



## MILWAUKEE PARKS 50/50 PILOT PROPOSAL

<b>WHEN &amp; WHERE</b>	<ul style="list-style-type: none"> <li>One Thursday in June, Jazz in the Park</li> <li>July 3<sup>rd</sup> Fireworks at the Lakefront</li> <li>One Wednesday in August at Lake park Music in the Park</li> </ul>
<b>POINT PERSON</b>	Rebecca Stoner, Executive Director of the Milwaukee Parks Foundation (MPF). Ms. Stoner has 5+ years of experience hosting nonprofit events which include raffles and silent auctions.
<b>LOGISTICS</b>	<ul style="list-style-type: none"> <li><b>WHO</b> - MPF team members will recruit 5-15 volunteers, depending on the size of each event, to solicit raffle ticket purchases. MPF will also coordinate with event hosts to ensure announcements are made regularly about the raffle and that there will be a public reading of the winner and prize money given that day (required by law). Milwaukee Parks Foundation will front the cost of supplies (see below) and conduct necessary marketing for the raffle.</li> <li><b>HOW</b> – Using raffle tickets, aprons, and ensuring compliance with gaming laws, volunteers and MPF team members will sell raffle tickets for \$10 each at the three aforementioned Milwaukee County Parks events. The winner of the 50/50 raffle will receive 50% of the proceeds. The other half of the proceeds will go to Milwaukee Parks Foundation to be granted later in the year to Milwaukee County Parks.</li> <li><b>CASH HANDLING</b> – Cash will be handled according to Milwaukee Parks Foundation’s board approved financial policy. It will be kept in a lock box, counted and recorded by one Milwaukee Parks Foundation employee and one independent volunteer. Cash and checks will be deposited as quickly as possible following the event. Milwaukee Parks Foundation will keep up to 15% of proceeds to reimburse us for costs to plan and operate the 50/50 raffles.</li> </ul>
<b>SUPPLIES NEEDED</b>	<ul style="list-style-type: none"> <li>Raffle License</li> <li>Aprons</li> <li>Raffle Tickets</li> <li>Lockable cash box</li> <li>Advertisements/signage</li> <li>Receipt book</li> <li>Booth with tent and table, information about Milwaukee Parks Foundation &amp; Milwaukee County Parks where people can purchase tickets directly</li> </ul>
<b>BUDGET</b>	<p><i>Revenue</i></p> <ul style="list-style-type: none"> <li>\$2,500 RAISED AT JUNE JAZZ IN THE PARK (Estimated attendance of 5,000 people, approximately 10% ticket sales)</li> <li>\$25,000 RAISED AT JULY 3 FIREWORKS (Estimated attendance of 100,000 people, approximately 5% ticket sales)</li> <li>\$1,000 RAISED AUGUST LAKE PARK MUSIC: Estimated attendance of 2000 people, 10% ticket sales</li> <li><b>Total Max. Revenue from Pilot: \$28,500</b></li> </ul> <p><i>Expenses</i></p> <ul style="list-style-type: none"> <li>Supplies: \$500</li> <li>Advertisements and signage: \$500</li> <li>Staff Cost: 60 hours at \$30/hour: \$1,800</li> <li><b>Total Expenses for Pilot: \$2,800</b></li> </ul>
<b>ANTICIPATED CHALLENGES</b>	<ul style="list-style-type: none"> <li>It can take 6+ weeks to get a raffle license approved by the State of Wisconsin, Department of Administration. This means a June event may not be feasible depending on the timing of the approval of this plan.</li> <li>Most County Park events are run by nonprofit organizations who need to do their own fundraising (i.e. the Eastown Association runs Jazz in the Park, the Friends of Lake Park host Music in the Park). These groups are also likely doing their own fundraising at these events and we will need to be intentional about how we partner with them to ensure a collaborative approach.</li> </ul>