING RIGHTS, SPONSORSHIP
ASSET INVENTORY, VALUATION & SALES

SUMMARY OF SERVICES



The Superlative Group was selected in April 2015 to secure Naming Rights and sponsorship partners for Minnesota United Football Club's soccer stadium (National Sports Center), indoor multisport complex (Bielenberg Sports Complex) and the team kits. The project team completed a full asset inventory and valuation on the Bielenberg Sports Complex prior to the sale of Naming Rights and sponsorships. Superlative secured a 10-year, \$3 million Naming Rights agreement to the Beilenberg Sports Complex with HealthEast Care System.



CASE STUDY | ST. PAUL SAINTS

NAMING RIGHTS SALES

SUMMARY OF SERVICES



The Superlative Group served as the exclusive Naming Rights Sales Consultant in 2012 to the St. Paul Saints. The project included identification and valuation of Naming Rights and Cornerstone Partnership opportunities for the St. Paul Saints' new ballpark in downtown St. Paul, MN. Team members completed a full Phase I Project Inventory and Valuation and delivered an asset inventory report in less than 90 days. Following delivery of the report, Superlative entered the Phase II Sales process and sold the Naming Rights in less than 3 months. An agreement was reached with CHS, Inc. for \$15 million over 13 years. This Naming Rights agreement is the most lucrative Naming Rights agreement in the American Association of Independent Professional Baseball.



CASE STUDY | MEET MINNEAPOLIS

NAMING RIGHTS & POURING RIGHTS CONSULTATION SERVICES

SUMMARY OF SERVICES



The Superlative Group was hired by the Meet Minneapolis Convention & Visitors Association to seek out an exclusive single-source soft drink sponsor to supply the Minneapolis Convention Center with all its needs for beverage vending machines, selling and distribution. Superlative provided Meet Minneapolis with advice and consultation throughout the process of conducting negotiations with potential exclusive soda vendors including coordinating meetings and conference calls, exchanging offers, business terms and other duties deemed necessary by Meet Minneapolis. Superlative secured a 10-year, \$1 million pouring rights agreement with Pepsi and was subsequently retained as the Naming Rights and sponsorship consultant to Meet Minneapolis.



CASE STUDY | ROCKFORD PARK DISTRICT, IL

NAMING RIGHTS, SPONSORSHIP
ASSET INVENTORY, VALUATION & SALES

SUMMARY OF SERVICES



The Superlative Group was selected in June 2015 to serve as the sole Naming Rights and sponsorship consultant for the Rockford Park District's Sportscore Downtown and Sportscore II. The Rockford Park District is the third largest park and recreation system in Illinois and its network includes four sports complexes, five golf courses, four museums, two ice arenas, an equestrian center and numerous recreational paths and public gardens. The project team secured University of Wisconsin Health as the Naming Rights partner to the Sportscore Downtown at 10 years and \$2.1 million as well as MercyRockford Health System on a 10-year, \$1.9 Naming Rights agreement to Sportscore I, Sportscore II and the Indoor Sports Center.



CASE STUDY | FTX ARENA

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group was engaged to value and sell the Naming Rights to American Airlines Arena, home of the Miami HEAT, in Miami, Florida. Once the comprehensive valuation was completed, Superlative secured a 19-year Naming Rights partnership totaling more than \$215 million. The partnership was secured with FTX, a leading cryptocurrency exchange platform founded by Sam Bankman-Fried. The partnership is the first of its kind and spearheaded a full category policy review by the NBA in anticipation of a massive influx of new sponsorship revenue from consumer-focused cryptocurrency exchange platforms, banks and other supporting industries.



CASE STUDY | CITY OF SACRAMENTO. CA

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group was hired in January 2014 to conduct a valuation of assets inside and outside the Sacramento Community Theater that could benefit from corporate partnerships and sponsorships. In April 2014, the valuation team delivered the completed asset inventory and valuation to the City that identified the value of Theater Naming Rights and other key assets. The project team was subsequently re-hired by the City in May 2017 to re-visit Naming Rights and sponsorships for the Theater, Convention Center and Memorial Auditorium. The project team has completed a comprehensive report outlining key findings including top-tier partnerships and/or donor categories and key prospects for Naming Rights outreach. Most recently, the sales team is just finalized a 25-year, \$23 million Naming Rights deal with SAFE Credit Union for the Theater and Convention Center.



