

# WINDSOR HEIGHTS SPECIAL EVENTS COMMITTEE

***Vision:** To engage both residents and non-residents with the city of Windsor Heights so that our community may grow stronger through a defined identity as dynamic and vital community.*

***Mission:** To comprehensively plan and execute events and programming for the city of Windsor Heights that fulfills our vision.*

## **What We Do:**

- Create and annual engagement plan for WH.
  1. Identify community engagement needs.
  2. Brainstorm ideas for WH engagement.
  3. Vet those ideas for the ones that meet the needs of the community at the time.
  4. Identify channels to communicate the Engagement Plan to community at large.
  5. Create programming and events schedule.
  6. Create budget to support schedule.
  7. Submit a budget request to the city of WH for annual funding.
- Build and/or Identify partners that can fund the Engagement Plan.
- Fulfill expectations set out in sponsorship agreements.
- Build and maintain a volunteer database, policies and procedures that are needed to execute the Engagement Plan.
- Hire needed support staff to execute Engagement Plan.
- Work with City Staff as needed to execute Engagement Plan.
- Maintain documentation on executed events and programming.
- Contribute personal skill sets to further the execution of the engagement plan and ensure the mission and vision of the committee are realized.

**What Funders Do:**

- Provide funding to implement the Engagement Plan.
- Contribute in-kind services in fulfillment of the Engagement Plan.
- Contribute ideas to the committee for consideration in the annual Engagement Plan.
- Select funders may provide representatives to be part of the planning/implementation of events/programs.
- Offer volunteers for events/programs.

**What Staff and Vendors Do:**

- Provide needed professional services to execute events and programs that our part of the Engagement Plan.
- Provide infrastructure support to the committee through research, information gathering, accounting and legal advice and services.
- Act as a liaison with the City Council and other community organizations as needed.
- Fulfill duties as assigned by the committee.
- Maintain communication with committee as to progress on requested services.

**What Volunteers Do:**

- Fulfill duties that they have committed to.
- Help recruit new volunteers.
- Provide feedback to committee on events and programming they were involved in.
- Follow procedures and policies for volunteers set forth by committee.

## Windsor Heights Strategic Planning Report

### LONG-TERM GOALS

#### 1. Engaging People in Windsor Heights

- Education about Windsor Heights
- Re-introducing Windsor Heights
- Providing engaging activities
- Activating residents
- Re-brand Windsor Heights (Unique)

#### 2. Building Windsor Heights Infrastructure

- Economic development for Windsor Heights
- Solidify partnerships
- Build financial success
- Create implementation templates
- Build a strong volunteer base

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### STAKE HOLDERS

- City Staff
- Residents
- Windsor Heights Foundation
- Keep Windsor Heights Beautiful (KWHB)
- Businesses / Chamber
- Developers
- YP Group
- Volunteers
- Committee (events)
- Windsor Heights Council
- Sponsors
- City Boards
- Strategic Partners
- Emerging Leaders

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### SUCCESS MATRIX

Positive feedback	→	Social media chatter + increased PR hits
Build something unique	→	30% growth in the community perception of unique
Up traffic to businesses	→	20% Increased revenue for businesses
More volunteers in WH	→	20% in board applications and committee participation
Strong attendance	→	10% growth per event
Donations to foundation	→	50% of new donors
New collaborations	→	20% growth in stakeholder participation
Sponsorship money	→	\$150k raised
New business	→	One new business in Windsor Heights

## Windsor Heights Strategic Planning Report

### TARGET and MESSAGE

#### RESIDENTS

I'm glad I live here. I want to stay here. I want to grow here.

- **Families**

My kids are safe here. Never disappoints me. Plenty of things to do here. I can build a memory here.

- **Active - Bikers / Runners**

I have friends who should move here. WH is in the center of the trails. WH cares about health.

- **50+ Age Group**

Good place to de-stress and retreat. There things for me to do here. It is safe in WH

- **Teens / Kids**

There are fun things for me to do in WH.

- **Pet Owners**

WH Loves my pet! There is stuff for us to do here. *(Develop a pet-friendly business directory.)*

- **Multi-Cultural**

WH has diversity. It embraces my culture.

#### YOUNG PROFESSIONALS / DINKS

Cool place to hang, relax, leisure, alternative to corporate cog, free-agent life-style.

#### BUSINESS OWNERS

WH has a plan for our growth. WH has accessible mentors. WH cares.

#### NON-RESIDENTS

There is a lot to do here. There's a reason to come back.

