



Lakeland Municipal Parks & Recreation/Natural Resources Advisory Board
Regular Meeting Agenda
Tuesday, May 13, 2025, 5:30 PM
City Hall, Lakeland Tennessee, 38002

- I. CALL TO ORDER:
- II. ROLL CALL:
- III. CONSENT AGENDA:
 1. Approval of Meeting Minutes from Previous Meetings:
 - a. **Regular Meeting Minutes** - March 11, 2025
- IV. CONSIDERATION AND POSSIBLE ACTION ON ITEMS REMOVED FROM THE CONSENT AGENDA:
- V. PUBLIC DISCUSSION:
- VI. REPORTS FROM OFFICERS AND STAFF:
 1. Parks Administration Update
 2. Recreation Update
 3. Senior Center and Special Events Update
- VII. UNFINISHED BUSINESS:
- VIII. NEW BUSINESS:
 1. **Action** - recommendation to the Board of Commissioners for an agreement with YMCA of Memphis & the Mid-South to host a youth summer camp at the IH Clubhouse
 2. **Action** - recommendation to the Board of Commissioners for an agreement with 901 Goats/Walk-a-Pony Goat Ranch for a goat yoga program
 3. **Action** - recommendation to the City Manager for parks and recreation sponsorship fees for Fiscal Year 2026

IX. ANNOUNCEMENTS:

X. ADJOURNMENT:

Lakeland Municipal Parks & Recreation/Natural Resources Advisory Board
Regular Meeting Minutes
Tuesday, March 11, 2025, 5:30 PM
10001 Hwy 70 Lakeland, Tennessee 38002

I. CALL TO ORDER:

The meeting was called to order by Chair Mark Donley 5:30 p.m. on Tuesday, March 11, 2025.

II. ROLL CALL:

| | |
|-------------------------|------------------------------------|
| Mark Donley | Present |
| Jessica Cannon | Present (early dismissal - 7:11pm) |
| Jenny Kiesel | Present (early dismissal - 6:01pm) |
| Ben Ledsinger | Present (late arrival - 5:59pm) |
| Amber Sawyer | Present |
| Vice-Mayor Michele Dial | Present |
| Stacy Monasky | Absent |

Staff personnel in attendance were Parks and Recreation Director Andrew Fisher, Recreation Manager John Proctor, Senior Center and Special Events Manager Kim Odom, Special Events Coordinator Alex Harris.

III. CONSENT AGENDA:

1. Approval of Meeting Minutes from Previous Meetings:

a. **Annual Meeting Minutes** - January 14, 2025

Jessica Cannon moved to approve the meeting minutes, seconded by Amber Sawyer.

When the question was called the minutes passed as presented, voice vote, 5 in favor 0 against 0 abstain (5-0-0).

IV. CONSIDERATION AND POSSIBLE ACTION ON ITEMS REMOVED FROM THE CONSENT AGENDA:

None.

V. PUBLIC DISCUSSION:

VI. REPORTS FROM OFFICERS AND STAFF:

For the record: Parks and Recreation Director Andrew Fisher proposed to the board to negate the staff reports considering the amount of business items on the agenda. Director Fisher offered to present the reports at the end or to answer any questions regarding the updates. No objections were heard.

1. Parks Administration Update
2. Recreation Update
3. Senior Center and Special Events Update

VII. UNFINISHED BUSINESS:

None.

VIII. NEW BUSINESS:

For the record: Vice Mayor Dial motioned to add a new business item number 6 regarding a memorial for volunteer Steve Snow. No objections were heard.

1. **Action** - design recommendation to the Board of Commissioners for the Lakeland Community Center Aquatics Center by 4FDesign, P.C.

Vice-Mayor Dial moved to bring this item to the floor, seconded by Amber Sawyer.

Trey Yancey from 4F Designs presented this item.

Discussion ensued.

When the question was called the recommendation to the Board of Commissioners for the Lakeland Community Center Aquatics Center passed as presented, voice vote, 5 in favor 0 against 0 abstain (5-0-0).

2. **Action** - recommendation to the Board of Commissioners for the approval of the 2025 City of Lakeland Parks Master Plan update.

Mark Donley moved to bring this item to the floor, seconded by Amber Sawyer.

Tim Bryant from Kimley Horne Associates presented this item.

