

## TENNEY PARK SHELTER FUNDRAISING STRATEGY

### Rationale: Why do we need a new shelter at Tenney Park?

- Current shelter built in 1958, in need of major renovation or replacement.
- Shelter is used by many in the community; replacement would enhance the variety of uses, in all seasons.
- New shelter will be a welcome gateway landmark on Johnson Street where 35,000+ cars pass the park each day.
- Proposed shelter design is in keeping with the heritage and historical design of Tenney Park, including its beloved “Currier and Ives” winter setting.
- The shelter will entice more Fit City Madison families to enjoy the park and outdoor recreational activities.
- Quality design and construction will create a facility with “green” features that will proudly serve the community for many generations.

### Who has been planning for the new shelter?

- Core planning group formed with inspiration from Terrence Wall who grew up in the Tenney Park area. All preliminary architectural design fees are being donated through the generosity of Mr. Wall.
- Core planning group includes stakeholders from the Tenney Lapham Neighborhood Association, Friends of the Yahara River Parkway, Parks Department staff, Mayor’s office staff, the designated architect, and members of the community at large.

### Purpose and Mission of the Tenney Shelter Planning Group

- To develop a plan which respects the current uses of the shelter, especially the popular winter skating venue and weddings, graduations, and other celebrations in warmer weather.
- To develop a plan which is in keeping with the legacy of Tenney Park and the Yahara River Parkway, a registered National Historical Landscape.
- To create a respectful and cooperative working relationship between the city, neighborhood groups, and the Friends of the Yahara River Parkway.
- To organize the initial feasibility study and pre-planning for the new shelter, saving many hours of investigative work by city staff.
- To carry out a fundraising strategy with the goal of raising half the amount needed for constructing the shelter, saving the city an estimated \$650,000 of the total projected cost of \$1.2 million.
- To educate and engage members of the community in order to create support and enthusiasm for the project.

### Tenney Shelter Timeline

- **2007** – planning group development; feasibility investigation, test design concepts with city committees and commissions.
- **2008** – return to city committees and commissions for final design approval ; start fundraising efforts in the private sector; coordinate with city plans for construction.
- **2009** – meet fundraising goal; start construction in spring and finish shelter by winter, hopefully in time for ice skating season.

### Design Approval Process

- Presentations to the membership of Tenney Lapham Neighborhood Association and the Friends of the Yahara River Parkway.
- Reviews with near-eastside Alders
- City committee presentations to: Urban Design Commission, Landmarks Commission, Madison Parks Foundation, the Parks Commission, and the Board of Estimates
- Periodic updates with Mayor's office