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### CURRENT COMMUNICATION CHANNELS

- Windsor Heights Living
- Newsletter in Water Bill
- Website
- Email
- Social Media (Facebook / Twitter)
- 10/60 Meetings
- Direct Mail / Door Hangers
- Outdoor Banners
- Chamber Emails
- Chamber PR
- Business Directory
- TV / Radio

## ROLES AND RESPONSIBILITIES

*Produced by Swaelu Media*

ROLE	DUTIES	NAME	Email/Phone
<b>OVERALL</b>			
Committee Chair	Oversees plan development, approves event and project plans, marketing materials and budget. Maintains communications with key stakeholders about the plans and progress.	Donna Markley	
Project Manager	Sets implementation schedule across the projects, keeps projects on time and budget, coordinates team and communications, reports to appropriate stakeholders.	Kathryn Dickel	kdickel@swaelu.com 515.707.1309
Marketing Manager	Determine and Coordinate marketing materials with designer, printer, distribution. Social Media Management, website updates, PR (adv. and day of).	Heather Hansen	hhansen@swaelu.com 515.707.1401
Sponsorships	Procure sponsors, act as liaison for sponsor through event and post event follow-up.		
Volunteer Coordinator	Determine Volunteer needs, procure volunteers, schedule volunteers, manage volunteers for events.		

Partner Coordinator	Act as liaison with partners to communicate Engagement Plan, coordinate collaboration with partner events and insure all responsibilities to partners are met by established timelines. Provide needed resources to insure Engagement Plan and partner's goals are met and messaging is properly communicated across available channels.		
City Liaison- Legal	Executes all contracts that are needed for production of WH75 marketing materials and event production. Procures all licences from city, researches insurance requirements and procures any additional insurance required. Informs team on any guidelines, permits etc that need to be met.	Elizabeth Riordan	
City Liaison - Accounting	Pay invoices. Update budget documents. Archive all appropriate documentation.	Elizabeth Riordan	

## EVENT EXAMPLE

*Produced by Swaelu Media*

<b>SLOW LIFE FESTIVAL</b>			
Project Manager	Establish scope of event, budget, implementation timeline, team resources needed, communications. Overall responsibility for event.		
Production Manager- Music /Talent	Secure stage, sound/lighting, contracting with artists, management of stage day of.		
Production Manager- Festival Grounds	Security, garbage, electricity, sanitation, entertainment set-up, grounds plan, communication/transportation systems.		
Vendor Coordinator	Work with Food, Beverage, Merch vendors to insure successful distribution of food and		

	beverage at event. Work with Festival Grounds Manager to insure electric, garbage, sanitation, security needs are met for vendors.		
Marketing Manager	Create brand, PR, update SM, add to community calendars, develop/distribute print materials. distribute to various relevant partner and media outlets.		
Volunteer Coordinator	Determine Volunteer needs, procure volunteers, schedule volunteers, manage volunteers for events.		

## Windsor Heights Strategic Planning Report

### PROPOSED EVENT CALENDAR (black text new events / purple existing)

#### FEBRUARY

**Environmental Sustainability Series:** possible grant for an upgraded speaker.

**DATES:** 2/23/16 with Darren Fife / 3/22/16 with Suman Hogue / 4/26/16? / 5/24/16?

**TIME:** 7-8pm

**VENUE:** Community Center

A free series of speakers that talk about the importance of our environment conservation.

**ESTIMATED BUDGET: \$500**

**PARTNER-PRODUCER:** Sheena Nuetzman, ISU, Metro Waste, Iowa Environmental Council

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#### MARCH

##### Easter Egg Hunt

**DATE:** Saturday, March 26, 2016

**VENUE:** Colby Park

Possible partnership opportunities: Cookie decorating in Community Center, special WH75 Eggs can have prizes like rides on the firetruck or free breakfast with Easter Bunny.

**GOAL:** Support Easter Egg Hunt

**ESTIMATED BUDGET:** TBD

**PARTNER / PRODUCER:** Windsor Heights Public Safety Department

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#### APRIL

##### WH Annual Garage Sale / Clean-Up

**DATES:** April 23 - Community Clean-Up / April 29 & 30 - Garage Sale / May 5 & 6 Curbside Clean-Up

**VENUE:** City Wide

**GOAL:** How to leverage these community wide events to become neighborhood builders. Use crap to create art, award for the best art created. Social media campaign with submitted with photos.

Invest in better directional and informational signage.

