

AN ALL-SEASON PARK WE CAN ALL SUPPORT



VIADUCT PARK PARTNERSHIP PROGRAM



A PLACE WHERE EVERYONE CAN GATHER

A TRUE COMMUNITY PROJECT

The City of Faribault is excited to be constructing an all-season park within walking distance of Central Avenue that will attract people from across the area to gather, splash, exercise, and listen to live music, among many other things.

Viaduct Park, which is slated to begin construction in the summer of 2024 and will feature a splash pad, park building/restrooms, green space, and many decorative touches, will become a downtown hotspot that allows the community to come together. The recreational opportunities and other general public use (outside of reserved, exclusive use for private events) will be free of charge for participation. This, paired with its ideal connection to the City's extensive trail system, will result in a fully accessible regional park.

The preliminary cost estimate for the park is approximately \$6 million, and the City is funding the construction with an internal loan from the Sewer Fund to the Parkland Dedication Fund for the costs of the project.

In addition, the City is working with the Faribault Foundation to offer opportunities for businesses, organizations, families, and individuals to participate and be recognized as part of this important community project.

Sponsorships provide an excellent opportunity for businesses and organizations to demonstrate their community support and promote their brand.

Tax receipts are available for individual donations.



THE FARIBAULT PARK SYSTEM AT A GLANCE

45
parks
throughout
City limits

2
regional
trails with
local access

14
miles of City-
owned
trail

387
acres of
parkland
in the
system

\$49
per capita on
park operations;
nat'l avg.: \$78

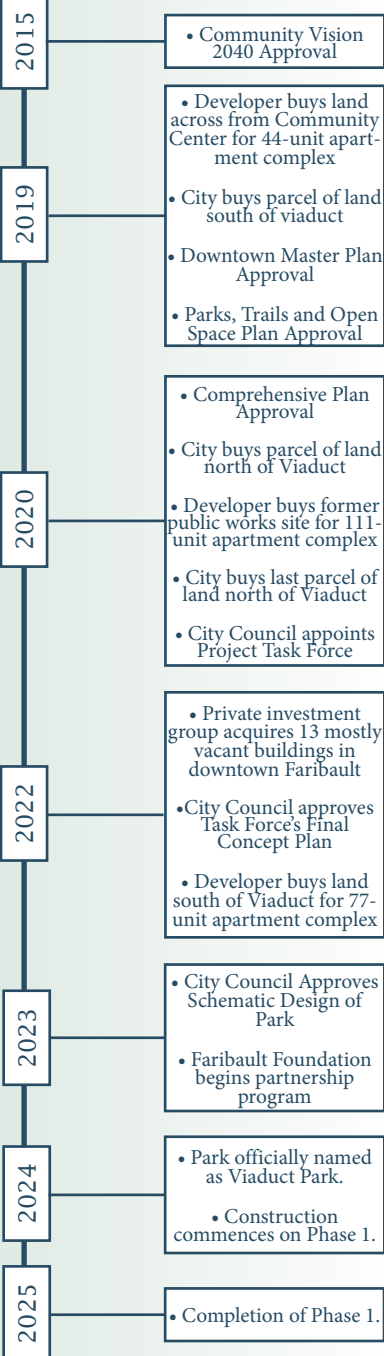
160%
more
parkland
than the
national
standard

"When combined with the ability to deliver healthier and happier communities, the powerful impact parks and recreation has on economic activity highlights the fact that park and recreation agency offerings are not merely a "nice-to-have" luxury government service. Instead, parks and recreation transforms our cities, towns and counties into vibrant and prosperous communities for all."

- National Parks and Recreation Association, 2022 *Economic Impact of Local Parks*

CHANGE IS IN THE AIR

For the last decade, both the private and public sector have been busy making vital decisions that have ripened the downtown area for positive growth. From planning, to land acquisition, to downtown investments, to new development and more, the revitalization of Faribault's historic district - the second largest in the state - is underway. The completion and presence of this park in the downtown area complements the work previously highlighted and is anticipated to increase the vitality of the downtown area.