### Tenney Shelter Fundraising Strategic Plan

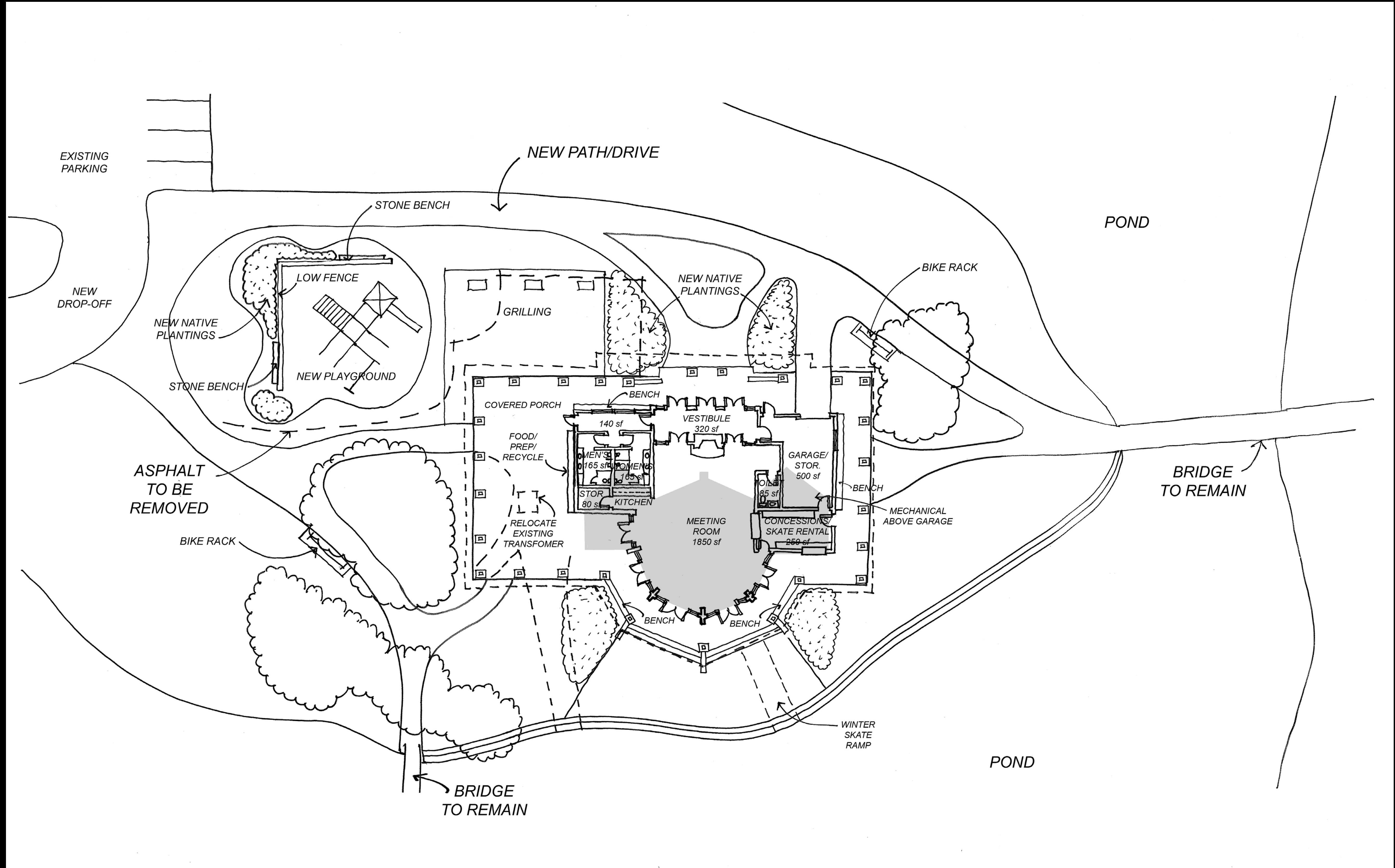
- Identify key members of the community to participate in fundraising committee.
- Develop marketing materials for top donors and the general public
- Target donor groups; identify top 10 potential donors and prioritize the next 20.
- Target donors from the area neighborhoods, including Maple Bluff, past shelter users, and those interested in naming opportunities.
- Naming opportunities will be offered to interested individuals and families first, as opposed to corporations and institutions.
- Donors will be featured in an attractive donor wall installation.
- Naming opportunities for the shelter could include a history installation in the floor, the main room, the fireplace, concession area, entrance doors, the outdoor playground, bike racks, grills, and benches.
- An inscribed paver/tile donation opportunity could be featured in the final public campaign.
- Grant opportunities with the Dane County Cultural Affairs Commission and the Madison Arts Commission will be investigated.
- Appropriate in-kind donations will be gratefully accepted.

### Timing and Promotion for Fundraising Campaign

- Initial promotion when the design is approved by the final city committee and the Parks Commission.
- A “thank you” release after the first top ten major donors are secured.
- Public fundraising phase featuring inscribed pavers/tiles will follow.
- Any interesting or benchmark event will be shared with the media.
- Key committee members will be designated as spokespersons for the project.
- “Gimme Shelter” is one possible fundraising theme, suggested by Gay Davidson-Zielske.