**ESTIMATED BUDGET:** \$1000

**PARTNER-PRODUCER:** City of Windsor Heights

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#### MAY

##### WHAMM/ Pancake Breakfast

**DATE:** Saturday, May 14, 2016

**TIME:** 8:30am-1pm

**VENUE:** Colby Park

Windsor Heights Annual Mini-Marathon/ WHFD Annual Pancake Breakfast.

**GOAL:** Partner with this event to extend the festivities into the afternoon.

Maybe a Yappy Hour event, Kite flying demo, live music.

**ESTIMATED BUDGET: \$1000**

**PARTNER / PRODUCER:** WHFD/ WHAMM Organizers

## Windsor Heights Strategic Planning Report

### PROPOSED EVENT CALENDAR

#### MAY

##### **Bicycle Rodeo**

**DATE:** Thursday, May 19, 2016 (?)

**TIME:** 6-7pm

**VENUE:** Colby Park

A safety initiative emphasizing the use of helmets, while teaching kids how to stay safe on their bikes. There are free bike inspections with flat tire repair and hand signals demonstrations. Incorporate parts of the program to be geared towards adults as well.

**GOAL:** Reinforce the family friendly, bike safety message.

**ESTIMATED BUDGET:** TBD

**PARTNER / PRODUCER:** City of Windsor Heights, Kyle's Bikes, StateFarm, Central Iowa Trails, Ragbrai.

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#### JUNE

##### **Founder's Gala**

**DATE:** Friday, June 3, 2015

**VENUE:** Community Center

**TIME:** 7-10pm

A high-end gala dinner and public art auction/vote. Stakeholders, partners, sponsors and residents will be invited to a sit down dinner prepared by Baru 66 (2 bottles wine per table) with live music, (Max Wellman) documentary showing and an opportunity to vote for your favorite art installation through donations. There will be customized wine glasses with the WH75 logo for take-home gifts.

**GOAL:** To celebrate Windsor Heights 75th Anniversary and provide an opportunity for attendees to have a stake in the public art project.

**ESTIMATED BUDGET:** \$10,000 - Ticketed Event: \$75 per person, max 200 people.

**PARTNER / PRODUCER:** Baru 66

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##### **Movies in the Park**

**DATE:** June - August 2016

**VENUE:** Colby Park

**TIME:** Dusk

Free Friday night movies to engage families. 7-8 movies shown in a season. Show WH 75 documentary prior to each movies. Offer free glow sticks and movies geared towards teens or date night!

**GOAL:** Partner with events that end in that park. (Read, Bike, Run Event)

**ESTIMATED BUDGET:** TBD

**PARTNER / PRODUCER:** Special Events Committee

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##### **Music in the Park**

**DATE:** June - August 2016

**VENUE:** Colby Park

**TIME:** 7pm

10 Free concerts with complimentary beverages, snow cones and popcorn to engage the community.

**GOAL:** Bring some music acts to the program that will broaden this event's reach to non-residents.

**ESTIMATED BUDGET:** TBD

**PARTNER / PRODUCER:** Windsor Heights Foundation, Bankers Trust, Lions Club, Polk County Community Betterment, Iowa Foundation for Education, Environment and the Arts

## Windsor Heights Strategic Planning Report

### PROPOSED EVENT CALENDAR

#### JUNE

##### Garden Tour

**DATE:** Sunday, June 26, 2016

**VENUE:** City Wide / Lions Park Reception

**TIME:** 7pm

Touring the gardens of WH Residents, display historical plaques to tie in the 75th anniversary. A reception with live music, door prizes, and plant store to follow at Lions Park. Offer a special WH75 designed Lily by Plant Life Designs.

**GOAL:** Opportunity to push public art fundraising, bring in a bigger music act, and sell anniversary plant.

**ESTIMATED BUDGET:** \$3,000 - Sell Advance Tickets - \$10

**PARTNER / PRODUCER:** Keep Windsor Heights Beautiful and Plant Life Designs.

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#### JULY

##### 4th of July Celebration

**DATE:** 4th of July weekend, 2016

**TIME:** 1pm-11pm

**VENUE:** Colby Park

Starts with a parade through WH and ends at Colby Park with face-painting, inflatables, indoor bingo, family activities, food, drink, live music and fireworks. New: laser light / teen rave dance party afterwards.