Discussion ensued.

For the record: Mark Donley motioned to add additional expansion possibilities in the verbiage of the final draft.

When the question was called the recommendation to the Board of Commissioners for the approval of the 2025 City of Lakeland Parks Master Plan passed with updates, voice vote, 6 in favor 0 against 0 abstain (6-0-0).

3. **Action** - recommendation for the submission of an application for the

Local Parks and Recreation Fund 2025 Grant Cycle to fund pickleball courts in the City of Lakeland

Vice-Mayor Dial moved to bring this item to the floor, seconded by Amber Sawyer.

Parks and Recreation Director Andrew Fisher presented this item.

Discussion ensued.

When the question was called the recommendation for the submission of an application for the Local Parks and Recreation Fund 2025 Grant Cycle to fund pickleball courts passed as presented, voice vote, 5 in favor 0 against 0 abstain (5-0-0).

4. **Action** - recommendation to the City Manager for parks and recreation fees schedule update for Fiscal Year 2026.

Vice-Mayor Dial moved to bring this item to the floor, seconded by Mark Donley.

Recreation Manager John Proctor and Special Events Coordinator Alex Harris presented this item.

Discussion ensued.

When the question was called the recommendation to the City Manager for the park and recreation fees schedule update for Fiscal Year 2026 passed as presented, voice vote, 5 in favor 0 against 0 abstain (5-0-0).

5. **Action** - recommendation to Board of Commissioners regarding the City of Lakeland 2025 Freedom Festival

Vice-Mayor Dial moved to bring this item to the floor, seconded by Mark Donley.

Special Events Coordinator Alex Harris presented this item.

Discussion ensued.

For the record: Public comments were heard from resident Adam Henry of the 4000 block of Mt. Gillespie Drive.

Discussion ensued.

For the record: Ben Ledsinger motioned to recommend option two with looking into additional golf carts and portapotties, seconded by Mark Donley.

When the question was called the recommendation to the Board of Commissioners for option two for the City of Lakeland 2025

Freedom Festival passed, voice vote, 5 in favor 0 against 0 abstain (5-0-0).

6. **Discussion** - regarding a memorial bench for Steve Snow at Cool Springs Park (added from the floor). *Sponsored by Vice Mayor Dial*

Discussion ensued.

For the record: Vice Mayor Dial instructed staff to obtain quotes for a possible bench and plaque.

IX. ANNOUNCEMENTS:

1. Parks and Recreation Director Andrew Fisher provided an update on recent staff education accomplishments.

X. ADJOURNMENT:

There being no other business on which to act, the meeting was adjourned without objection at 7:16pm on Tuesday, March 11, 2025.

These minutes were approved on May 13, 2025.

Jessica Cannon
Secretary

ATTEST:

Cheyenne Carter
City Recorder

May 13, 2025

PARKS ADMINISTRATION

1. IH Park Improvements

- A. IH Park Restroom facility project.
 - i. Installation has been rescheduled for the week of May 27, 2025. The MLGW gas line, that services the clubhouse and senior center, runs under the building site and needs to be relocated.
 - ii. Site prep for the restroom has begun. Site prep work includes foundation, utility connections, and expansion of the existing septic tank.
- B. IH Park Pavilion
 - i. Installation was completed April 17.

2. City Hall Park Improvements

- A. City Hall Park Pavilion
 - i. Installation was completed March 27.
- B. T-Ball Field
 - i. The project was awarded to Bluff City Construction Company.
 - ii. Work is currently underway.
- C. The restroom facility is getting a small renovation by parks maintenance staff. Renovations will address some ADA improvements and a new paint job.

3. Park Maintenance Updates

- i. Tree planting
 - 1. Staff planted 30 new trees at City Hall Park and 18 new trees at Zadie Kuehl Park.
- ii. The new Parks Maintenance building has electricity, and all equipment is being moved over.

4. Staff Updates

- i. New Parks Maintenance Technician.
- ii. Staff certifications.