# TENNEY PARK PAVILION

MADISON, WI



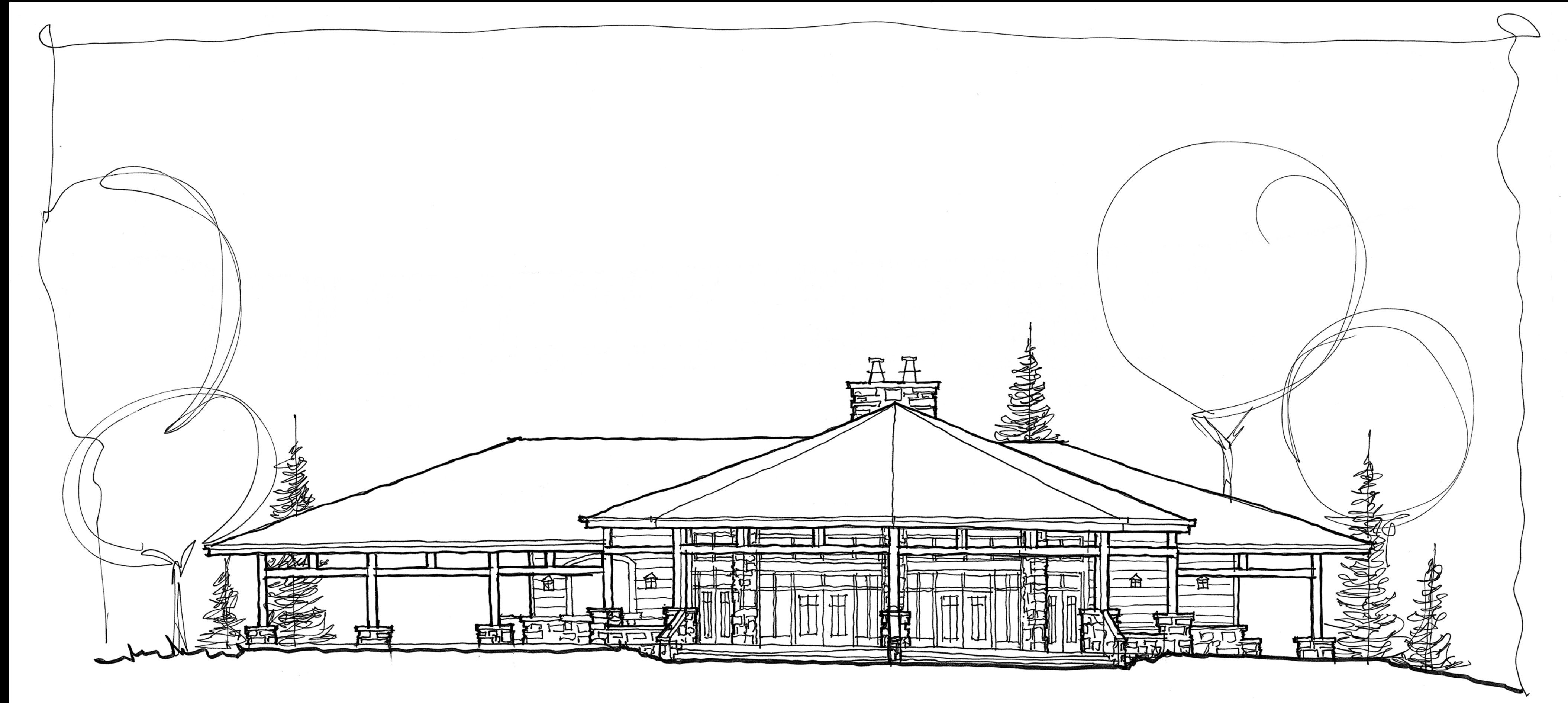
SITE PLAN SCALE: 1/16" = 1'-0"