**GOAL:** To provided an upgraded experience for WH 75 with an investment in fireworks, merch, parade.

**ESTIMATED BUDGET:** \$19,000 (2015) / \$9,700 already for 2016

**PARTNER / PRODUCER:** City of WH, Police Department, WH Foundation, local businesses.

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##### Junior Detectives

**DATE:** June - August

**TIME:** 9-11am and 5-7pm

**VENUE:** Colby Park

Children, ages 7-12, will work with WH Police Officers to solve a mock crime and are taught criminal investigative techniques with interactive video, fingerprinting and evidence collection. (three classes)

**GOAL:** To engage pre-teens in the community.

**ESTIMATED BUDGET:** NA

**PARTNER / PRODUCER:** Windsor Heights Police Department

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##### Car Show

**DATE:** Saturday, July 23, 2016 (?)

**TIME:** 2-7pm

**VENUE:** Sherwood Forest Shopping Center

Showcasing energy efficient cars, food vendors and drink stands. Add more vintage/restored cars in 2016.

**ESTIMATED BUDGET:** NA

**PARTNER / PRODUCER:** The Ridgemont and MWExclusive

## Windsor Heights Strategic Planning Report

### PROPOSED EVENT CALENDAR

#### AUGUST

##### National Night Out

**DATE:** Tuesday, August 2, 2016 (?)

**VENUE:** Colby Park

**TIME:** 5-7pm

Food, games, K-9 demo, helicopter display, jaw of life demo, prizes, and bounce houses.

**GOAL:** Reinforce the family friendly, child safety message.

**ESTIMATED BUDGET:** TBD

**PARTNER / PRODUCER:** Amanda Woods (Community Service Officers) and GiGi's playhouse

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##### Watershed Clean-Up Festival

**DATES:** Saturday, August 27, 2016 (?)

**TIME:** 9am - 2pm

**VENUE:** Colby Park

Celebrates the Walnut Creek Watershed, featuring a creek clean-up, demonstrations and exhibits about the environment, kids activities, live music, and BBQ.

**ESTIMATED BUDGET:** \$1000

**PARTNER-PRODUCER:** Darren Fife from Walnut Creek Watershed Coalition

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##### Ice Cream Social >> Change to Sundae Block Party!

**DATE:** Sunday, August 28, 2016 (?)

**TIME:** 6:30-8pm

**VENUE:** City Wide

Free event to engage WH residents to interact on a personal level at their homes.

**ESTIMATED BUDGET:** NA

**PARTNER / PRODUCER:** HyVee, Windsor Heights Foundation, Blue Bunny Ice Cream

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#### SEPTEMBER

##### Yappy Hour

**DATE:** Fridays in September

**TIME:** 4:30 - 7pm

**VENUE:** Windsor Heights Dog Park

Gather with fellow dog lovers for adult beverages and dog treats.

**GOAL:** A unique event to engage pet owners in WH and from surrounding neighborhoods.

**ESTIMATED BUDGET:** NA

**PARTNER / PRODUCER:** City of Windsor Heights, Bone-a-Patreat, Storage Mart, Petco

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## Windsor Heights Strategic Planning Report

### PROPOSED EVENT CALENDAR

#### OCTOBER

##### Halloween/ Trick or Treat

**DATE:** Monday, October 31st, 2016 (?)

**VENUE:** City Wide

**TIME:** 6-8pm

Trick or Treat photo contest, submitting photos under hashtag and pick winner for Hy-Vee gift certificate.

**GOAL:** Encourage neighborhoods engagement and participation with the city. Primarily a marketing effort.

**ESTIMATED BUDGET: \$250**

**PARTNER / PRODUCER: NA**

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#### NOVEMBER

##### WH75 Gives!

**DATE:** Throughout the month of November

**VENUE:** City Wide / Community Center

**TIME:** NA

Ask residents to give 75 of something-- items of clothing, cans of food, coins, or dollars to be collected at the community center or an empty store front.

**GOAL:** Encourage neighborhoods engagement and participation with the city. Primarily a marketing effort.

**ESTIMATED BUDGET: \$1000**

**PARTNER / PRODUCER: NA**

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#### DECEMBER

##### Windsor Wonderland

**DATE:** December 3, 2016 (?)

**VENUE:** Downtown Windsor Heights / Colby Park

**TIME:** 3-7pm

Ice Sculpture contest, Santa festivities, ornament making, tree lighting, fireside hot toddies, city wide discount (15%).

