

**PARKS AND RECREATION COMMISSION  
REGULAR MEETING**

Phil Bazemore Active Adult Center  
500 S. Jefferson Street  
Monroe, NC 28112  
Tuesday, December 17, 2024 - 6:00 PM

**AGENDA**

- Item 1.** Approval of Minutes - October 15, 2024
- Item 2.** Parks and Recreation Division Updates
- Item 3.** Athletics and Special Event Sponsorship Package
- Item 4.** Skate Pump Track Discussion
- Item 5.** Construction Project Updates

**CITY OF MONROE**  
**PARKS AND RECREATION COMMISSION MEETING**  
**PHIL BAZEMORE ACTIVE ADULT CENTER**  
**500 W. JEFFERSON STREET, MONROE, NC 28112**  
**OCTOBER 15, 2024 – 6:00 P.M.**

**MINUTES**

**Members Present:** Chairman Franco McGee, John Thomasson, and Joseph Milner

**Members Absent:** Debbie Dillion

**Staff Present:** Pete Hovanec, Tyson Carrier, Terry Sholar, and Thomas Latimer

**Visitors:** Justin Prince, Kristy Privette, Christine Prince, Anne Livingstone, Jason Livingstone, and Shannon Bayliss

Chairman McGee called the meeting to order at 6:05 p.m.

**Item No. 1 Introduction** Mr. Hovanec introduced himself and outlined his history with the City of Monroe as well as his new position as Tourism and Parks and Recreation Director. He stated that he wants to continue to build upon the City's excellent facilities and programs and thanked Chairman McGee for his advocacy.

Dr. Milner and Mr. Thomasson introduced themselves and explained their interests in serving on the commission.

Mr. Latimer and Mr. Carrier introduced themselves and discussed their respective roles as Recreation Division Supervisor and Athletics and Events Supervisor.

Chairman McGee introduced himself as a current City of Monroe council member with a background in Parks and Recreation and Downtown in the City.

Mr. Hovanec announced that a new Parks and Recreation general manager position has just been filled and that the candidate will start the job in December. This will greatly help Mr. Latimer and Mr. Carrier.

**Item No. 2 Commission Purpose and Roles** Chairman McGee stated that with Mr. Hovanec new to his position, it is a good time to redefine what this board is and how it will operate and asked Mr. Sholar to give some explanation as to how the committee has run in the past.

Mr. Sholar explained that the purpose of the Parks and Recreation Commission is to investigate and look at needs and make recommendations to City Council, City Manager, and staff about Parks and Recreation programs in the City. The Parks and Recreation Commission works with Parks and Recreation staff. State statute authorizes cities to engage in Parks and Recreation programs. Parks, outdoor activities, recreational sports, and events are all authorized. State statute also authorizes cities to empower a

commission to run as a separate entity from its city to run Parks and Recreation programs; however, the City of Monroe Council has not elected to do that, although they call this board the Parks and Recreation Commission. The real purpose of this board is to gather information and make recommendations to City Council about Parks and Recreation activities.

Mr. Hovanec said that this board makes recommendations. On a smaller level, if staff can accommodate a recommendation, they will handle it. If a recommendation is larger/more big-picture City-wide or requires funding, then this board will bring it to City Council.

Mr. Sholar confirmed this.

Mr. Hovanec, Mr. Sholar, and Chairman McGee discussed the ability of the Parks and Recreation Commission to make recommendations to City Council directly without first going through the General Services Committee.

Chairman McGee discussed public comment procedures for future meetings: public comment will be held at the beginning of each meeting.

**Item No. 3 Approval of Minutes – July 16, 2024 and August 20, 2024** Dr. Milner made a motion to approve the minutes of the July 16, 2024 and August 20, 2024 meetings. Mr. Thomasson seconded the motion, which passed unanimously with the following votes:

AYES: McGee, Milner, and Thomasson

NAYS: None

**Item No. 4 Division Updates (Athletics & Special Events, Community Centers, Monroe Aquatics & Fitness Center, Monroe Country Club, Bazemore Active Adult Center)** Mr. Hovanec asked staff present to give divisional updates.