5. New Parks & Recreation / Natural Resources Board Members

May 13, 2025

RECREATION UPDATE

1. Youth Spring Baseball

- a. Age Group Numbers: Total – 117 (2024 – 91)
 - i. 4U – 35 (2024 – 20)
 - ii. 6U – 24 (2024 – 30)
 - iii. 8U – 28 (2024 – 26)
 - iv. 10U – 13 (2024 – 15)
 - v. 12U – 17 (No team in 2024)
- b. 4U Developmental
 - i. The NAYS Start Smart Baseball program began in early April and finished this past Saturday.
 - ii. We had several returning participants from last year with several new participants.
 - iii. Parents provided feedback and would like us to explore doing this program with some of our other sports as well.
- c. 6U, 8U, 10U, & 12U Age Groups
 - i. The teams are currently playing in the City of Bartlett leagues.
 - ii. Teams are well into their season with the end of season tournaments planned to start in early June.

2. Youth Spring Soccer

- a. Age Group Numbers Total: 320 (2024 – 231)
 - i. 4U – 19 (2024 – 10)
 - ii. 6U – 52 (2024 – 20)
 - iii. 8U – 87 (2024 – 60)
 - iv. 10U – 89 (2024 – 61)
 - v. 12U – 49 (2024 – 39)
 - vi. 15U – 24 (2024 – 21)
- b. Season will be finishing on Saturday May 17.

3. Youth Flag Football – Summer Mini Session

- a. Age group numbers: Total: 160 (2024 – 181)
 - i. 8U – 46(2024 – 80)
 - ii. 10U – 79(2024 – 58)
 - iii. 12U – 35(2024 – 43)
- b. Registration is over and we have just finished our evaluations.

- c. We will have our coaches meeting tomorrow night.
- d. The age group divisions will be 8U, 10U, & 12U to go along with our tackle football program.
- e. Practices will start the week of May 12.
- f. Games will start the week of June 2 with the season finishing up by the end of June.

4. Youth Fall Competitive Tackle Football

- a. Registration is still going through June 15.
 - i. Age groups: 8U, 10U, & 12U
- b. Practices will begin in early July.
- c. Games will tentatively start in mid-August.

5. Youth Fall Tackle Football Cheerleading

- a. Registration is still going on through June 15.
- b. Uniform fittings will be May 20 for our new uniforms.
- c. Practices will begin after our preseason camp August 2 9:00AM-12:30PM at the IH Clubhouse.
- d. Games will tentatively start in mid-August.

6. Adult Soccer

- a. Registration goes through this upcoming Sunday May 18.
 - i. Recreational League – 2 teams as of 05/07/25. (2024 – 4 teams)
 - ii. Competitive League – 2 teams as of 05/07/25(2024 – 4 teams)
- b. Season begins Saturday May 31 and goes through the end of July.

May 13, 2025

SENIOR CENTER & SPECIAL EVENTS UPDATE

SENIOR CENTER

1. March 2025

- a. Attendance – 410 (March 2024 – 401)
- b. Programs
 - i. The Mardi Gras Party for the seniors with approximately 35 in attendance. Seniors made masks and shoebox floats for the occasion. Lunch was Gumbo and red beans and rice.
 - ii. Zentangle IV workshop through Creative Aging was such a hit that the course came back for five more weeks at the end of March.
 - iii. Members of the Bartlett Senior Center’s Bartlett Drama Club entertained us during a luncheon on March 10 with a delightful sing-along presentation called “Name That Tune”.
 - iv. Grandparents Day hosted on March 20, during Spring Break was a success. We had 17 total guests (8 grandparents and 9 grandchildren). The children and adults enjoyed crafts, glitter tattoos, and pizza.
 - v. Volunteer impact at the senior center during March hit 37 hours among 9 volunteers for March.
 - vi. Lakeland Lions Club donated \$500 to the Lakeland Senior Center.

2. April 2025

- a. Attendance – 471 (April 2024 – 361)
- b. Programs
 - i. Lakeland residents and regular LSC participants, Darlene and Nathan Marcks volunteered to help staff maintain the five bird houses placed in the park. They are monitoring the birdhouse and reporting data to Alex. The data is reported to the Bluebird Society.