**GOAL:** Celebrate Holidays with unique and attractive events.

**ESTIMATED BUDGET: TBD**

**PARTNER / PRODUCER:** HyVee/ Kum and Go (ice), KWHB (tree lighting), Chamber (merchant discount).

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## Windsor Heights Strategic Planning Report

### PROPOSED EVENT CALENDAR

#### FEBRUARY 2017

##### **Grandparents Valentine's Day Dance**

**DATE:** Saturday, February 13th, 2017

**TIME:** 5:30-8pm

**VENUE:** Community Center

A Valentine's Day Dance for Grandparents and their Grandchildren. Featuring DJ that spins tunes from Grandparents era. Featuring desserts, photo booth, possible gift table that children can select a gift for their grandparents.

**GOAL:** Provide a unique, multi-generational event in Windsor Heights.

**ESTIMATED BUDGET: \$2,000** - Ticketed Event: \$25 per couple, max 300 people.

**TEAM LEAD:** Competent Volunteer

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#### SPRING 2017

##### **Slow Life Festival**

**DATE:** Saturday, April 23rd, 2016

**TIME:** 3-10pm

**VENUE:** University Ave from 69th to 64th Streets

A festival in the heart of Downtown WH. Close off University Ave. Live Music, slow food vendors, active entertainment (zip line, climbing wall, inflatables), pop-up stores (Raygun), street performers, street art, art vendors.

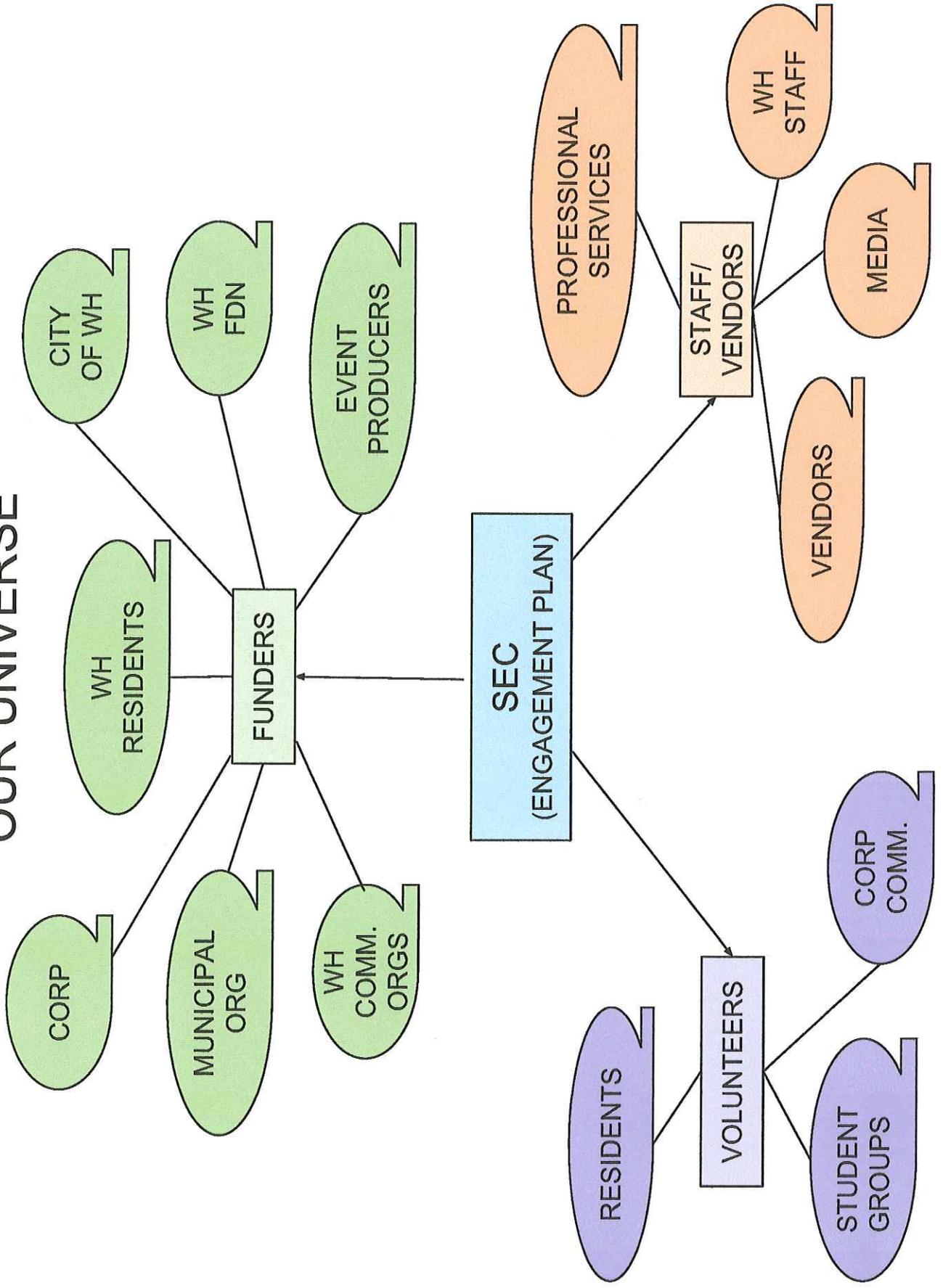
**GOAL:** Reposition Windsor Heights from a speed trap to the home-base for slow living. Invite people into our community to experience and explore WH.