- Mr. Carrier discussed Athletics & Special Events. Halloween Happenings will be this weekend. Soccer season is underway, and enrollment is up this year. Mr. Hovanec stated that he will be bringing a fee schedule to the board in the coming months. Schools and other organizations both in and outside of the City have been using the City's fields and facilities for free over the years, and the City has been taken advantage of in terms of staff time and wear and tear on the fields and facilities. Chairman McGee interjected that the allegiance of the commission does lie with City residents and children of the City.
- Mr. Latimer reminded the board that there are five community centers. He has just hired a new supervisor for Sutton Park and several new rec attendants. Staff wants to implement more activities and is hoping to introduce badminton and STEM on Saturdays at Dickerson. Mr. Latimer is looking at another STEAM competition program as well. Mr. Hovanec reminded the board that all the centers have after-school programs.
- Mr. Hovanec said that the MAFC currently has 5,881 memberships representing approximately 16,000 individuals. Staff has entered into partnership with the school system and is hosting The Coffee Nut, a program for students with developmental disabilities to sell coffee at the MAFC.

- Mr. Hovanec stated that MCC got new golf carts this year and will be opening an indoor golf simulator next year. The simulator, funded by City Council, will make use of the historic ballroom and offer it a new purpose.
- Mr. Hovanec reminded the group that the Bazemore Active Adult Center is a phenomenal facility with a wide variety of activities and amenities. Almost everything is free, and it is a hidden gem in Monroe.

**Item No. 5 Skate Park Update** Mr. Hovanec announced that the Tourism Development Authority has also become interested in a possible skate park and that staff and city leadership are considering where a park would fit and how to do it right. A possible skate park/extreme sports complex could go in the location of the current Monroe Country Club driving range at 74 and 601 with a possible smaller pump track in the Downtown area.

Chairman McGee discussed a previous visit to Waxhaw's skate park and agreed with Mr. Hovanec that a skate park is needed.

Mr. Hovanec expressed staff's desire to go all out with this project. The City does own property, which will be a huge saving, but construction costs right now are high.

Dr. Milner reminded the group of the importance of remembering why skating is important in Monroe and working with the people in the community who are trying to set a good tone regarding skaters and skating in Downtown.

Mr. Hovanec agreed but added that finding viable space in Downtown is a challenge. Hopefully staff will be able to go before City Council at budget time to request funding, possibly in the range of \$500,000.

Chairman McGee reminded visitors that board members cannot entertain questions during this meeting but that public comment will be held at future meetings.

**Item No. 6 Pickleball Update** Mr. Hovanec stated that funds are already allocated and requests for bids went out to convert half the tennis courts at Dickerson to pickleball courts. Staff only received one bid. Three court conversions will cost approximately \$136,000, and the lack of parking will need to be addressed. Staff wants to move forward with the bid and get work done before the weather. Staff is already looking at the next phase of pickleball court needs to accommodate the community demand. Another sport gaining traction is Padel. Staff will explore the need for that in Monroe as the sport is very popular in the Latino community and Monroe has a large Latino population.

**Item No. 7 Technology/QR Code Updates** Mr. Hovanec announced that Chairman McGee wants to have QR codes with information about amenities and programming posted for guests to scan at all Parks & Recreation facilities. Flow Codes are QR codes monitored by a company that returns data to the City for staff tracking. Parks and Recreation has money available and will connect with a signage company to determine best placement.

Chairman McGee noted that the codes can also be used to get feedback from visitors.

Mr. Hovanec added that the Flow Codes are not limited to Parks and Recreation facilities and can be used at the Dowd Center Theatre, the Science Center, etc.

Chairman McGee would like to implement scanning membership cards at the recreation centers to monitor numbers and programming and provide a safety element.

Mr. Hovanec responded that staff will include that in the budget request for next year and that the Bazemore Center currently uses that system with much success.

**Item No. 8 Sponsorships** Mr. Hovanec acknowledged that sponsorships are tricky, and he would like to bring a plan to the next meeting. He has had conversations with the City attorney. Currently Parks and Recreation staff does not solicit sponsorships for events, but very clear parameters need to be set outlining any sponsorship packages that might be created. Sponsorships are a great way to get community support and bring in revenue to make activities better and bigger. In the past, groups have been listed as sponsors without actually contributing anything. Parks and Recreation needs to refine its policies, which will ultimately need to be approved by City Council. The City is not looking to make money from sponsorships but to offset costs while offering community businesses to showcase themselves.