HOW WE GOT HERE

The City of Faribault owns approximately 2.7 acres of property on the eastern edge of its historic downtown, and is planning for the construction of a four-season recreational park after years of strategically planning to use parkland as a catalyst for positive change within the City's Downtown Historic District.

Since the approval of the 2040 Community Vision in 2015, the City of Faribault has worked to provide the downtown area with a recreation space to serve residents and visitors, and to provide outdoor recreation opportunities to an under-served area of the community.

Along with Vision 2040 were two standalone, yet coordinated plans - the "Downtown Master Plan," and the "Parks, Trails, and Open Space Plan" - which were adopted by the City Council in 2019. Like the Vision 2040, these plans - designed with a heavy focus on community engagement - include the development of a key public park on the east side of the downtown.

As noted in the Master Plan, one key component to guiding positive future growth near the historic downtown is to "embrace the river." The unique relationship between downtown Faribault and the Straight River is critical to the community, even since the beginning of the town's establishment.

The Straight River was vital to the inception of downtown and a key factor to Alexander Faribault's decision to put roots down in Faribault.

With substantial investment being made within the downtown district, and with the welcoming of nearly 250 new apartment units within walking distance, the development of a regional park of this magnitude represents a unique opportunity: adding more people to the equation is viewed as a primary catalyst for boosting activity, and as a result, vibrancy.

Additionally, parks with a regional focus have the potential to significantly increase the number of visitors to Faribault and result in a positive economic impact. Unique features such as splash pads, and bridge lighting, along with unparalleled access to City and State trails, have been shown to increase visitorship in other communities, and will add immense value to Faribault's park and trail system.

This complementary relationship between both local and regional usage creates a more dynamic and vibrant area.

A development like this not only raises the standard of living in our city, but will also spark economic activity that can have a ripple effect well beyond any initial expenditure.

VIADUCT PARK CONCEPTS - PHASE ONE

MULTI-PURPOSE BUILDING:

Whether you're looking for a place to grab a hot cocoa and warm your toes, or perusing facilities for a birthday party, this multi-purpose building will be suitable for just about any event. In addition to housing the mechanical room for the rest of the park's amenities, it will also include restrooms for park-goers and trail users, a concession stand, a gathering area and party/gathering room.



SPLASH PAD:

This non-slip, open-area water feature will allow people of all ages the opportunity to take a walk under or through a variety of fountains, mists and sprays. This nature-themed splash pad will be just what the community is looking for on a hot summer day. Complementing the water features will be a designated area for a shade structure.



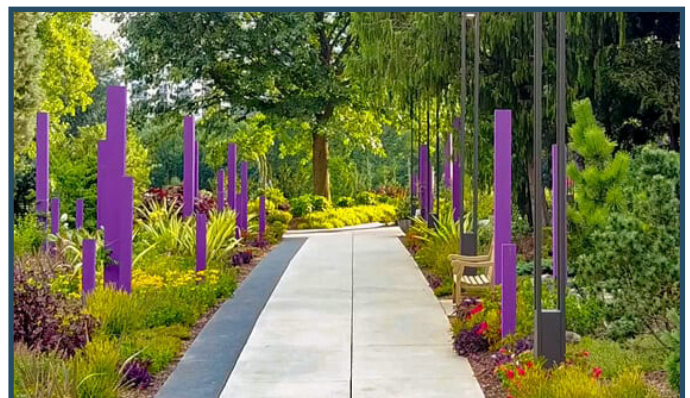
OPEN PLAY:

Sometimes, the most attractive feature within a park is open space, lined with beautiful landscaping, which will prominently be on display throughout Viaduct Park. With room for a portable stage and designated location for a shade structure, this gathering area also serves as the site for enjoying outdoor music. Grab a book, a picnic blanket and enjoy the scenes along the Straight River.



