



Portrait of a Public/Private Partnership

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Neenah Parks & Recreation

- Mission: Creating Community Through People, Parks and Programs
- Provides Recreation Programs and Services in Arts & Culture, Health & Wellness, Sports, Hobby, Special Events, and Entertainment.
- Maintains a Park System with 25 parks, 384 acres, numerous buildings & athletic fields, swim pool and various outdoor recreation facilities.

Future Neenah, Inc.

- Mission: Future Neenah is a community driven non-profit organization dedicated to promoting the economic & cultural vitality of Neenah Area
- Funding Structure
- History: We are the community's response to wanting to be proactive and more involved in community development

Alignment of Goals

Parks & Recreation Goals:

- Provide recreational experiences.
- Foster human development.
- Promote health and wellness.
- Facilitate community problem solving.
- Protect environmental resources.
- Strengthen safety and security.
- Strengthen community image and sense of place.
- Support economic development.
- Increase cultural unity.

Future Neenah Goals:

- Creating a sense of place, community branding & identity
- Opportunities for Community Participation/Involvement
- Respond to community needs with opportunities (Ex. AEDs, programming such as Networking events, relocation services, etc.)
- Waterfront access, business recruitment, and recreational development to enhance quality of life in our community

What Does Partnership Look Like?

- Events/Opportunities
- Cross Marketing, Sponsorship Opportunities, Shared Resources
- Building Infrastructure/Joint Development Initiatives

Building Our Community: Project Partnership



- Navigate Neenah-Menasha
- Video

Building Our Community: Project Partnership



Building Our Community: Project Partnership



- Funding Strategy
- Managing the Politics of Projects

Ground Rules of Public/Private Partnership

- Cross- Representation on Boards/Committees
- Utilizing Ambassadors
- Respect and Boundaries (know the hot buttons!)
- Focus on Common Mission/Goals
- Know when to say No (but still love them anyway!)
- **Partnership should be mutually beneficial**
- Working together should always relate to goals/mission
- Look for ways to save time/money with partnership (group purchases, shared resources, etc.)
- Utilize the strengths of your partners and rely on them as an expert

But I Don't Have a Future Neenah- Now What?!?

- **Resources exist in every community**, find them.
- **Find local active & passionate local groups** with common goals (Jaycees, Rotary, etc.).
- **Communicate!** Establish relationships through direct communication regularly (*it's worth your time!*)
- **Give participation opportunities** regularly to maintain relationships
- **Cultivate ambassadors** in your community & keep them involved with the things they care about
- **Go to them** with your message- hit the road with your dog and pony show!
- **Make sure you align:** mission, goals, and sometimes personalities (if there is a personality clash or complicated history, involve your ambassadors!)