

WORKSHOP ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
MAY 16, 2018

Agenda Item:

Introduction of Friends of Koreshan State Park

Description:

Most State Parks have established a community support group that is composed of local volunteers that serve to improve facilities and operations. These volunteers provide invaluable assistance to Park Rangers and the public.

The Friends of the Koreshan State Park have existed for some time. They are interested in expanding their role in improving the Park and making it even more attractive and useable to the public.

The Chairperson of the Friends of Koreshan State Park, Cynthia Cloughly, will be at our Workshop to describe the role of her organization, the needs at the Park and possible ways of collaborating with the Village.

We know of no specific requests from the Friends at this time. However, one simple way of assisting this group would be to allow them to have some presence on our website and at local events.

No Council action is requested on any issue regarding this topic at this time.

Financial Impacts:

There are no financial impacts at this time.

Attachments:

1. Friends of Koreshan State Park Goals
2. Sample Sponsorship Letter and Form



Friends of Koreshan State Park Goals

The Friends of Koreshan State Park board set up various committees to establish main goals for our organization. We have identified three, which we would like to submit for park approval. Each of the below goals would be implemented with the CSO working in concert with KSP management.

Goal 1: Save the "New Store" to use as a visitor center and admin/CSO offices by raising \$850,000 - \$1,000,000.

Strategy: To foster a spirit of community and engender local ownership, we would create and sell sponsorships of varying levels to individual patrons, small businesses and corporations.

Estimated project completion timeline: One to three years

Goal 2: Reestablish the *botanical gardens and plantings in the Historic Settlement area.

Strategy: To foster a spirit of community and engender local ownership, we would create and sell sponsorships of varying levels, including in-kind, to individual patrons, small businesses and corporations.

Estimated project completion timeline: One to five years +

**Would be done in stages, with all garden plans and list of proposed plants submitted to Florida State Parks and DEP for preapproval.*

Goal 3: Turn the Historic Settlement into a living history museum, similar to Colonial Williamsburg and other established living history museums.

Strategy: To foster a spirit of community and engender local ownership, we would recruit and train more local volunteer docents, and assist with the development of period-correct costumes for each individual.

Estimated project completion timeline: One to three years



(Date)

Dear _____;

The Friends of Koreshan State Park (formerly Koreshan State Historic Site) would like to invite your company to sponsor some (or all!) of our 501(c) Community Service Organization and Koreshan State Park 2018-2019 events.

Our special events typically attract several thousand visitors each. Our annual Ghost Walks attract 700 plus each year and has sold out in recent years. Our Sunday Farmers Market attracts more than 20,000 visitors per year and visitation is rapidly increasing for this and all our events.

Your generosity will assist our organization in securing funds to support these and future events at Koreshan State Park.

With this letter is a form to fill out and return with a check for your sponsorship(s) to:

*Friends of Koreshan State Park
3800 Corkscrew Road
Estero FL 33928*

You can also select your sponsorship(s) and pay online with a credit card on our website, www.FriendsofKoreshan.org.

Sponsorship deadlines are one month before the date of each event.

We look forward to hearing from you and hope you will support us!

Sincerely,

Cynthia Cloughly, President
Friends of Koreshan State Park



Koreshan State Park 2018 - 2019 Event Sponsorships

Please select the sponsorship level and the event(s) you would like to support:

- \$1,000 Platinum Sponsorship (per event):** Ten Friends of Koreshan *Family memberships (a \$400 value), public mention of your business/name during the event, your business/name in on-site advertising during the event and in event news releases, clickable logo or name on FriendsOfKoreshan.org, a booth during the event (as applicable), mention of your business/name in Friends social media event posts, and present BEST IN SHOW Award (as applicable).
- \$500 Gold Sponsorship (per event):** Four Friends of Koreshan *Family memberships, (a \$160 value), public mention of your business/name during the event, your business/name in on-site advertising during the event and in event news releases, clickable logo/name on FriendsOfKoreshan.org, a booth during event (as applicable), mention of your business/name in Friends social media event posts, and present one or more BEST IN SHOW Runners-up Awards (as applicable).
- \$250 Silver Sponsorship (per event):** Two Friends of Koreshan *Family memberships (an \$80 value), public mention of your business/name during the event, your business/name in on-site advertising during the event, clickable logo/name on FriendsOfKoreshan.org, and mention of your business/name in Friends social media event posts.
- \$100 Bronze Sponsorship (per event):** One Friends of Koreshan *Family membership (a \$40 value), public mention of your business/name during the event and clickable logo/name on FriendsOfKoreshan.org.
- In-Kind Sponsorships (per event):** Mention of your business or name during the event and clickable logo/name on FriendsOfKoreshan.org:
- | | |
|--|---|
| <input type="checkbox"/> Bottled water | <input type="checkbox"/> Fresh fruit |
| <input type="checkbox"/> Non-perishable snacks | <input type="checkbox"/> Other (We will contact you to discuss) |

**Family memberships good for one year and include twelve park day passes for up to eight people per vehicle, 10% off retail items and College of Life Foundation Guided Kayak Tours, free boat launch.*

Events:

- 2nd Annual Youth Empowerment Day, Saturday, October 13th, 10 am - 2 pm**
- 5th Annual Family Halloween Festival and 1st Annual Haunted Trail, Saturday, October 27th, 4 pm - 7 pm (Halloween Festival) and 7 pm - 9 pm (Haunted Trail) (Rain date for both, Tuesday, October 30th)**
- 12th Annual Vintage RV Show, Saturday, November 3rd, 10 am - 4 pm**
- 2nd Annual Old-Fashioned Holiday Bazaar, Sunday, December 2nd, 10 am - 4 pm**
- 27th Annual Ghost Walk, Friday, January 25th & Saturday, January 26th, and Friday, February 1st & Saturday, February 2nd (In-Kind, \$100 & \$250 Sponsorship Levels only)**
- 10th Annual Classic Car & Craft Show, Saturday, February 23rd, 10 am - 3 pm**
- Women's History Month, March (Specific Events/Dates To Follow)**
- 27th Annual Antique Engine & Quilt Show, Saturday March 16th, 9 am - 4 pm, Sunday March 17th 9 am - 3 pm**
- Sunday Farmers Market, every Sunday, 8 am - 1 pm (\$1,000 Level Sponsorships only)**

Company Name: _____ Company Contact: _____

Phone: _____ Email: _____