- ii. Staff met a variety of local professionals at the annual Professional Network on Aging Conference on February 11 at Bartlett Baptist Church.
- iii. Volunteer impact at the senior center during April hit 36.5 hours among 17 volunteers for April.
- iv. A volunteer with Habitat for Humanity instructed a class on tool safety and demonstrated how to build a bluebird house. Lakeland resident James Parsley built birdhouses for 19 participants. After the tool safety class, seniors painted and decorated the birdhouses.
- v. A physical therapist with OrthoSouth was our first guest speaker for the newly added Health Hour program. They have happily agreed to visit us a few times a year to provide seniors with beneficial health topics. This month's topic was "Living with Arthritis."
- vi. There was a 4-Week polymer clay class booked through Creative Aging held in April.
- vii. More than 30 attended the April luncheon (BBQ Picnic) with a duo performance booked through Creative Aging. The menu was catered by Heart and Soul Catering Co. and a dessert table filled with cookies and brownies was sponsored by Harmony at Morning Grove.
- viii. Our art and craft classes are increasing in participation as the word is beginning to spread to other senior centers. We see new faces coming to Lakeland weekly.
- ix. The annual Volunteer Appreciation Luncheon was held on April 16, honoring 19 volunteers that serve the seniors in various ways throughout the year. Lakeland residents and volunteers, Penny Monroe and Karen Parsley, received special honors for volunteers of the year. Ms. Monroe teaches monthly art classes and several crafts classes a year. Mrs. Parsley teaches watercolor and several classes throughout the year.

3. Upcoming

a. May

- i. May's Health Hour will feature a discussion on Medicare presented by Zing Health Services. They will also be donating Bingo prizes for a fun game of Zing Bingo.
- ii. The "Let's Talk Crafts," Lunch & Learn will be a fun topic for our crafters with guest speakers Lindy Tate with Taterbuggin' Crafts.
- iii. We will be hosting Tech Thursday on May 15 for seniors having trouble registering for classes on their phones.
- iv. Weave Punching will be a class introduced this month.

- v. Volunteers will be cleaning up the patio garden and filling it with flowers and herbs. The group will maintain the patio area throughout the summer. Plans are in place to offer the patio as a VIP area to our seniors during the summer concerts.
- vi. The patio garden will soon be classified as a Monarch Waystation for food and habitat. We will be able to tag the butterflies and keep data to report back to Monarch Watch. It is the 5th year that Monarchs (and swallow tails) have made the patio their paradise feeding on the nectar and laying eggs on the Milkweed plants. We have ordered two waterproof metal signs to be placed in the patio area stating signifying that we are a certified waystation and will be added to the national waystation list.
- vii. A waterproof plaque is being ordered in memory of the late Bob Spencer, who was part of the garden club. He set up and donated the solarized rain barrel system on the patio garden. A \$300 donation was recently made by his family to the senior center in Mr. Spencer's name.
- viii. We are in the beginning stages of planning Open House to be held during Lakeland Night when youth sports teams are honored.

b. June

- i. The new Health Hour program will welcome Thrive Hearing and Tinnitus Solutions on Ear Health as we age.
- ii. June Lunch & Learn will be presented by West TN Legal Service on elder abuse.
- iii. We are introducing Cookie Decorating classes in June instructed by cookie artist and Lakeland resident Debbie Aldridge. This is a free class offered through the senior center.
- iv. We will celebrate National Donut Day on June 6 with a Donut Social before Bingo.
- v. One of our volunteers has stepped up to help me teach a soap making class.
- vi. New to the schedule is "Mystery Craft Day." Participants will show up to create without knowing what they will be making. All materials used for this class are left over supplies from previous classes. They will compete for prizes to see who comes up with the most creative design. This gives us a chance to get rid of some of the supplies that seem to stack up. It gets a second life.
- vii. The annual Stars & Stripes Dinner/Dance will be held June 20. Food is being catered by Wally Hatchets. There will be music and prizes.
- viii. One of our current volunteers will be introducing Macrame during a craft class this month.
- ix. A 3-Week Ceramic Pottery class booked through Creative Aging with a limit of 16 participants. They will be glazing and set of bowls.

- x. We are hosting a Health & Wellness Day for seniors on June 24. So far, we have a blood pressure check station by RN Lisa Garner with MCMH. Hand massages and chair massages by certified professionals will be available to a limited number of attendees courtesy of LSC. Other vendors on hand will MaryKay, Caption Call, Harmony at Morning Grove, and W.I.S.H., a local group of professionals all focused on quality of life for the more mature audience.
- xi. On June 30, a new pre-baked Cookie Decorating class will be introduced hosted by cookie artist and Lakeland resident, Debbie Aldridge.

