



City Council Memorandum

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: February 5, 2024

Item: Accepting Sponsorship

Council Action Requested: Accept Ardent Mills Sponsorship of \$2,000.00 for Movies in the Park. The Movies in the Park series will be held June – September 2024 at the Rotary Pavilion in Levee Park.

Background Information: The City of Hastings and Ardent Mills signed a mutual agreement as part of the 2024 Movies in the Park sponsorship. Donation dollars will go toward our movie licensing fees. It is recommended the consideration and acceptance of the monetary sponsorship.

Financial Impact: Staff will continue to include sponsorships as a revenue item as part of the budget process to offset programming costs; specifically costs for Movies in the Park.

Advisory Commission Discussion:

None

Council Committee Discussion:

None

Attachments:

- Movies in the Park Mutual Agreement



City of Hastings Parks and Recreation
 920 West 10th Street
 Hastings, MN 55033
 Direct (651)-480-6182 Fax (651)-437-5396
 www.hastingsmn.gov

2024

VIII-03

Movies in the Park Sponsorship

SPONSOR NAME: Ardent Mills

This informational form is accompanied
by a Mutual Sponsorship Agreement

SPONSOR INFORMATION:

Contact Name: Julie Nell	Business Phone: 651-829-8449
Email: julie.nell@ardentmills.com	Address: 2005 Vermillion St Hastings, MN 55033
Type of Sponsorship: Partnering Sponsor	

2024 Movies in the Park Details: Our goal for the 9th year of Movies in the Park is to develop a sense of community pride, to invite the community and visitors to spend time outdoors in Levee Park, and to create community connections between individuals, businesses and organizations. Movies in the Park will consist of 4 separate movies showings from June through September. Each showing will be held at the Rotary Pavilion located at 20 Ramsey Street, Hastings, MN 55033. The movies are free of charge to attendees made possible by Ardent Mills Sponsorship. The movie options are chosen with the intent of attracting a variety of ages, while providing a family friendly atmosphere. Movies in the Park events also include a component of activities coordinated by partnering organizations prior to each showing. Partnership activities allow for attendees to spend more time outdoors in our park system.

2024 Movies in the Park - Date, Time & Movie Name

Friday, June 14 Activities: 8 p.m. Movie: 9 p.m.	Elemental PG
Friday, July 12 Activities: 8 p.m. Movie: 9 p.m.	Trolls Band Together PG
Friday, August 9 Activities: 7:30 Movie: 8:30 p.m.	Migration PG
Friday, Sept. 6 Activities 6:30 Movie: 7:30 p.m.	Wonka PG

Date and title may be subject to change based on weather and licensing.

Ardent Mills Community Outreach Package \$2,000.00

- Hunger Relief localized by providing a non-perishable bin for attendees to donate to Hastings Family Service.
- Recognition of *Ardent Mills* sponsorship through Hastings City Council
- Sponsorship acknowledgement on City of Hastings Facebook with a current following of 11,000+
- *Ardent Mills* listed on City of Hastings Programs and Events Webpage
- *Ardent Mills Banner* displayed during Movies in the Park Events with over 500+ attendees
- *Ardent Mills* acknowledged in Summer Newsletter distributed to 10,500+ Hastings Households
- *Ardent Mills* acknowledged in articles and interviews with local media

\$2,000.00 SPONSORSHIP PAYMENT TO CITY OF HASTINGS: Cash Check # _____ Credit Card

Credit Card Payment:

We have a 3.12% processing fee for credit cards, please call the Parks and Recreation Department, 651-480-6182 with payment for processing or in person at our Parks Office: 920 10th Street West, Hastings MN 55033

Check Payment: Submit to City of Hastings, Parks and Recreation Department, 920 10th Street West, Hastings 55033

OFFICE USE ONLY:

Date Received: ____/____/2024

Time Received: ____: ____ am/pm

Received: In-person Drop Box Mail Email

Received By:



2024 Movies in the Park Sponsorship
Mutual Agreement
Sponsorship Request: \$2,000.00

Enter into a \$2,000 sponsorship paid by *Ardent Mills* for the 2024 Movies in the Park Series; paid no later than April 1, 2024. Made payable to the *City of Hastings* and submitted to: Hastings Parks and Recreation, 920 West 10th Street, Hastings, MN 55033

Ardent Mills Sponsorship benefits for 2024 Movies in the Park

- Hunger Relief localized by providing opportunities for attendees to bring a non-perishable food shelf donation to events. Donations will be collected in a labeled bin provide by Hastings Family Service and brought to HFS after each event by City Staff.
- Recognition of sponsorship commitment through Hastings City Council. The Parks and Recreation Department staff member will submit a City Council Memorandum.
- Sponsorship acknowledgement on the City of Hastings Facebook Event postings for Movies in the Park June – September 2024. City Staff will develop postings throughout the promotional timeframe.
- Ardent Mills listed as a sponsor on City of Hastings Rotary Pavilion, Programs and Events Webpage. Webpage: www.hastingsmn.gov/programsandevents design by City of Hastings Parks and Recreation staff member.
- Sponsored By: Ardent Mills banner displayed during 2024 Movies in the Park events. Banner designed, printed and posted by City staff member during event. Provided by the City of Hastings using logo provided by Ardent Mills.
- Ardent Mills acknowledged on 2024 Calendar of Events promotional posters. Posters designed and printed through a local vendor and distributed by The City of Hastings.
- Ardent Mills acknowledged in articles and interviews with local media outlets. Interviews and articles provided by The City of Hastings and/or in partnership with Ardent Mills.

Point of Contact:

City of Hastings, Parks and Recreation Department
Paige Marschall Bigler, Recreation Programming Specialist
Phone: 651-480-6182 Email: pmarschall@hastingsmn.gov

Agreement

The *City of Hastings Parks and Recreation Department*, and *Ardent Mills* agree to the terms and the sponsor partnership as outlined above.

Paige Marschall Bigler

January 25, 2024

City of Hastings Representative

Date

1/26/24

Ardent Mills Representative

Date