LANDSCAPING, BENCHES, AND MORE:

With its location near the river, and along the City trail, there will be ample opportunity for community members to host a picnic, enjoy bird-watching or simply grab a spot on a bench and take in all of the fun around you. With flowers plentiful, permanent swinging benches and more, Viaduct Park will be a beloved destination for community members and visitors alike.



VIADUCT PARK CONCEPTS - PHASE TWO

FUTURE ITEMS PLANNED:

SKATING RIBBON:

One of the biggest attractions of Viaduct Park will be the permanent, outdoor refrigerated ice-skating surface, ensuring usable ice no matter what Mother Nature throws our way in the colder months. This skating area will be completed in Phase 2 and may be used for roller blading and more during the non-ice season.



OUTDOOR FITNESS EQUIPMENT:

With nearly 15 miles of City trail throughout Faribault, it's no wonder our highly active community has been requesting outdoor fitness equipment. And with the trail running just alongside this park, its accessible and convenient location will allow those novice to experienced the opportunity to begin exercising in a beautiful setting. With an array of different stations, a full-body work out is now available to everyone - no membership needed.



UNDER-BRIDGE LIGHTING:

There are few landmarks in the City of Faribault that are as recognizable as the Viaduct, and the City plans to use this feature to its fullest extent with under-lighting below the bridge to add a unique touch to the regional park. With its large presence, and well-established history, lighting will give the Viaduct a new appearance and allow the City to further embrace its rich character.



MURALS:

Only behind this town's adoration for historic features will you find a similar love for the art. Whether it's Bruce Smith donning the downtown landscape, Bishop Henry Whipple adorning the Central Park Bandshell, or the more recent LOVE mural across from City Hall, art is on display nearly everywhere you look. And with a perfect canvas awaiting an artist - so, too, will Viaduct Park.



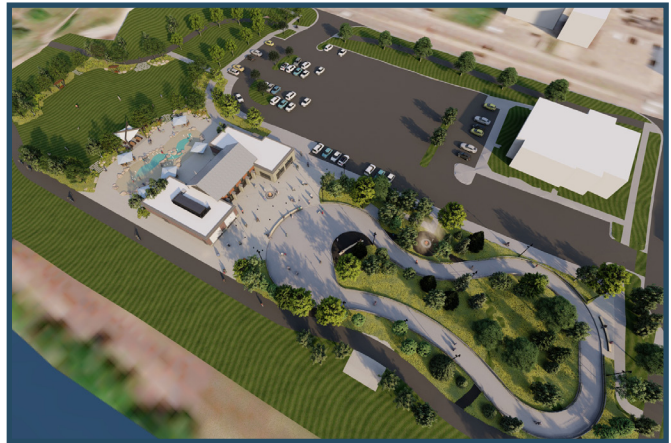
FUNDING OPPORTUNITIES

MAJOR RECOGNITION DONATIONS:

Often times when proposing a park of this magnitude, organizations, businesses, families, and individuals wish to make a significant contribution to not only ensure timely development by donating towards the cost of construction, but also to partner with the City in giving back to the community through this valuable addition to the City of Faribault park system.

For this project, recognition of significant and targeted donations may be accomplished through the naming of identified facilities and major amenities being constructed in the park. Naming could include a business or organization, or be named in honor of a family or individual at the request of the donor.

The City's Facilities Naming Policy allows the City Council to use its discretion as to what dollar amount is worthy of naming rights for individual projects and/or amenities, on a case-by-case basis. The Faribault Foundation will provide general guidelines on the level of donation required to grant donors naming rights for different facilities and amenities.



SPONSOR WALL:

In addition to the Major Recognition Donations, a Sponsor Wall will be located in or near the Multi-Purpose Building.



SMALL TOWN PRIDE. BIG CITY OPPORTUNITY.