4. Announcements

- a. The City of Lakeland is participating in the Experience Memphis Garden Tour hosted by Memphis Botanic Gardens. Landscaping is underway in front of City Hall. Visitors are invited to tour the Lakeland site on Saturday, June 14. The area will spotlight various plants, trees, and flowers from Lakeland businesses, including the Flower Farms and Scott's Nursery. Volunteers of the Lakeland Senior Center Garden Club will be helping plant and maintain the area. Lora Thomas, Master Gardener and Lakeland resident, has provided suggestions for the area.
- b. A social media campaign was pushed out to help grow the number of participants in Lakeland Senior Center's Garden Club. The club plants and maintains the garden patio between the senior center and IH Clubhouse. They also assist with planting and weeding the flowerbeds around the clubhouse and senior center and will help with the area at City Hall.

SPECIAL EVENTS

1. Event Updates

- a. Arbor Day 2025
 - i. We gave away 147 of 195 trees at the Tree Day Giveaway. The remaining trees were given away at City Hall the week after the event.
- b. Easter Hop and Shop
 - i. We decided not to cancel, but it rained most of the event. We had around 200 people in attendance. Final cost to the city after sponsorships and vendors was \$162 ahead!
- c. Daddy Daughter Dance
 - i. We had a total of 104 people at the dance; total income was \$2,560. The final cost to the city after the event was \$447.00.
- d. Fishing Rodeo
 - i. We went ahead with the fishing rodeo despite the rain. Registration was a little low at 115 compared to last year at 158. Thanks to TWRA and SY Wilson for sponsoring!

2. Upcoming Events

- a. Summer Party 2025
 - i. The Summer Party is a revamped version of our original movie nights here in Lakeland. The event will be held on May 31, 2025, starting at 6:00PM.
 - ii. We will have a foam party, glow in the dark prizes, obstacle course, and we will end the night with a showing of the original movie Lilo and Stitch.
 - iii. We are still looking for some sponsors for our summer events.
- b. Lakeland Life 5k + Fitness Expo 2025
 - i. The Lakeland Life 5k + Fitness Expo will be held on Saturday, June 21, 2025. The race will begin at 9:00AM and the Expo will run until 1:00PM.
 - ii. Local businesses will gather to give you a preview of all things fitness available to you here in Lakeland. We will also have food trucks on site.
- c. LAMP Concert for June 2025
 - i. The first LAMP Concert will be held at IH Park on June 28, 2025, starting at 6:30PM.
 - ii. This event will feature a Children's Entrepreneurial Market with 50 vendors and music from Twin Soul. They feature classic rock & party anthems from the 80's to today. Covers of Def Leppard, Bon Jovi, Poison, AC/DC, Guns n' Roses, Nickelback & more
- d. Freedom Festival 2025




- i. Our first ever City hosted fireworks event the “Freedom Festival” is set to be held on Saturday, July 5, 2025, at the Lakeland Prep Annex on Old Brownsville.
- ii. This event will feature a 20-minute fireworks show, music from the band “Landslide”, laser tag, inflatables, and food trucks.

