



PlayCity

FREE INDOOR PLAYGROUND



THE PROBLEM

Local parks, outdoor recreation, and nearby activities provide plenty of entertainment for children during the late spring and summer months, but there currently is not a FREE solution in Cheyenne for parents to keep their kids active and engaged during the winter months.

THE PLAYCITY PLAN

The mission of PlayCity is to provide a FREE, safe, climate-controlled, indoor play environment for children and their families that is open year-round. Whether it's cold and windy or hot and dry, this indoor playground provides a place for kids to stay active and engaged all year long.

THE PLAYCITY PROVIDER

Our vision is to be a life-giving movement of people having such an impact that if we were gone our communities would miss us.

As the primary creator of PlayCity, this fits perfectly into our vision to impact the community in a tangible and relevant way.

OBJECTIVES AND PRIORITIES IN 2018

1. To secure project funding to purchase play equipment, seating and safety equipment, and to pay for retrofit costs to build out the allotted space. The majority of the expenses will go directly to purchasing the playground equipment system.
2. To secure multiple corporate sponsorships to offset ongoing costs for playground operations.
3. To create a volunteer team to serve patrons for generous public operating hours.
4. To set a grand opening date and work towards that day with suitable marketing and promotions to notify the community of this new amenity.
5. To open to the public and begin operating as Cheyenne's first FREE indoor playground for kids.



OPERATING BUDGET

Space for the playground will be donated by Element Church in the concept and planning stages of the project. However, the goal is to create a corporate sponsorship program to cover ongoing operational expenses for the playground so those expenses don't inhibit the other community projects organized by the church. Donations are being sought for all start-up expenses as well as ongoing operational expenses. Contributions are Tax-deductible.

ESTIMATED BUDGET WORKSHEET

ESTIMATED AMOUNT

EXPECTED STARTUP COST | ONE-TIME EXPENSE

Playground and Seating Equipment	\$120,000
Construction Costs - Lighting, CCTV, Decor, Egress	\$100,000
Promotional Marketing	\$ 5,000
TOTAL	\$225,000

EXPECTED OPERATING COSTS | ANNUAL COST

Staffing Costs - Volunteer Staff	\$ 0
Rent, Insurance, and Maintenance (Monthly)	\$ 2,950
TOTAL	\$35,400 (ANNUALLY)



BACKGROUND

Element Church was incorporated in the state of Wyoming as a non-profit organization in 2007. The church payroll consists of 13 full-time staff members, and we rely heavily on over 400 unpaid volunteers to run the organization. As an organization, we serve the Cheyenne community and other communities around the state through weekend services, youth and children's programming, small groups, and outreach initiatives.

In 2017 we launched our "I Heart WY Initiative," an outreach program designed to elevate, expand, and reinforce the credibility of local churches in our state. The need for our organization continues to grow.

This year we will partner with 20 churches around the state to do Outreach events in their communities where they will serve tangible needs of their citizens. The I Heart WY initiative alone will cost Element Church over \$100,000 in 2018. We're on pace to give another \$160,000 to the Cheyenne community through local Outreach Projects this year.

Our congregation is a diverse representation of the Cheyenne and surrounding Laramie county area. We see an average of 1,581 people attend services on a weekly basis in Cheyenne, with roughly 40% of our adult population volunteering in some capacity. Our church family is composed of 66% adults, 9% teenagers, and 25% children.

RISKS

The risks for this project are truly minimal. Carlson Street Commerce LLC, a single-member LLC, owned by Element Church has been a stable commercial rental business for 8 years. The largest foot-print occupant in the facility is Element Church, who has been in a state of year-over-year growth since 2007.

The initial lease term for the playground will be a 10-year lease contract (based on the reasonable life expectancy of playground equipment). Liability insurance will be purchased to cover any incident related to personal injury on-site.

SUCCESS MEASURE

Success will be measured primarily by usage and patron feedback. Daily stats will be kept regarding facility usage. Usage data may be shared with investors and sponsors. Other success metrics include: volunteer hours served and the number of happy (active) children that use the space.



OUR CAMPAIGN TO FUND THIS PROJECT WILL INCLUDE THE FOLLOWING FUNDING STIPULATIONS

- 1. Element Church will contribute the first \$50,000 towards this community outreach project.**
- 2. We will seek to raise all remaining funds through business sponsorships and grant programs.**
- 3. Because of the recurring costs associated with real estate, maintenance, and utilities, Element Church will continue to raise funds for this project indefinitely.**

OPPORTUNITIES

Corporate Involvement

Corporations will have an opportunity to fund a playground for the Cheyenne community that supports them.

Community Service

Members of the Cheyenne community will have both the opportunity to enjoy the playground but also serve their neighbors by volunteering.

Our Children will see the community LOVES them

Kids need to have ample play opportunities. They have plenty of these opportunities during spring and summer months, but winter in Cheyenne leaves kids on the couch.