Chairman McGee noted that there was interest at the Juneteenth celebration and that he would like to see tiered sponsorship packages available for major Parks and Recreation events.

Mr. Hovanec agreed that everyone needs to be accountable for the City's assets and resources. Staff will work with the legal team to create a more formal presentation for next month's meeting.

**Item 9 Other** The group discussed the possibility of expanding the disc golf course at Dickerson.

The group discussed Trees Union, a non-profit group dedicated to replacing trees in Union County lost to development, and the City's partnership with the organization.

Chairman McGee asked visitors for any comments they might like to make. Topics included:

- Public webcams on City streets/courts/parks
- Schedule of Winchester gym floor and HVAC replacements/improvements
- Timetable for pickleball court conversions

Mr. Thomasson made a motion to adjourn. Dr. Milner seconded the motion, which passed unanimously with the following votes:

AYES: McGee, Milner, and Thomasson

NAYS: None

The meeting adjourned at 7:12 p.m.



**STAFF REPORT**

**TO:** Parks and Recreation Commission  
**VIA:** Mark Watson, City Manager  
**DATE:** December 17, 2024  
**FROM:** Peter Hovanec, Parks, Recreation, and Tourism Director  
**SUBJECT:** Parks and Recreation Division Updates

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**SUMMARY STATEMENT**

The Parks and Recreation Commission will be presented updates of plans and programs in each of the four Parks and Recreation divisions.

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**REVIEW**

Parks and Recreation divisions include Athletics/Special Events, Community Centers, Monroe Aquatics and Fitness Center, and the Bazemore Center for Active Adults. Each of these divisions interfaces daily with the public and provides services and activities contributing to the quality of life of Monroe and Union County residents.

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**RECOMMENDATION**

Presented for informational purposes; no action is needed at this time.

Attachment(s):



**STAFF REPORT**

**TO:** Parks and Recreation Commission  
**VIA:** Mark Watson, City Manager  
**DATE:** Dec. 17, 2024  
**FROM:** Ryan Jones, Parks and Recreation Director  
**PREPARED BY:** Peter J. Hovanec, Parks, Recreation and Toursim Director  
**SUBJECT:** Athletics and Special Event Sponsorship Package

**SUMMARY STATEMENT**

In an effort to offset costs associated with youth and adult athletic programs and community wide special events, staff has created a sponsorship package.

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**REVIEW**

The Parks and Recreation Department provides several community-wide special events that include Music On Main Concert Series, Movies in the Park, Halloween Happenings, Christmas on Main, Juneteenth Family Festival, the July 4<sup>th</sup> Celebration and the Car Cruise In Series. The department also provides several opportunities for youth to participate in athletic activities including Track and Field, Softball, Baseball, Flag Football, Basketball and Soccer. In an effort to provide more efficiency related to program expenses, staff has created a sponsorship package that promotes the department’s need to provide these programs with cost recovery in mind. These opportunities are tiered to fit multiple budgets and focus on maximizing exposure to the interested sponsor through parks and recreation activities. This opportunity also promotes local business investment and inclusion related to department events and activities.

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**RECOMMENDATION**

Provided for informational purposes only. The sponsorship package fees are not registration or rental fees and therefore are not required to be listed within the fee schedule.

Attachment: Parks and Recreation Sponsorship Package

# Sponsorship Opportunities



Dear Prospective Sponsor:

The City of Monroe Parks and Recreation Department sponsorship opportunities are designed to market businesses effectively while making a positive impact on our community. Unlike other traditional forms of advertising, our sponsorships allow a business to be associated with the positive benefits of a community special event or recreational program.

Parks and Recreation facilities make a community more attractive and provide a greater quality of life. With help from our sponsors, we are able to offer more quality programs and facilities to the residents of Monroe and the surrounding communities. Your sponsorship plays an important role in shaping the lives of families and customers. Much of the enjoyment and lasting memories of our residents depends on the programs and facilities offered.

Your company can help to ensure that we provide only quality programs and that our facilities remain in superior condition. By becoming a sponsor and showing your support of our programs and events, you are showing your support to the community. This will in turn make a positive impact on your business.