PARTNERS:  
KIM D. HASSELL  
MARK C. HERR  
ABIE A. KHATCHADOURIAN  
SCOTT A. KRAMER  
DAVID J. RAYSICH  
MICHAEL H. SCHERBEL  
MICHAEL J. SOBCZAK

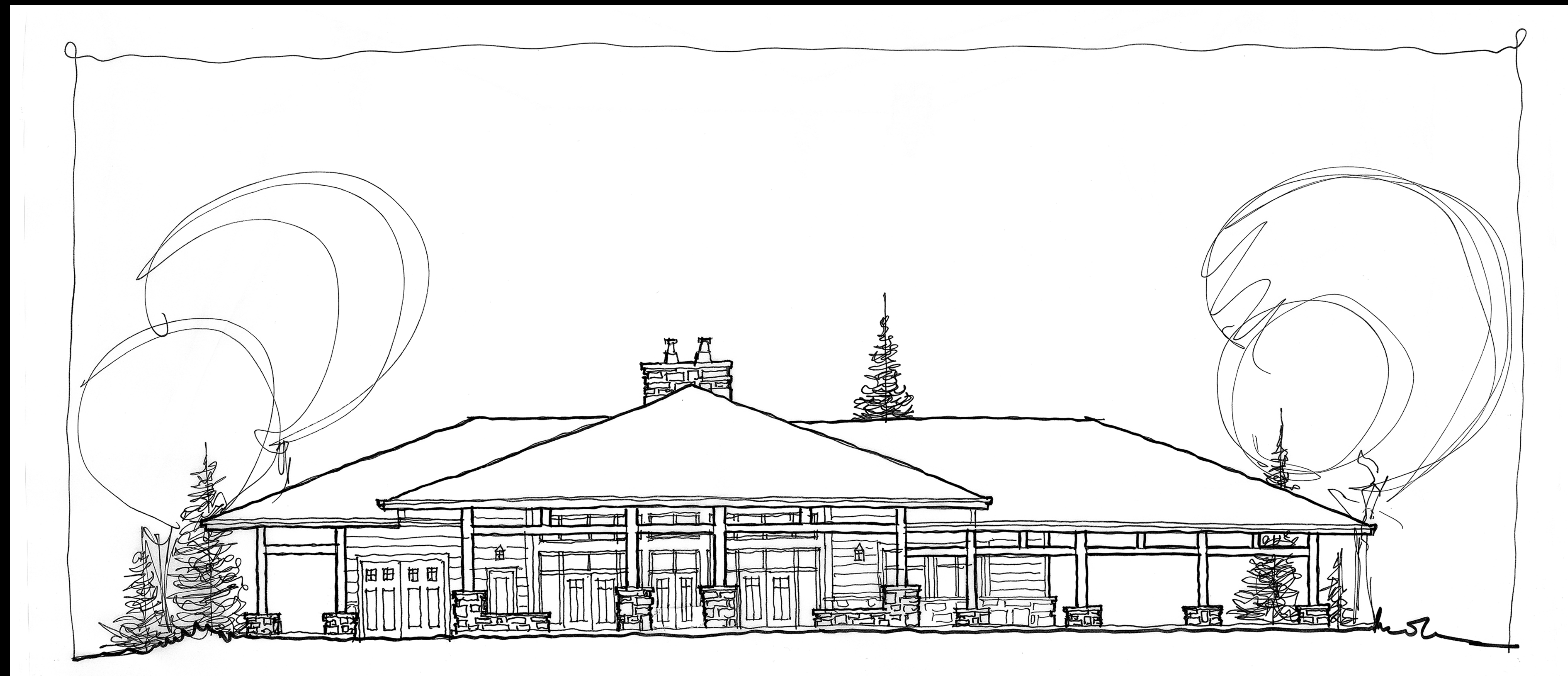


# TENNEY PARK PAVILION

MADISON, WI



FRONT ELEVATION SCALE: 1/8" = 1'-0"