CASE STUDY | CUYAHOGA COUNTY, OH

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group was hired as the exclusive Naming Rights consultant for the Cleveland Convention Center and Global Center for Health Innovation. The project team delivered a complete asset inventory and valuation. This included recommendation for the best approach to maximizing revenues, project asset prioritization, innovative ways to package assets for potential partners and determining a fair market value for Naming Rights to the Cleveland Convention Center and Global Center for Health Innovation. Superlative announced an agreement between the Cleveland Convention Center and FirstMerit Bank (now Huntington Bank) for Naming Rights, making the convention center the “FirstMerit Convention Center of Cleveland” (now “Huntington Convention Center of Cleveland”). The agreement is worth \$10 million over 20 years.



CASE STUDY | SALT LAKE COUNTY

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group was hired by SMG, South Towne Exposition Center and Salt Palace Convention Center to value the assets and develop a marketing plan to sell Naming Rights to the convention centers. Within a few months, Superlative delivered a comprehensive asset inventory and valuation for Naming Rights to the centers as well as exhibition halls and pre-function areas. The project team also provided opportunities for category sponsorships throughout the facility. Superlative has secured a 10-year, \$1.59 million pouring rights agreement with Coca-Cola and, more recently, secured Mountain America Credit Union as the Naming Rights partner to the South Towne Exposition Center at \$4 million over 10 years.



CASE STUDY | PLACER VALLEY, CALIFORNIA

NAMING RIGHTS, SPONSORSHIP
ASSET INVENTORY, VALUATION & SALES

SUMMARY OF SERVICES



The Superlative Group was hired by Placer Valley Tourism for detailed asset valuation to be followed by sponsorship and Naming Rights sales of their assets. Placer Valley redeveloped the county fairgrounds and rebranded the venue as @the Grounds to include a new sports complex and other highly visible attractions. Upon starting the sales campaign, Superlative secured an exclusive pouring rights agreement as well as an exclusive partnership for internet and telecommunication services for @the Grounds. With the 160,000-square foot event center opening in early 2020, The Superlative Group recently finalized a naming rights agreement that will generate in excess of \$4 million over a 20-year term agreement.



CASE STUDY | CITY OF SANTA MONICA

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

In 2015, Superlative was hired by the City of Santa Monica to procure sponsors for the new 500-bicycle bike share program. The project team generated interest from potential sponsors to support the program and subsequently secured Hulu as its Presenting Sponsor for \$3.5 million over 5 years. More recently, Superlative was rehired by the City to identify and value all assets that the City has available to generate revenue through advertising, naming rights, sponsorship opportunities. Superlative is also consulting on the placement of a city-wide digital out of home network.



CASE STUDY | SEDGWICK COUNTY, KS

NAMING RIGHTS, SPONSORSHIP
ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

Superlative was hired by Sedgwick County to evaluate the Naming Rights, sponsorship and premium seating revenue potential of their new downtown arena, home of the Wichita State Shockers' basketball team. Through focus groups, industry-standard benchmarking and individual one-on-one interviews with potential corporate or individual customers, the project team provided the County with a revenue projection report within 3% variance of the actual revenue generated. The project team was subsequently retained as the exclusive sales agent on behalf of Sedgwick County. In addition to the 25-year, \$8.75 million Naming Rights agreement with INTRUST Bank for the naming of the arena, naming partners were secured for the Entrance Plaza (Cessna Aircraft Company) and Main Concourse (Spirit AeroSystems) were delivered for \$3 million each.