We offer different levels of sponsorships from yearly packages to single event or program levels. There is something affordable for your business, big or small. Become a sponsor today and increase your community exposure while benefiting our city and its residents!

Sincerely,

Tyson Carrier  
Athletics and Special Events Division Supervisor  
City of Monroe  
Parks and Recreation  
704-282-4663  
[tcarrier@monroenc.org](mailto:tcarrier@monroenc.org)

**Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition.**

## Sponsorship Opportunities

(for donations of in-kind services, gifts & giveaways)

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**In-Kind Sponsorships** consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print/web advertising, a restaurant may provide food for an event, etc., in exchange for being recognized as a sponsor. There are numerous possibilities. The "market value" of the contribution must meet or exceed a specific amount to be considered a sponsor for an event or program.

**Bench and Tree Dedications** were created by the Monroe Parks and Recreation Department to allow groups and individuals the opportunity to donate trees or benches to honor groups or individuals. The items purchased through the program are planted and/or placed in city parks, trails and other appropriate outdoor spaces. Exact placement is at the discretion of the department. Applications for trees donated are accepted all year; however, trees are planted from late October through Mid - March.



- Bench Dedication: \$1,000.00 - \$1,600.00
  - 4-foot bench, which includes all materials, installation, and a commemorative plaque.
  - Plaques can accommodate up to four lines of text and will not exceed 5" x 10" in dimension.
  - Benches will remain in place for a minimum of 10 years from the date of installation.
- Tree Dedication: \$450.00
  - This includes a 15-gallon tree, engraved paver and maintenance of the tree (fertilizing, pruning, mulching, etc.)
  - The tree will continue to be maintained and the plaque in place for a minimum of five years from the date of installation.

**\*Suggested Trees:**

Willow Oak, Redbud, Natural Oak, Poplar, Red Maple, Crepe Myrtle, and Yoshina Cherry

\*Species selection will depend on location chosen. The department will be happy to discuss your selection and offer guidance as to the needs of each planting site. The department reserves the right to make all final decisions regarding species selection.

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## Youth Flag Football Program:

- League Sponsorship: \$2,500.00
  - Sponsor name screen printed on the back of team jerseys (above player number); average of 10 teams per season (approximately 100 registered participants)
  - Sponsor will receive a choice of (10) jerseys or shirts with name
  - 4' x 10' Sponsor banner placed at each Monroe Parks and Recreation gymnasium used for practices and games during the youth basketball season
  - Sponsor name on practices and game schedules
  
- Uniform Sponsorship: \$1,000.00
  - Sponsor name screen printed on the back of team jersey (above player number)
  - Sponsor will receive a choice of (5) jerseys or shirts with name
  - 4' x 8' Sponsor banner placed at each Monroe Parks and Recreation gymnasium used for practices and games during the youth basketball season
  
- Equipment Sponsorship: \$750.00
  - 4' x 6' Sponsor banner placed at each Monroe Parks and Recreation gymnasium used for practices and games during the youth basketball season
  
- Awards Sponsorship: \$250.00
  - League participation medals will provide name of Organization or Business



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### Youth Baseball/Softball Programs:

- League Sponsorship: \$4,500.00
  - Sponsor name screen printed on the back of team jerseys (above player number); average of 8 teams per season (approximately 120 registered participants)
  - Sponsor will receive a choice of (10) jerseys or shirts with name
  - 4' x 10' Sponsor banner placed at each Monroe Parks and Recreation baseball/softball field located at Sunset Park and Parks Williams Athletic Complex
  - Sponsor name on practices and game schedules
  
- Uniform Sponsorship: \$3,000.00
  - Sponsor name screen printed on the back of all team jerseys (above player number)
  - Sponsor will receive a choice of (6) jerseys or shirts with name
  - 4' x 8' Sponsor banner placed at each Monroe Parks and Recreation baseball/softball field located at Sunset Park and Parks Williams Athletic Complex
  
- Equipment Sponsorship: \$1,000.00
  - 4' x 6' Sponsor banner placed at each Monroe Parks and Recreation baseball/softball field located at Sunset Park and Parks Williams Athletic Complex
  - Sponsor name on practices and game schedules
  
- Awards Sponsorship: \$250.00
  - League participation medals will provide name of Organization or Business

Our youth baseball and softball programs participate in a county wide league, Union County Cal-Ripken League (UCCRL). Teams from each athletic association may travel to compete against MPRD teams!