Young Families Connecting

The viewing area of the playground will allow parents to sit and enjoy the company of other parents while their children safely play on the equipment. This has the potential to build strong community and family networks.

MANAGEMENT PLAN

PlayCity will be evaluated quarterly by the Element Church Board of Directors. Results will be reported annually to investors and sponsors. Regular evaluations will be collected from volunteers and users of the facility.



OPERATING EXPENSE & STARTUP SPONSORSHIP LEVELS

This chart refers to both operational partner sponsorships and startup sponsorships. These financial contributions are made to enable the corporations to show support to the PlayCity Playground and to align with an organization that shares similar policies, practices, and values.

All gifts are Tax-deductible and can be used only for the PlayCity project.

BRONZE
\$5,000 - \$9,999

- Permission to list "PlayCity" logo on your corporate website
- Your corporate logo and/or name listed on "PlayCity" website
- Thanked in (4) weekly social media posts sharing organization page or website with our followers
- Name used in the following year's promotional package mailed to over 300 business and community leaders

SILVER
\$10,000 - \$14,999

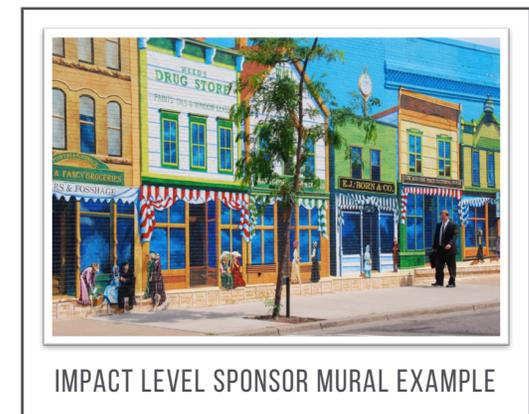
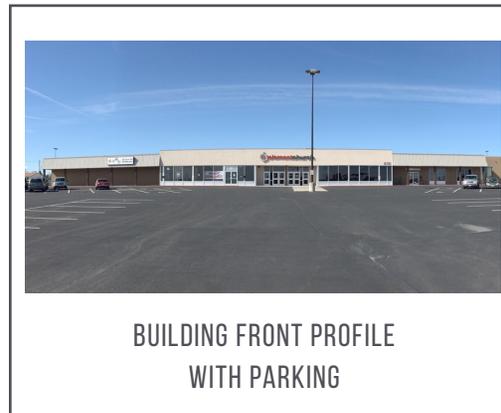
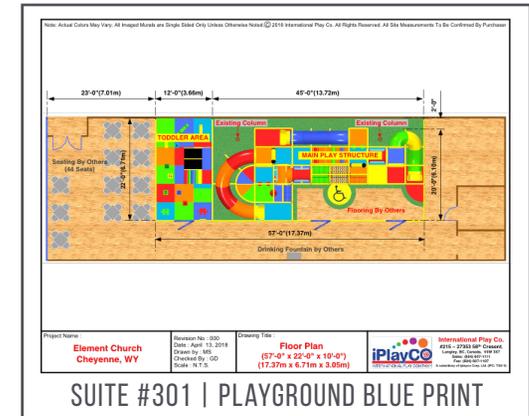
- Your corporate logo and/or name listed on "PlayCity" street marquee display
- Permission to list "PlayCity" logo on your corporate website and other corporate publications
- Your corporate logo and/or name listed on "PlayCity" website
- Thanked in (4) weekly social media posts sharing organization page or website with followers
- Name used in the following year's promotional package mailed to over 300 business and community leaders

GOLD
\$15,000 - \$24,999

- A permanent token of acknowledgement to be displayed in your place of business
- Your corporate logo and/or name listed on "PlayCity" street marquee display
- Permission to list "PlayCity" logo on your corporate website and other corporate publications
- Your corporate logo and/or name listed on "PlayCity" website
- Thanked in (4) weekly social media posts sharing organization page or website with our followers
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PLATINUM IMPACT - \$25,000+

- Your company logo and business likeness featured on full length “community partners” mural to be commissioned for painting/printing on a prominent interior wall of PlayCity to showcase only these highest level partnerships. (3-year placement- Limited to 10 sponsorships at a time)
- Your company logo and marketing message wrap over one parent seating area table top
- A permanent token of acknowledgement to be displayed in your place of business
- Your corporate logo and/or name listed on “Play-City” street marquee display
- Permission to list “PlayCity” logo on your corporate website and other corporate publications
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- Thanked in (4) weekly social media posts sharing organization page or website with our followers.
- Name used in the following year’s promotional package mailed to over 300 business and community leaders





PHYSICAL LOCATION:

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Cheyenne, WY 82009**

FOR QUESTIONS PLEASE CONTACT:

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