CASE STUDY | CITY OF PALMDALE, CA

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The City of Palmdale hired The Superlative Group to serve as its exclusive sales and management agency to provide sponsorship sales and management services for City programs, events and facilities. Opportunities include on-site promotions, product sales, special events, sampling and more. The project team delivered a Phase I report, which identified and valued their current sponsorship assets, as well as identified potential new sponsorship assets to market and ultimately sell Naming Rights and sponsorships. Once the valuation was completed, the team moved into Phase II and immediately procured a City-wide Pouring Rights partnership totaling over \$300,000. In addition to the Pouring Rights agreement, the team also secured a Title Sponsorship totaling \$275,000 for the City's new Fitness Court currently under construction at the Pelona Vista Park.



CASE STUDY | CITY OF MIDLAND, TEXAS

NAMING RIGHTS, PREMIUM SEATING & SPONSORSHIP
ASSET INVENTORY, VALUATION & SALES

SUMMARY OF SERVICES



The Superlative Group was hired to as the exclusive Naming Rights, sponsorship and premium Seating Consultant for Midland, Texas and the Midland Rockhounds. Upon delivering a comprehensive valuation, the project team secured a 25-year, \$2.17 million Naming Rights agreement between the multipurpose stadium and Citibank. Superlative also secured Grande Communications as the Naming Rights partner to the city's sports complex at 25 years and \$1.2 million.



CASE STUDY | CITY AND COUNTY OF DENVER, CO

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

SUMMARY OF SERVICES



DENVER
THE MILE HIGH CITY

Superlative was hired as the exclusive agent to serve the City and County of Denver for its sponsorship sales and management services. Prior to the sales phase, Superlative created in-depth sponsorship valuation for the Denver Coliseum, Denver International Airport, Denver Performing Arts Complex, Red Rocks Amphitheatre and Denver Public Library. Valuation deliverables included valuing current sponsorship assets and the potential for new assets as well as Naming Rights potential for the Denver Performing Arts Complex, Denver Coliseum and Denver Convention Center. The project team handles all sponsorship activation and sales for Denver Arts & Venues. As the sole agency handling sponsorship for the venue, we handle the scheduling of all onsite activation, fulfillment of all assets as well as all year-end recaps. We also handle the sponsorship of DAV events, such as Yoga on the Rocks, the Five Points Jazz Festival, Film on the Rocks and Fitness on the Rocks. Some of the sponsorship agreements Superlative has secured include:

- 3-year agreement with Brown-Forman for nearly \$300,000
- 2-year agreement with Southwest Airlines for \$240,000
- 3-year agreement with Miller-Coors for \$1.1 million
- 5-year agreement with Pepsi for \$1.3 million
- 2-year agreement with Jeep for \$330,000
- 3-year agreement with Treasury Wine Estates for \$204,000
- 3-year agreement with Red Bull for \$180,000
- 2-year agreement with Conoco for \$300,000



CASE STUDY | HOUSTON FIRST CORPORATION

NAMING RIGHTS, SPONSORSHIP
ASSET INVENTORY, VALUATION & SALES

Houstonfirst

SUMMARY OF SERVICES

In 2014, The Superlative Group was hired by Houston First to secure a pouring rights partner for a number of their theatres and entertainment facilities. The project team successfully secured Coca-Cola as the pouring rights partner under a 5-year, \$2.14 million agreement. In February 2017, the project team was re-hired by Houston First to value assets and pursue Naming Rights and sponsorship partners. Assets include the George R. Brown Convention Center, Theater District (Wortham Theater and Jones Hall), Miller Outdoor Theater and a number of parking garages. Superlative has completed the Phase I Valuation report and has moved into the sales phase to procure the most valuable assets first.



