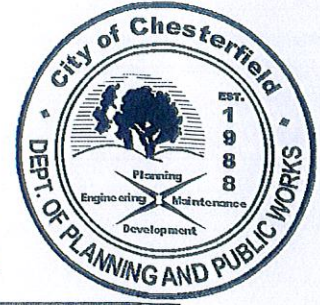


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Memorandum

Department of Planning, Public Works & Parks

To: Michael Herring, CA
From: Mike Geisel, DPPW & P
Date: 6/6/2012
Re: Living Legacy program - Pavers



As you directed, we have investigated the potential for incorporating commemorative engraved pavers into the fund raising repertoire of our Parks Division. Typically, such programs are initiated to generate interest in the genesis of a new amenity or feature. In those cases, they generally require a considerable amount of marketing and promotion. Due to the costs of production and placement, the profit received by the agency is nominal.

That being said, we believe that there exists an opportunity to add commemorative pavers in various sizes to our existing Living Legacy options. I concur with the recommendations of Tom McCarthy, Parks and Recreation Director and his attached research, that we initially limit the locations for such a program to the dog park, the amphitheater, and ultimately to a future "trophy plaza" at the Chesterfield Athletic Complex.

It is, obviously, important to collect orders and process them as a batch, perhaps once or twice a year, depending on the success of our implementation. It is simply too costly to order individual bricks as orders may be received. It is also important that we are not guarantors of the paver integrity for perpetuity. If they become damaged and require replacement, we cannot be responsible for incurring the additional cost of re-fabrication and placement.

As such, with your concurrence, I recommend that the Parks and Recreation Committee of Council authorize the inclusion of commemorative pavers in our Living Legacy Program for the Parks system. If authorized, we can immediately modify our donor information and make this option available.

If you have any questions or require additional information, please advise.

Cc Tom McCarthy, Parks and Recreation Director

[Handwritten signature]
6/10/12

→ PARKS/REL COMMITTEE

MEMORANDUM

TO: Mike Geisel, Director of Planning, Public Works & Parks
FROM: Thomas McCarthy CPRP, Parks and Recreation Division
DATE: April 18, 2012
SUBJECT: Living Legacy/ commemorative brick recommendation



Mike, I think we have a good opportunity to start a commemorative brick offering through our Living Legacy program. Typically if you were to do a large scale commemorative brick program you would start it around the ground breaking time for a new project and have a big install of bricks prior to the opening of the facility. This is actually how we did it when I was in Ballwin with the building of the Point at Ballwin Commons. I think we may have missed several options with the building of City Hall and the Amphitheater on a large scale but I think we have an ideal opportunity with our living legacy program.

My recommendation is to roll out the commemorative brick option through our Living Legacy program with the several different locations for brick placement. Our first and main location could be at the amphitheater around the flag plaza. This area would be central and open and has great visibility for everyone. Here I think would be a great place to put in a large paver with the City of Chesterfields 25th anniversary logo as the center of the installation in a 24" x 24" Granite paver. Our 24" anniversary paver logo would cost \$700. We could then have a special introductory offer for the 25th anniversary year for the rest of the bricks to families and corporations for an initial install in early 2013. Maybe promote it as save 25% if you order by a certain date. We can then install them sometime in the year 2013 and have a ribbon cutting at one of our events. The second location would be the bricked area at the dog park for the potential remembrance of someone's favorite dog. The third option could be at the Joan Schmelig wall of fame down here at the CVAC. The wall of fame idea I am working on for Ms. Schmelig and will get you some additional information as soon as I get information back from Crown Trophy and the stone mason.

Price information on bricks and pavers.

Option 1

4" x 8" brick

- Three lines of printing with eco infill
- 16-20 characters per line
- Bricks would sell for \$100 each (profit per brick if we order them one at a time is about \$50 per brick) if we order more bricks the cost would go down.

Option 2

8" x 8" Concrete paver

- Three lines of printing with eco infill
- 16-20 characters per line
- 3 additional lines of engraving included

- Pavers would sell for \$225 (profit per paver if we order them one at a time is about \$125) if we order more pavers at a time the cost will go down.

Option 3

12" x 12" Concrete paver

- Multiple lines of printing or two lines of printing with a Logo
- Large paver would sell for \$850 (profit per large paver is \$650 there is no real savings if you order more than one at a time other than the savings in the shipping cost.

I would be counting on our guys to install the pavers and bricks in house. We would do one large installation of the bricks and pavers for the initial purchase and then schedule two installations per year after that depending on the brick or paver purchases through the Living Legacy Program.

Overall cost of brick program

Initial site set up with two locations for brick placement.

1. Amphitheater plaza near flags
 - a. 25th anniversary granite paver 24" x 24" \$700
2. Dog Park
 - a. Park logo paver one 12" x 12" \$160

Miscellaneous cost- tools, sand, equipment \$300

Marketing and brochure development would be done in house.

Printing of brochures professionally \$400

This is a guess on bricks and pavers that would be sold with initial first push to the public and corporations.

150 bricks	\$2,625
10 family or group pavers	\$ 500
5 corporate pavers with logo	\$1,000

Total cost to implement the commemorative brick option through our Living Legacy Program would be about \$5,685. This does include the cost of 100 bricks, 10 group pavers and 5 corporate pavers.

Currently the money we spend on trees, benches and picnic tables is coming out of our regular budget line items. We are getting to the point that we need to set up a separate account where the Living Legacy program is self-supporting so we would no longer need to pull dollars from our budget to purchase or maintain the Living Legacy program.

Additional attachments

- Pictures of three potential sites for the pavers
- Brick flyer from Donor Bricks company
- Sample copy of the updated Living Legacy program including brick options.
- Sample brick with white inlay. There are many colors of brick and we would look at something that would work best at each location to match the current brick colors. Inlay color options are available.

Please let me know if you have any questions or require additional information.

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