City of Faribault Vision

We embrace the future and plan for positive change through our commitment to innovation and excellence, making Faribault an outstanding place to live, work, grow, invest and visit.

SENSE OF PLACE - SENSE OF COMMUNITY - OPPORTUNITY - INNOVATION - EXCELLENCE - UNITY



INVEST IN OUR COMMUNITY. SHAPE OUR FUTURE. IMPROVE OUR QUALITY OF LIFE.

92
percent of
Americans say
parks benefit their
local community.

82
percent of
Minnesotans say
outdoor recreation
is an important
part of their life.

60
percent of people
say trails influence
the neighborhood
they chose to live in.

"Outdoor recreation supports and contributes to Minnesota's local communities. Investing in parks and trails attracts employers and active workforces, ensuring our communities thrive economically and socially."

- Parks and Trails Council of Minnesota, *Quality of Life Benefits of Parks and Trails*

RECOGNITION OPPORTUNITIES

VIADUCT PARK AMENITY RECOGNITION OPPORTUNITIES \$3,030,000

MULTI-PURPOSE BUILDING - \$1,550,000

<u>DESCRIPTION</u>	<u>GIFT AMOUNT</u>	<u>RESERVED</u>
Yet-to-be-Named Building	\$1,250,000	
Gathering Area	\$125,000	
Warming Room	\$100,000	
Concession & Skate Rental	\$50,000	Jennie-O
Lobby	\$25,000	
TOTAL BUILDING NAMING OPPORTUNITIES	\$1,550,000	

SKATE SURFACE - \$1,080,000

<u>DESCRIPTION</u>	<u>GIFT AMOUNT</u>	<u>RESERVED</u>
Yet-to-be-Named Skate Surface	\$1,000,000	
Tractor/Ice Resurfacer	\$80,000	
TOTAL SKATE SURFACE NAMING OPPORTUNITIES	\$1,080,000	

SPLASH PAD - \$300,000

<u>DESCRIPTION</u>	<u>GIFT AMOUNT</u>	<u>RESERVED</u>
Splash Pad	\$250,000	
Patio - Outdoor	\$50,000	RJR Faribo Insurance Agency
TOTAL SPLASH PAD NAMING OPPORTUNITIES	\$300,000	

LANDSCAPING, BENCHES, AND MORE - \$100,000

<u>DESCRIPTION</u>	<u>GIFT AMOUNT</u>	<u>RESERVED</u>
Fire Pit with Benches	\$20,000	Crooked Pint
Swing Benches (\$10,000 each)	\$50,000	
Shade Tables (\$2,500 each) (5 tables remain)	\$15,000	Dr. Richard and Nancie Huston
Picnic Tables (\$1,250 each)	\$15,000	
TOTAL LANDSCAPING, ETC. NAMING OPPORTUNITIES	\$100,000	

RECOGNITION OPPORTUNITIES

VIADUCT PARK AMENITY RECOGNITION OPPORTUNITIES \$3,800,000

OTHER RECOGNITION OPPORTUNITIES - \$2,300,000

DESCRIPTION	GIFT AMOUNT	RESERVED
Shade Structure*	\$75,000	
Outdoor Fitness Equipment*	\$200,000	
Pickleball Courts*	\$100,000	
Stage Area*	\$250,000	
Raised Garden Beds*	\$125,000	
Under-bridge Lighting*	\$300,000	
Technology/Video Monitors	\$300,000	
TOTAL UNIQUE RECOGNITION OPPORTUNITIES	\$2,300,000	

LEGACY NAMING OPPORTUNITIES - \$1,500,000

DESCRIPTION	GIFT AMOUNT	RESERVED
Arts, Culture (sculpture, murals, etc.)*	\$1,000,000	
Programming/Arts/Culture/History*	\$500,000	
TOTAL LEGACY NAMING OPPORTUNITIES	\$1,500,000	

*Items not currently identified within the park plans, but may be added by the City Council if funded.