**ESTIMATED BUDGET: \$30,000**

**TEAM LEAD:** Kathryn and Heather

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# OUR UNIVERSE



# Skills Assessment Worksheet

**Transferrable Skills** generally are not associated with a particular job or task. Transferable skills are usually broader and related to leadership, communication, critical thinking, analysis, and organization. These are skills that can be transferred and utilized in a variety of different kinds of jobs and career paths.

Print the list of skills below and mark each column as described. *You can have the same skill marked more than once in each column.*

1. What skills have you already acquired and feel competent doing? In the first column, mark each skill in which you feel competent.
2. What skills do you enjoy, even if you are not proficient at them? In the second column, mark those skills that you really enjoy.
3. What skills would you like to learn, acquire or develop further?

Skill	1. Feel Competent	2. Enjoy/ Favorites	3. Would Like to Develop
<b>Communication Skills</b>			
Write, edit, translate, interpret or critique words			
Speak in public, debate, advocate, present or demonstrate an idea			
Facilitate a meeting			
Reading and following directions			
Comparing or cross-checking two lists			
Filling out forms			
Writing reports, letters and memos correctly			
Reading and understanding policies and memos			
Comfortably speaking to others you do not know			
Taking notes while someone speaks			
Finding information			
Using a map			
Explaining things to other people			
Know when to ask for help or more explanation			
Counsel or advise others			
Listening to others			
Other(s):			

<b>Technical Skills</b>	<b>1. Feel Competent</b>	<b>2. Enjoy/Favorites</b>	<b>3. Would Like to Develop</b>
Be athletic or use physical coordination			
Build or construct things or structures			
Do skilled crafts or use hand coordination with tools			
Operate vehicles, machines or electronic equipment			
Repair or set up machines or equipment			
Installing things			
Work with earth and nature			
Gardening, landscaping and farming			
Other:			
<b>Management and Self-Management Skills</b>			
Administer, set goals and priorities, plan or make decisions			
Initiate, assess needs, anticipate or create change			
Manage people, delegate tasks, direct, oversee or motivate			
Sell, negotiate, convince, promote or persuade			
Being patient with others			
Keeping a cheerful attitude			
Getting interested/excited about the task at hand			
Offering to help when it's needed			
Knowing how to take directions			
Motivating myself to do what needs to get done			
Helping motivate others to get the job done			
Prioritizing tasks so that the larger goal is met on time			
Following the rules			
Presenting a neat and professional image			
Checking your own work			
Using courtesy when dealing with others			
Seeking help when needed			
Being eager to learn			
Speaking up for yourself			
Solving problems in a cooperative way			
Other:			

<b>Number Skills</b>	<b>1. Feel Competent</b>	<b>2. Enjoy/Favorites</b>	<b>3. Would Like to Develop</b>
Compute, calculate, compare or record numbers			
Forecast, appraise or estimate numerical information			
Doing arithmetic correctly			
Using percentages and decimals			
Estimating costs and/or time needed to complete a job			
Using a database program on a computer			
Using a spreadsheet on a computer			
Creating and managing a budget			
Other:			
<b>Creative/Artistic Skills</b>			
Perceive intuitively, sense, show insight or have foresight			
Use artistic ability, photograph, decorate, paint or sculpt			
Use creativity, visualize, imagine, brainstorm or design			
Use musical ability, sing, compose or play instruments			
Presenting artistic ideas			
Visualizing shapes			
Designing			
Drawing, illustrating, sketching			
Other:			
<b>People and Social Skills</b>			
Care, treat, heal, nurse or rehabilitate others			
Counsel, empower, coach, guide or listen to individuals			
Host, comfort, please, make welcome or serve customers			
Plan social, recreational or other group events			
Problem-solve, mediate or network with people			
Teach, train, instruct, inform or explain to groups			
Caring for children responsibly			
Caring for the sick and elderly			
Calming people down			
Helping people complete a task			
Knowing how to get along with different people/personalities			
Leading groups or activities			
Other:			