May 2025



SENIOR CENTER

LAKELAND, TENNESSEE

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|--|--|---|
|  | Coffee & Chat , Mon-Fri, 9-10 am (Bring a friend and enjoy your morning coffee.) | | Memory Café is the third Thursday of the month 11 am | 1 <i>*Craft: Unique Gift Wrapping</i> 11 am Watercolor 1 pm | 2 Bingo (white elephant) 12:30 pm Bridge 12:30 pm | 3 Free for All is back on Wednesdays 10 am-12 pm (Diamond art, crochet, knit, scrapbook, etc.) |
| 4 Lakeland Senior Center is located at 4527 Canada Rd, next door to IH Clubhouse. | 5 Ladies Bunco (Tables Full) 11 am Jammin' Group 2 pm | 6 <i>*Whimsical Art</i> 10 am <i>*Health Hour</i> 12 pm | 7 Free for All 10 am Games 12 pm Book Club 1 pm | 8 <i>*Art Pouring</i> 10 am Watercolor 1 pm | 9 Mexican Train 10 am Bridge 12:30 pm Friday Bunco 1 pm | 10  |
| 11 Hours of Operations: Monday-Friday 8:00 am – 4:30 pm (hours can vary dependent upon activities). (901) 746-8195 | 12 Games 11 am Jammin' Group, 2 pm | 13 <i>*Craft: Air Dry Clay</i> 10 am <i>*Movie Day</i> 12 pm | 14 <i>*Lunch & Learn</i> 12 pm Free for All 10 am Games 12 pm | 15 Tech Thursday 9 am-12 pm Watercolor 1 pm | 16 Bingo 12:30 pm Bridge 12:30 pm | 17 |
| 18 | 19 Ladies Bunco (Tables Full) 11 am Games 11 am | 20 <i>*Acrylic Art</i> 11 am | 21 Free for All 10 am Games 12 pm | 22 <i>*Craft: Weave Punch</i> 10 am Watercolor 1 pm | 23 Mexican Train 10 am Bridge 12:30 pm Friday Bunco 1 pm | 24 Want to be added to the email list? Call (901) 746-8195 or email: seniors@lakelandtn.org |
| 25  | 26 The Senior Center is closed today in observance of Memorial Day. | 27 <i>*Jewelry</i> 10 am & 11:30 am | 28 Free for All 10 am Games 12 pm | 29 Watercolor 1 pm | 30 Bridge 12:30 pm | 31 <i>Lakeland Senior Center is a gathering place for friends!</i> |

Activity days and times are subject to change. Calendar updates will be posted on the City of Lakeland's Senior Center webpage. For a printable calendar or to register, go to www.lakelandtn.gov and under Departments, then Residents, click on Seniors 55+ then scroll down and click on links for calendars and/or registration.

**All activities in RED require preregistration.*

June 2025



SENIOR CENTER

LAKELAND, TENNESSEE

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|---|---|---|---|---|
| 1  | 2 Ladies Bunco (Tables Full) 11 am Jammin' Group 2 pm | 3 *Whimsical Art Gnome Door Hanger 10 am *Lunch & Learn (WTLS) 12 pm | 4 *Pottery with Adam 11 am (1 of 3) Games 12 pm Book Club 1 pm | 5 Watercolor 1 pm | 6 Donut Social & Bingo (white elephant) 12:30 pm Bridge 12:30 pm | 7 <i>Lakeland Senior Center is a gathering place for friends!</i> |
| 8 Coffee & Chat, Mon-Fri, 9-10 am (Bring a friend and enjoy your morning coffee.) | 9 Games 11 am Jammin' Group 2 pm | 10 *Craft: Air Dry Clay Butterfly cookie pops 10 am *Movie Day 12 pm | 11 No Pottery Today *Health Hour, 12 pm (Thrive Hearing and Tinnitus Solutions) Games 12 pm | 12 Memory Café 10 am Watercolor 1 pm | 13 Mexican Train 10 am Bridge 12:30 pm Friday Bunco 1 pm | 14  |
| 15 Lakeland Senior Center is located at 4527 Canada Rd, next door to IH Clubhouse. | 16 Ladies Bunco (Tables Full) 11 am Jammin' Group, 2 pm | 17 *Macrame Hanger 10 am *Acrylic Art 1 pm | 18 *Pottery with Adam 11 am (2 of 3) Games 12 pm | 19 The senior center is closed in observance of Juneteenth. | 20 *Stars & Stripes Dinner/Dance 6 pm (\$12) Bridge 12:30 pm | 21 Want to be added to the email list? Call us at (901) 746-8195 or email: seniors@lakelandtn.org |
| 22 Monday-Friday 8:00 am – 4:30 pm (hours can vary dependent upon activities). (901) 746-8195 | 23 Games 11 am Jammin' Group 2 pm | 24 Health & Wellness Day 10 am | 25 *Pottery with Adam 11 am (3 of 3) Games 12 pm | 26 *Mystery Craft Day 10 am Watercolor 1 pm | 27 Mexican Train 10 am Bridge 12:30 pm Friday Bunco 1 pm | 28  |
| 29 | 30 *Cookie Decorating 11 am Jammin' Group | | | | | |

Activity days and times are subject to change. Calendar updates will be posted on the City of Lakeland's Senior Center webpage. For a printable calendar or to register, go to www.lakelandtn.gov and under Departments, then Residents, click on Seniors 55+ then scroll down and click on links for calendars and/or registration. *All activities in RED require preregistration.