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## Youth Soccer Program:

- League Sponsorship: \$4,500.00
  - Sponsor name screen printed on the back of team jerseys (above player number); average of 10 teams per season (approximately 100 registered participants)
  - Sponsor will receive a choice of (10) jerseys or shirts with name
  - 4' x 10' Sponsor banner placed at Parks Williams Athletic Complex Soccer Fields
  - Sponsor name on practices and game schedules
  
- Uniform Sponsorship: \$3,000.00
  - Sponsor name screen printed on the back of team jersey (above player number)
  - Sponsor will receive a choice of (5) jerseys or shirts with name
  - 4' x 8' Sponsor banner placed at Parks Williams Athletic Complex Soccer Fields
  
- Equipment Sponsorship: \$1,000.00
  - 4' x 6' Sponsor banner placed at Parks Williams Athletic Complex Soccer Fields
  - Sponsor name on practices and game schedules
  
- Awards Sponsorship: \$250.00
  - League participation medals will provide name of Organization or Business



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## Youth Basketball Program:

- League Sponsorship: \$5,500.00
  - Sponsor name screen printed on the back of team jerseys (above player number); *average of 25 teams per season (approximately 200 registered participants)*
  - Sponsor will receive a choice of (10) jerseys or shirts with name
  - 4' x 10' Sponsor banner placed at each Monroe Parks and Recreation gymnasium used for practices and games during the youth basketball season
  - Sponsor name on practices and game schedules
  
- Uniform Sponsorship: \$3,000.00
  - Sponsor name screen printed on the back of all team jerseys (above player number); *average of 20 teams per season*
  - Sponsor will receive a choice of (5) jerseys or shirts with name
  - 4' x 8' Sponsor banner placed at each Monroe Parks and Recreation gymnasium used for practices and games during the youth basketball season
  
- Equipment Sponsorship: \$1,000.00
  - 4' x 6' Sponsor banner placed at each Monroe Parks and Recreation gymnasium used for practices and games during the youth basketball season
  - Sponsor name on practices and game schedules
  
- Awards Sponsorship: \$250.00
  - League participation medals will provide name of Organization or Business

Our youth basketball program participates in a county wide league. In past seasons, there have been an average of 400+ county wide games scheduled per season (approximately 100 games scheduled at MPRD facilities).

\*Monroe Parks and Recreation gymnasiums consist of the following facilities:

- Dickerson Recreation Complex, J Ray Shute, Sutton Park, and Winchester Gym.



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## **Sponsorship Opportunities**

*(for donations of in-kind services, gifts & giveaways)*

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### **Youth Track and Field Program:**

- League Sponsorship: \$3,000.00
  - Sponsor name screen printed on the back of team singlet
  - Sponsor will receive a choice of (10) shirts with name
  - 4' x 10' Sponsor banner placed at each youth track and field practice and meets for the duration of the season
  - Sponsor name on practices and game schedules
  
- Uniform Sponsorship: \$1,000.00
  - Sponsor name screen printed on the back of team singlet
  - Sponsor will receive a choice of (5) shirts with name
  - 4' x 8' Sponsor banner displayed at each youth track and field practice and meets for the duration of the season
  
- Equipment Sponsorship: \$500.00
  - 4' x 6' Sponsor banner placed at each youth track and field practice and meets for the duration of the season
  - Sponsor name on practices and game schedules
  
- Awards Sponsorship: \$250.00
  - League participation medals will provide name of Organization or Business



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## Sponsorship Opportunities

(for donations of in-kind services, gifts & giveaways)

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The City of Monroe's Parks and Recreation Department and the Bazemore Active Adult Center are the organizers for United Senior Games (USG). USG is part of the North Carolina Senior Games (NCSG), a state-wide health and wellness program that promotes fun, fitness and fellowship through competition in active sports and creative expression throughout the state. The local senior games (USG) is open to all Union County Seniors 50+ to register. Seniors are encouraged to sign up for a variety of athletic competitions, silver arts, and to attend the opening and closing ceremonies. The USG takes place during the months of April and May each year and has over 100 county citizens register to participate or volunteer.