CASE STUDY | CITY OF ST. CATHARINES, ON, CA

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

Superlative was hired to provide fundraising consulting services for the City's Spectator Facility, the new home of the Ontario Hockey League's Niagara IceDogs. The project team secured a 25-year, \$5.26 million Naming Rights agreement with Meridian Credit Union, making it the most lucrative Naming Rights agreement in the Ontario Hockey League. Superlative also sold the 25 luxury suites in only two weeks, generating an additional \$2.6 million in contractually obligated revenue. Superlative then secured over \$2 million in club seats sales and an additional \$2.5 million in sponsorship sales. Sponsorship sales included:

- 10-year agreement with Canadian Automobile Association for \$400,000
- 10-year agreement with Coca-Cola for \$750,000 (this is a citywide pouring rights agreement)
- 10-year agreement with Molson for \$500,000
- 10-year agreement with Casino Niagara for \$300,000



CASE STUDY | CITY OF FRISCO, TX

SPONSORSHIP ASSET INVENTORY VALUATION & SALES



SUMMARY OF SERVICES

Superlative was hired by the City of Frisco to begin a citywide sponsorship program. The project team was tasked with valuing and assessing city events, facilities, parks and other intangible/intangible assets. Events included in the valuation include Frisco Freedom Fest, Prelude to Freedom Fest, Merry Main Street, Frosty, Daddy Daughter Dance, Easter Eggstravaganza and Mother Son Dance. Facilities and other assets include the Frisco Athletic Center, Frisco Fun Radio, Frisco Fun Guide, Harold Bacchus Community Park, Senior Center, Frisco Heritage Center and Frisco Fire Safety Town. A comprehensive asset inventory and valuation was delivered, and the sales phase has already resulted in a new, city-wide partnership with a major health care network for sponsorship of several community events, initiatives and a presenting partnership for the Frisco Fire Safety Town.



CASE STUDY | GLENVIEW PARK DISTRICT

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY & VALUATION

SUMMARY OF SERVICES



The Superlative Group was recently hired by Glenview Park District, located in Glenview, Illinois, to serve as the exclusive naming rights and sponsorship representative. Superlative was tasked to identify and value of the assets that the Glenview Ice Center has available to generate revenue. The project team has completed and delivered the Phase I Valuation Report and has moved into the Phase II Sales Campaign.



CASE STUDY | NASSAU COUNTY, NY

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY VALUATION



SUMMARY OF SERVICES

Recently, The Superlative Group was awarded a contract with Nassau County, New York, and their Department of Parks, Recreation and Museums to value and assess the revenue potential for the Department's assets in regards to sponsorship, Naming Rights and outdoor signage opportunities. The County operates three 18-hole golf courses, a driving range, the Aquatic Center, their outdoor amphitheater, as well as numerous ball fields, parks, athletic facilities and museums.



CASE STUDY | CITY OF MCKINNEY, TX

SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group was recently hired by the City of McKinney, Texas, to perform a comprehensive asset inventory and valuation for their Parks and Recreation System. The City of McKinney Parks and Recreation System has 49 parks and sports complexes, four recreation facilities, and nearly 3,000 acres of parkland. The department hosts dozens of special events and programs each year as well. With a newly awarded \$91 million bond, they will be undergoing many updates and renovations to their system. The project team is currently completing their Phase I valuation report.



CASE STUDY | CITY OF IRVINE, CA

SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group was retained by the City of Irvine to complete an Assessment and Valuation of Amenities and Facilities at the Orange County Great Park. The City of Irvine, located in Orange County, California, has a population of nearly 224,000, and covers 65 square miles. The Orange County Great Park on a section of the former Marine Corps Air Station El Toro, continues its evolution across approximately 1,300 acres as it attracts visitors to its ongoing amenities. The city-owned Great Park is an arts and sports recreational hub with 688 acres of parkland. Within that acreage is the development of a 194-acre Sports Complex. Recently, the project team has begun the Phase II Sales Campaign.



CASE STUDY | HAMILTON COUNTY SPORTS AUTHORITY

NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



SUMMARY OF SERVICES

The Superlative Group has engaged with Hamilton County Sports Authority for sponsorship and naming rights valuation services to assist the county's municipalities. The project includes a comprehensive review of the Grand Park multi-purpose sports complex, Pacers Athletic Center, the Fuel Tank ice arena, and other city parks and recreation programs. To date, Superlative has secured over \$300,000 in contractually obligated revenue.