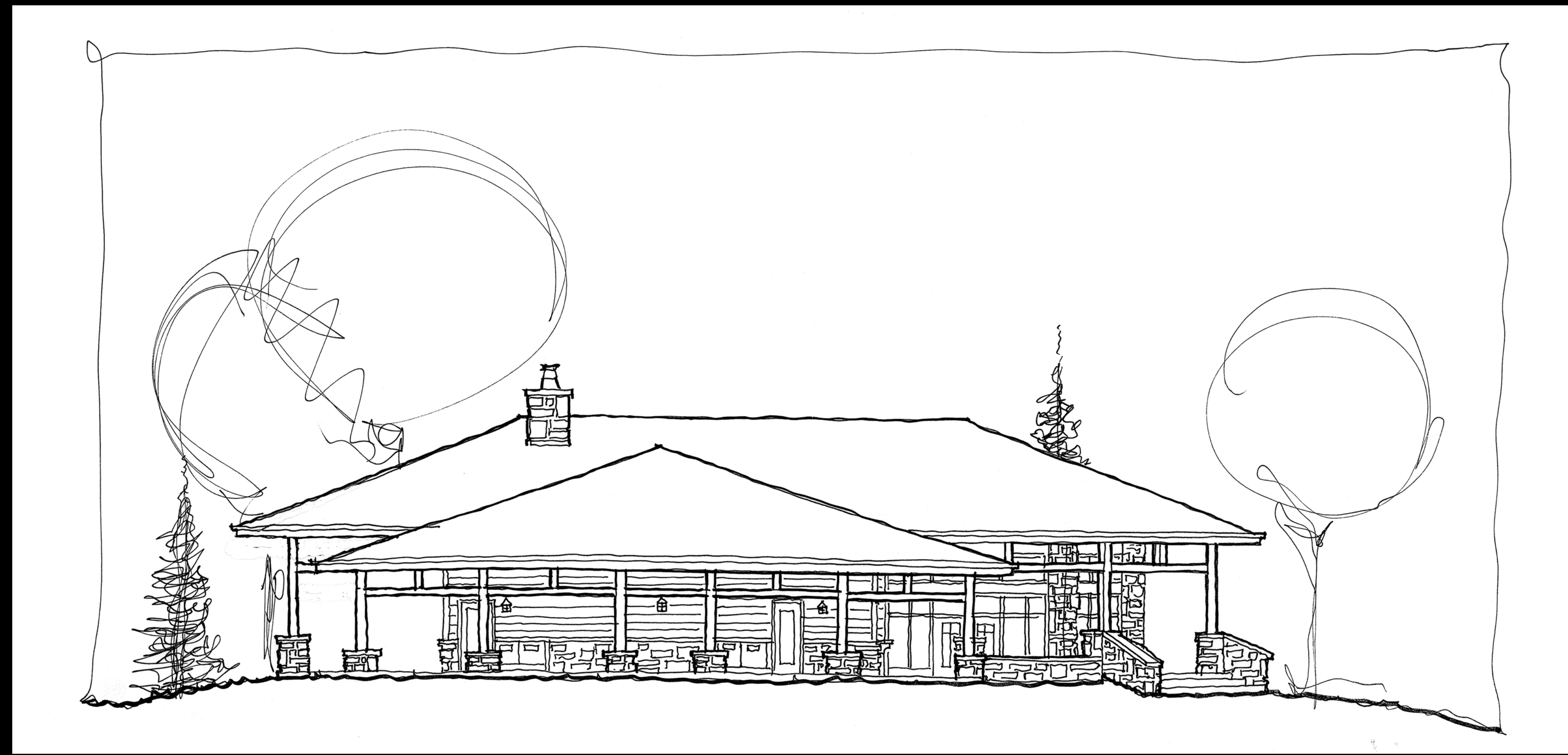
REAR ELEVATION SCALE: 1/8" = 1'-0"