- Gold: \$1,500.00 (Limit 1)
  - **Exclusive Closing Ceremony Dinner Presence**
  - Presence at the Opening Ceremony and two USG events
  - Logo on the participant give-away of choice each year
  - Logo on event banner
  - Logo on registration form, closing ceremony program and flyers
  
- Silver: \$1,000.00 (2 Options)
  - Presence at the Opening Ceremony and two USG events
  - Logo on registration form, closing ceremony program and flyers
  
- Bronze: \$250.00 (2 Options)
  - Option 1 (Limit 1):
    - Opening Ceremony Breakfast
    - Logo on registration form, closing ceremony program and flyers
  - Option 2 (Limit 1):
    - Event snacks
    - Logo on registration form, closing ceremony program and flyers
  
- Event Sponsor: \$100.00 (Limit 5)
  - Goodie Bags



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### Athletic Facilities:

- Gymnasium Scoreboard Panel Sponsorship:  
\$500.00 per year

- Dickerson Recreation Complex Gym
- J Ray Shute Gym
- Sutton Park Gym
- Winchester Recreation Complex Gym

- Installation and maintenance included
- \$300.00 annual renewal
- Choice of (1) gymnasium per sponsorship

- Athletic Field Signage Sponsorship:  
\$350.00 per year

- Dickerson Recreation Complex
  - (4) Baseball/Softball Fields
- Don Griffin Park
  - (1) Baseball/Softball Field
- Creft Park
  - (1) Baseball/Softball Field
- Parks Williams Athletic Complex
  - (2) Softball Fields
- Sunset Park
  - (3) Baseball Fields

- Installation and maintenance included
- \$200.00 annual renewal
- Choice of (1) athletic field per sponsorship

Note: Baseball/Softball Fields would receive a 2.5' x 6' Sponsorship Banner placed on the fence at the facility of sponsor's choice. Soccer Fields would receive a 4' x 6' Sponsorship Banner placed on the fence at the facility of sponsor's choice.

We anticipate 100+ youth basketball games to be played each year and over 10,000 visitors per year!



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## Music on Main:

The City of Monroe's Music on Main Concert Series provides an opportunity to enjoy a night of live music, food vendors, cold beverages, and dancing. Members of the community may also visit shops and restaurants while visiting Downtown Monroe.

Music on Main takes place on the fourth Friday of each month (April-September), with the exception of May due to the Memorial Day Holiday. The month of May's concert will take place on the third Friday. The average attendance at each concert is 1,500.



In an effort to continue to offer great entertainment and expand the marketing for this popular community event, the following sponsorship opportunities are available to organizations and businesses.

- Band Sponsorship: \$3,000.00
  - \*any band scheduled to perform April-September each year
- On-site presence at (1) concert (tent presence)
  - \*choice of concert will be provided on a first come, first serve basis
- Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
- Organization or Business Logo included on Facebook Event Page for choice of concert
- Several announcements of sponsorship at choice of concert

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## Music on Main (cont'd):

- Single Event Amusement Sponsor: \$1,500.00
  - On-site presence at the event (tent presence at Monroe Parks and Recreation Movie dates only)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



- Single Event Sponsor: \$250.00
  - On-site presence at the event (tent presence at Monroe Parks and Recreation Movie dates only)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



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## Car Cruise-In:

The City of Monroe's Car Cruise-In Series provides an opportunity to view classic cars and enjoy downtown restaurants, breweries, and shops. The Car Cruise-In events take place on the second Friday of each month (April-October). The average attendance at each Car Cruise-In is 1,500 attendees and a minimum 150 vehicles displayed.

- Single Event Award Sponsorship: \$500.00
  - Organization or Business Logo included on award plaque and presentation of award. Note: sponsorship must be submitted prior to the start of the Car Cruise-In event series each year.
  - On-site presence at (1) Car Cruise-In event (tent presence)  
\*event of choice will be provided on a first come, first served basis
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page for event of choice
  
- Single Event Sponsorship: \$250.00
  - On-site presence at (1) Car Cruise-In event (tent presence)  
\*event of choice will be provided on a first come, first served basis
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page for event of choice




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## Outdoor Movie Events:

The City of Monroe's Outdoor Movie Series is provided in partnership with Union County's Parks and Recreation Department. Movies dates are determined by the availability of each parks and recreation department's staff and may vary throughout the entire year.