<b>Critical Thinking and Investigative Skills</b>	<b>1. Feel Competent</b>	<b>2. Enjoy/Favorites</b>	<b>3. Would Like to Develop</b>
Analyze, use logic, problem solve, examine			
Conceptualize, adapt, develop, hypothesize or discover			
Evaluate, assess, test, appraise, diagnose			
Observe, reflect, study or notice			
Research, investigate, read or interview			
Synthesize, integrate, unify or conceptualize ideas			
Other:			
<b>Business Skills</b>			
Working with computers			
Using a business telephone			
Working with budgets			
Account, budget, program or systematize financial data			
Attend to detail, copy, inspect or transcribe			
Setting up and closing out a cash register			
Managing money and bills			
Organizing, filing, updating, categorizing or arranging information			
Writing business documents			
Coordinating events			
Fund-raising			
Other:			

1. From the list above, referring to column 2, list your top five or ten favorite skills that you would most enjoy utilizing in your work (even if you are not proficient at them yet)? ***Include the main skill category.***

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2. Which of the favorite skills listed above do you consider strengths or things that you are very good at (both column 1 and 2 would probably be marked)? ***Include the main skill category.***

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3. Which (top five) skills would you like to develop, improve and/or learn (refer to skills marked in column 3)? ***Include the main skill category.***

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Name:

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Email:

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Cell Phone:

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Address:

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SPONSORSHIP MATRIX- REVISED 1.26.16

City of WH: \$60K

WH FDN: \$20-\$30K

WH Residents: \$30K

WH Corp: \$30K

Grant Funding: \$30K

# Windsor Heights Foundation

WINDSOR HEIGHTS

75<sup>TH</sup>

ANNIVERSARY

1941 - 2016

David Swartz  
President - Windsor Heights Foundation

October 12, 2015

David,

Thank you and the Foundation for your time and consideration in partnering with the City of Windsor Heights to activate the 75th Anniversary Strategic Plan. Enclosed you will find some information on the draft calendar of events, description of programming associated with those events and a proposed partnership outlining opportunities.

We're excited at the prospect of leveraging the 75th Anniversary to move both the Foundation and the City forward through the next 75 years. As always, if you or your team have any questions, feel free to reach out.

Best,

*Diana Willits*  
Mayor - Windsor Heights

515.229.6471  
Dwillits@windsorheights.com

# Sponsorship Prospectus

THE DETAILS

WINDSOR HEIGHTS

75<sup>TH</sup>

ANNIVERSARY

1941 - 2016

## ● **WHAT:**

The Community of Windsor Heights is enhancing many of our existing events and engaging in a number of new projects, initiatives and events to celebrate its 75th Anniversary. Windsor Heights is utilizing this opportunity to celebrate all that has come before and to lay foundation stones for the evolution of our city for the next 75 years.

## ● **DATES:**

Monthly and ongoing events and projects throughout 2016. Please reference the schedule below for a complete listing of events and ongoing projects we have planned.

## ● **WHERE:**

Multiple Venues including Colby Park, Downtown Windsor Heights, Sherwood Forest and the neighborhoods of Windsor Heights.

## ● **GOALS:**

- Create projects and initiatives that will help to grow new business and opportunity in Windsor Heights.
- Re-position Windsor Heights in the larger metro area as an active, engaging community embracing growth and new ideas that will attract new residents and visitors to our community.
- Celebrate the history of Windsor Heights, so that residence may more deeply connect with the community and contribute more of their energies to growing it.

## ● **ADMISSION:**

Free and ticketed based on event.

## ● **PRODUCED BY:**

City of Windsor Heights.

## ● **PARTNERS:**

Windsor Heights Chamber, Keep Windsor Heights Beautiful, Windsor Heights Foundation.

# Sponsorship Prospectus

THE OPPORTUNITY

WINDSOR HEIGHTS

75<sup>TH</sup>

ANNIVERSARY

1941 - 2016

## ● SPONSORSHIP OPPORTUNITIES:

People are interacting on more channels than ever and experiencing their world through multiple devices. Our marketing approach for this coming year aims to reach out to participants (residents and non-residents) through these multiple channels to give them an opportunity to participate and create anticipation around the event, not just be marketed to. Each interaction is meant to meet the goal of showing Windsor Heights in a new way.