CASE STUDY | CITY OF DORAL

NAMING RIGHTS, SPONSORSHIP ASSET
INVENTORY, VALUATION & SALES

SUMMARY OF SERVICES



The Superlative Group was recently hired by the City of Doral, Florida, to complete a full asset database development, valuation and comprehensive Naming Rights and sponsorship policy for the City's Parks and Recreation Department with a focus on their new Amateur Sports Complex. The Department operates and maintains nine parks with an abundance of amenities for all ages and lifestyles including: a community center, lighted sports fields, basketball courts, volleyball courts, bike trails, exercise stations, playgrounds, pavilions, etc. The project team has commenced their Phase I Valuation.

Cost Proposal

PHASE I: VALUATION & DEVELOPMENT OF SOLICITATION

- \$6,000/month retainer not to exceed \$24,000
- All pre-approved travel reimbursed at cost

PHASE II: MEETING WITH POTENTIAL PARTNERS & AGREEMENT NEGOTIATIONS

- \$3,000/month retainer plus 10% commission on all sales
- All pre-approved travel reimbursed at cost

PHASE III: ACTIVATION OF AGREEMENTS & FOLLOW-UP SOLICITATION

- It is industry standard that sponsors cover the costs of all activation of sponsorship.

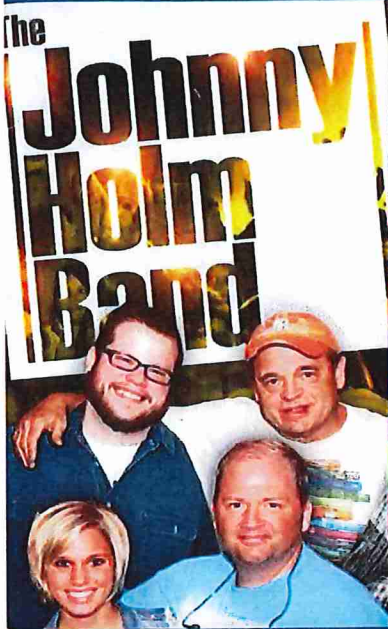
Celebrating 150 years of the Chaska Fire Department



MUSIC • FOOD • BEER
FIREWORKS

OCTOBER 15 & 16, 2021
FIREMEN'S PARK CHASKA





FRIDAY, OCTOBER 15

SATURDAY, OCTOBER 16

Food and Beverage Vendors
6:00-9:30pm

EVENING ENTERTAINMENT

Live music by:
4onthefloor
7:00pm-9:30pm

Fireworks
8:30pm

Fun in the Park Activities
12:00-4:00pm

Inflatables, Kidsdance DJ (12-3)
face painting, games and more!

Food and Beverage Vendors
12:00-9:30pm

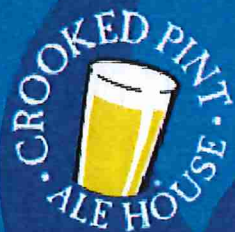
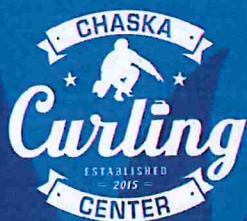
Antique Fire Truck Show
Veterans Park 12:30-4:30pm

Fire Department Water Fights
Creek Road 1:00pm

Bean Bag Tournament
1:00pm

EVENING ENTERTAINMENT

Live music by:
Bad Girlfriends
4:00pm-6:30pm
Johnny Holm Band
7:00pm-9:30pm
Fireworks
8:30pm



Jack-O-Lantern Trail of Fun!

October 22, 2021, 5:00PM-8:00pm

Chaska Athletic Park



Climb aboard the HAYRIDE as we wander down the Minnesota River Bluff regional trail. Along the way you will be surrounded by spooky decorations and inflatable fun! Join us for s'mores, pumpkin archery, Kidsdance DJ, games, food trucks, community pumpkin carving contest, and more!

Entrance Fee: \$2/per person (cash only at the gate)

Hayride: \$1/per person (Registration opens August 9th at 9am, **advanced registration required**) Hayrides start at 5pm and run every 20 minutes until 8pm.

Hayride times can be reserved online, in person at the CCC Front Desk or over the phone 952.448.5633

Register at www.chaskacommunitycenter.com