In an effort to continue to offer a great community event, the following sponsorship opportunity is available to organizations and businesses to help with the cost of additional amusements and attractions to guests.



We anticipate approximately 100-500 guests!

- Single Event Amusement Sponsor: \$500.00
  - On-site presence at the event (tent presence at Monroe Parks and Recreation Movie dates only)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



- Single Event Sponsor: \$250.00
  - On-site presence at the event (tent presence at Monroe Parks and Recreation Movie dates only)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



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## Easter Eggstravaganza:

The City of Monroe's Easter Eggstravaganza event takes place two weekends before the Easter Holiday each year. This event provides an opportunity for young children to enjoy picking up Easter eggs with novelty prizes inside. A few dozen eggs will have an extra special prize ticket inside for an additional award.

We anticipate  
2,000 guests at  
this single  
special event!

In an effort to continue to offer a great community event, the following sponsorship opportunity is available to organizations and businesses.

- Prize Sponsor: \$1,000.00  
On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page
  - Organization or Business Logo included on 2.5' x 6' event banner(s)
  - Several announcements of sponsorship at single event and (3) yard signs for advertisement day of event.
  
- Single Event Amusement Sponsor: \$1,500.00  
On-site presence at the event (tent presence at Monroe Parks and Recreation Movie dates only)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



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## Fourth of July Celebration:

The Fourth of July marks the historic date in 1776 when the Declaration of Independence was approved by the Continental Congress. The City of Monroe celebrates each year on the Fourth of July with amusements, food trucks, live music and fireworks!



- Band Sponsorship: \$3,000.00
  - On-site presence at (1) concert (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page for choice of concert
  - Several announcements of sponsorship at choice of concert
  
- Single Event Amusement Sponsor: \$2,500.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page
  - Organization or Business Logo included on 2.5' x 6' event banner(s)
  - Several announcements of sponsorship at single event and (3) yard signs for advertisement day of event.
  
- Single Event Sponsor: \$250.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



**Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition.**

## Halloween Happenings:

Our annual Halloween Happenings event takes place on the third Saturday of October in Downtown Monroe. We invite the entire community to come have some fun with amusements, food trucks, a costume contest, and of course, candy!

- Single Event Amusement Sponsor: \$1,500.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page
  - Organization or Business Logo included on 2.5' x 6' event banner(s)
  - Several announcements of sponsorship at single event and (3) yard signs for advertisement day of event.
  
- Single Event Sponsor: \$250.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



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## Juneteenth:

The annual Juneteenth Celebration takes place on the Saturday closest to June 19th. This event allows for numerous groups to join forces to put forth an event that celebrates the official end of slavery in the United States. Friends and families can come to enjoy amusements and food trucks, learn about the importance of Juneteenth and have access to business and community organizations sharing in the celebration.

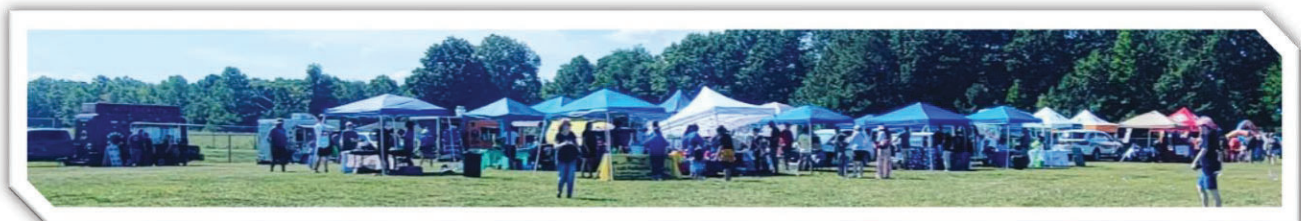


- Single Event Amusement Sponsor: \$1,500.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page
  - Organization or Business Logo included on 2.5' x 6' event banner(s)
  - Several announcements of sponsorship at single event and (3) yard signs for advertisement day of event.



- Single Event Sponsor: \$250.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page

- Craft Vendor Information: \$50.00
  - On-site presence at the event (tent presence)



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## Christmas Tree Lighting:

- Single Event Amusement Sponsor: \$2,500.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page
  - Organization or Business Logo included on 2.5' x 6' event banner(s)
  - Several announcements of sponsorship at single event and (3) yard signs for advertisement day of event.
  