## ● MARKETING HIGHLIGHTS

**Based on your level of support the following options will be utilized to enhance the identity and mission of the Windsor Heights Foundation.**

In honor of its 75th Anniversary, Windsor Heights is offering 5-Year Naming Rights to its Community Center at Colby Park and the section of immensely popular Walnut Creek Trail that runs through the Southern end of Windsor Heights, the new Trail Hub along the trail and the Stage at Colby Park.

Since it opened its doors, the Windsor Heights Community Center has hosted over hundreds of events, spanning the gamut from weddings, community and educational events like our environmental sustainability series to corporate retreats and conferences. It's popular for a reason! This state-of-the-art facility provides all the perks and flexibility a community center should have in a naturally warm and inviting setting. Set in one of the most popular family-friendly parks in the Metro, the Community Center touches a broad audience and provides a brand with an ongoing positive touch-point in the community.

## ● WEBSITE AND SOCIAL MEDIA

Your brand will be placed on the 75th Anniversary website, Facebook, Twitter, Instagram and App. It will also appear on the City of Windsor Heights website and social media properties and selected partner organizations digital assets.

# Sponsorship Prospectus

THE OPPORTUNITY

WINDSOR HEIGHTS

75<sup>TH</sup>

ANNIVERSARY

1941 - 2016

## ● PRINTED MATERIALS

**Posters** - 500 count posters distributed throughout Des Moines.

**Handbills** - 3000 count postcard distributed throughout greater Des Moines.

**Yard Signs** - Up to 1000.

**WH75 Magazine** - 25,000 distributed to every Windsor Heights resident, selected sites throughout greater Des Moines throughout the year.

**Paid Advertising** - in local publications. Estimated 3-4 runs in the year.

**Advertorial** - type highlight in advertising campaign.

## ● BOOTH SPACE

On-site booth space at selected events can be made available including the Slow Life Festival, 4th of July Celebration, WHAMM, National Night Out and Bicycle Rodeo.

## ● OUTDOOR ADVERTISING

Banners, depending on the level of investment, Street Banners, Colby Stage Banners (*on display for entirety of 2016*), and selected event banners.

All banners will be professionally designed and produced.

Banners placed by producers strategically throughout the event site.

## ● PUBLIC RELATIONS

Listing on all press releases. Custom crafted PR pitch highlighting your involvement in the project (Title and Presenting only).

## ● MULTI-MEDIA

Acknowledgment in the WH75 documentary.

*Depending on your level of investment, your company or name of brand will enjoy freedom from competitors.*

## ● FUND DRIVE ASSISTANCE

## ● CAMPAIGN CO-CHAIR RECRUITMENT ASSISTANCE

## ● FUNDING LETTER

## ● ONLINE DONATION SET-UP

## Sponsorship Prospectus

SUPPORT LEVELS & NEW PROGRAMS

WINDSOR HEIGHTS

75<sup>TH</sup>

ANNIVERSARY

1941 - 2016

### YOUR SUPPORT:

#### ● PRESENTING PARTNER • \$30,000

Your brand will enjoy highlighted coverage as a Presenting Partner on all the above offerings including an advertorial in the WH75 Magazine and the presenting rights at the Founder's Gala in June.

Windsor Heights would be happy to work with the Foundation in providing support funds for the project through monthly gifts or other structures that would be beneficial to the Foundation.

#### ● WINDSOR HEIGHTS 75th ANNIVERSARY PROGRAMS:

##### ● JUMP START WINDSOR HEIGHTS

Is a sustainable economic development program that aims to attract and retain vibrant, new small businesses to Windsor Heights. Based on the Iowa's Best Bite Restaurant Challenge model Windsor Heights will work with local commercial realtors / developers to identify a vacant retail space that will be given to the winning business to start in Windsor Heights. The project will also offer the business mentoring, professional services and other benefits to assure the highest chance of success. The project will be lead by high-level committee made of mentors and support business professional that will direct the selection process under the guidance of Geoff Wood, Owner of Gravitare Incubator and a Windsor Heights resident.

##### ● PUBLIC ART WINDSOR HEIGHTS

This program will place art in public spaces in the Windsor Heights community through public and private collaborations. In the 75th Anniversary Year, the project will conduct a process to commission a piece of art, chosen at the 75th Anniversary Gala, to be placed in an appropriate spot within our city.

##### ● SLOW LIFE FESTIVAL

This is a marquee special event meant to revitalize our downtown area and reframe a visitor's experience of the main thoroughfare in our community. The Festival will close off University Ave. from 65th- 69th streets and feature slow food vendors, vintage and craft artisans, music, active / recreational opportunities and public art.



WINDSOR HEIGHTS

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