PARTNERS:  
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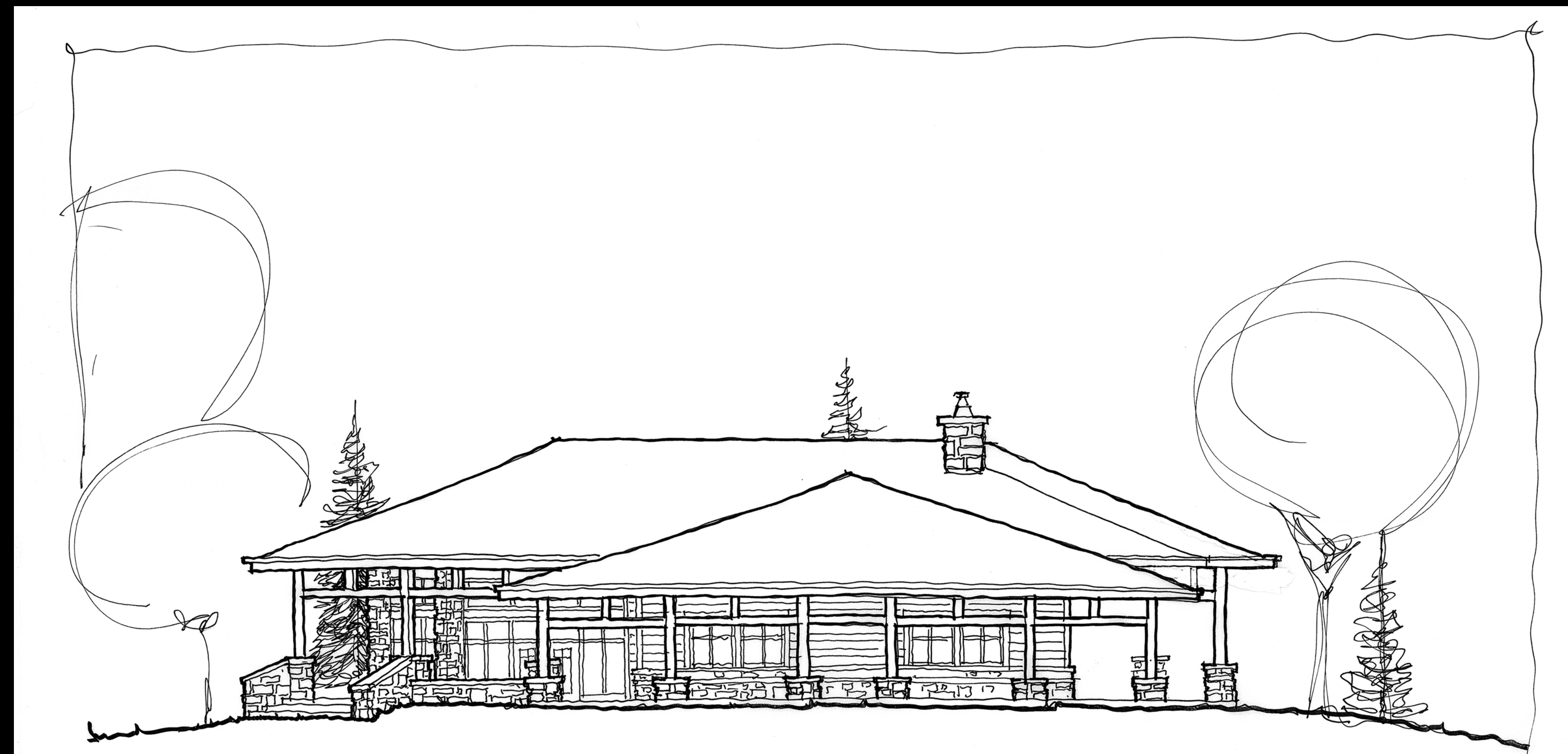


# TENNEY PARK PAVILION

MADISON, WI



SIDE ELEVATION SCALE: 1/8" = 1'-0"



SIDE ELEVATION SCALE: 1/8" = 1'-0"

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