- Single Event Sponsor: \$250.00
  - On-site presence at the event (tent presence)
  - Organization or Business Logo included on social media advertisements; social media posts will be boosted to reach thousands of individuals in the Monroe and surrounding area.
  - Organization or Business Logo included on Facebook Event Page



**Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition.**

Advertise your business by becoming a sponsor! The Monroe Parks and Recreation Department is seeking new sponsors for all youth sports and athletic facilities.

While promoting their businesses, sponsors also assist the Monroe Parks and Recreation Department in enriching the lives of the community by offering exceptional recreational opportunities, youth leagues, athletic fields, and equipment.

Please select a sponsorship opportunity and completely fill out the following information:

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Company Name

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Contact Person

Phone

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Mailing Address

City

State

Zip Code

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Email Address

Mail to:

**Monroe Parks and Recreation**  
**P.O. Box 69**  
**Monroe, NC 28110**

Tyson Carrier  
City of Monroe  
Parks & Recreation  
Athletic/Special Events Coordinator  
Office 704-282-4663  
[tcarrier@monroenc.org](mailto:tcarrier@monroenc.org)



**Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition.**



**STAFF REPORT**

**TO:** Parks and Recreation Committee  
**VIA:** Mark Watson, City Manager  
**DATE:** Dec. 17, 2024  
**FROM:** Peter Hovanec, Parks, Recreation and Tourism Director  
**SUBJECT:** Skate Pump Track Discussion

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**SUMMARY STATEMENT**

Staff is working on developing a skate pump track location and has identified three potential sites that would allow for the creation of a facility. The skate pump track is not a skate park but is a dedicated paved area that allows wheeled sport users (skateboards, scooters, etc.) to move forward over smooth obstacles and contours for enjoyment and exercise. Pump tracks have become increasingly popular, and Monroe has seen an uptick in wheeled sports activities. Staff has identified Belk-Tonawanda Park as a primary location for a pump track, with Dickerson Park and Creft Park as other potential sites. Belk-Tonawanda Park would also provide additional opportunities for future connectivity to established paths and walkways.

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**REVIEW**

Staff has had initial conversations with two pump track design/construction companies and will move forward with a design and cost estimate for a location that would fit within the space at Belk-Tonawanda Park. Initial cost estimates for pump tracks range from \$100,000 to \$300,000 depending on size and the amount of amenities located in addition to the actual track. There may be cost savings if some of the initial grading and site preparation can be completed in-house by city departments.

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**RECOMMENDATION**

Approve the proposed location of Belk-Tonawanda Park for consideration as the primary area of study for the Pump Track.





**STAFF REPORT**

**TO:** Parks and Recreation Committee  
**VIA:** Mark Watson, City Manager  
**DATE:** Dec. 17, 2024  
**FROM:** Peter Hovanec, Parks, Recreation and Tourism Director  
**SUBJECT:** Construction Project Updates

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**SUMMARY STATEMENT**

Staff is working on completing several construction and renovation projects throughout several of our community centers and outdoor areas. Projects include floor replacements, painting, minor construction and window tinting to name some of the major items.

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**REVIEW**

The list below outlines a majority of the renovations and a rough timetable of when the work will begin.

<b>Basketball Goal Replacements</b>	<b>Early February</b>
<b>Community Center Gym Floor Replacements</b>	<b>Early February</b>
<b>Community Center Flooring</b>	<b>February</b>
<b>Community Center Painting</b>	<b>January</b>
<b>Winchester Bleacher Replacements</b>	<b>March</b>
<b>Sunroom Demolition/Replacement</b>	<b>January</b>
<b>Window Tint on Community Centers</b>	<b>January</b>
<b>Pickle Ball Courts at Dickerson</b>	<b>In Process</b>
<b>Disc Golf Dickerson Redesign</b>	<b>Design in Process</b>

There are some other enhancements and possible renovations and redesign to the interiors of some of the community centers that will be ongoing. Staff is dedicated to the redesign and de-institutionalization of our community centers.

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**RECOMMENDATION**

Presented for informational purposes; no action is needed at this time.

Attachment(s):