**Lakeland Municipal
Parks &
Recreation/Natural
Resources Advisory
Board**

Meeting Cycle: Tuesday, May 13, 2025

Subject: **Action** - recommendation to the Board of Commissioners for an agreement with YMCA of Memphis & the Mid-South to host a youth summer camp at the IH Clubhouse

Staff Contact: Andrew Fisher, Parks and Recreation Director

STAFF RECOMMENDATION

BUDGET IMPACT

DISCUSSION

SUMMER CAMP LICENSE AGREEMENT

This License Agreement is made as of this _____ (the “Effective Date”), by and between of International Harvester Clubhouse - City of Lakeland of Lakeland, TN (hereinafter “Grantor”), having an address of 4523 Canada Rd, Lakeland, TN 38002 (the “Facility”) and YMCA OF MEMPHIS & THE MID-SOUTH (hereinafter “Licensee”), having an address 7171 Goodlett Farms Parkway, Cordova, TN 38016.

WHEREAS, Licensee has requested, and Grantor has agreed to grant, a license for the use of a portion of the Facility to Licensee, subject to the terms and conditions hereinbelow.

Grantor and Licensee agree as follows:

1. **Grant of License.** Subject to all of the terms and conditions of this License Agreement, Grantor grants to Licensee a temporary, non-exclusive, revocable and non-assignable license (the “License”) to use the portion of the Facility known as International Harvester Clubhouse - City of Lakeland and if necessary, as further described on Exhibit “A” annexed hereto (the “License Area”) for purposes of operating a youth-serving program, more particularly, a Summer Camp, to increase community access to quality school-age childcare and related programs and for no other purpose or use, with access to the License Area through the Facility.

2. **License Area.** Licensee acknowledges that it has inspected the License Area and that the License Area shall be in its “as is” condition existing on the Commencement Date (as defined below). Grantor has no obligation to perform any work, supply any materials or provide any equipment for Licensee’s use in connection with the program; neither shall Grantor incur any expense or make any alterations or improvements to prepare the License Area for License. Grantor will provide HVAC to the License Area for the program.

3. **Program.** Licensee will provide a program at the License Area during the hours from 6:30 am to 6:00 pm, Monday through Friday. YMCA has permission to enter International Harvester Clubhouse - City of Lakeland no earlier than 6:00am in order to get set up, unless arranged with the location in advance. International Harvester Clubhouse - City of Lakeland will provide the YMCA with keys and necessary alarm codes to open and close the building. Use of the License Area outside the aforesaid times must be approved by Grantor. Licensee will be operating a program providing Summer Camp activities and childcare. Licensee will provide all general program supplies, and Licensee shall operate the program in compliance with all local, state and federal laws, statutes, rules and regulations.

4. **Use of License Area.** The License Area shall be accessed by Licensee and the participants through the ENTRANCE DESCRIPTION at GRANTOR NAME. Restrooms for use by Licensee and the participants in the program will be limited to those restrooms inside the License Area. Specific outside recreational area and kitchen / refrigeration areas shall be designated for use by the Licensee for the program with specified access from the License Area to the recreational area and the times to be agreed upon between the parties. Prior to the

Commencement Date, Grantor and Licensee shall agree on what furniture, personal property and/or equipment, if any, located in the License Area will be available for use by the Licensee for the program. Licensee will repair or replace any and all furniture, personal property and/or equipment damaged due to the operation of the program in the License Area.

5. **Enrollment and Staffing.** Licensee will enroll children through its software program and maintain the records of all children who participate in the program. All staff working at the License Area for Licensee will have background checks completed and have completed Child Abuse Prevention training and meet all Licensee's staffing standards. Grantor will provide no staff for the program operated by the License without express approval by Grantor; provided however, Grantor shall designate and identify to Licensee a staff person or staff persons on location who shall be Grantor's contact person for Licensee in connection with the use of the License Area and who shall monitor the activity within the License Area on behalf of Grantor.

6. **Term.** Subject to meeting all the requirements and conditions of the Grantor, the License shall commence on or about May 27, 2025 (the "Commencement Date") and shall expire and come to an end on August 1, 2025, unless sooner terminated in accordance with this License Agreement (such date, the "Expiration Date"). The term of this License Agreement may be extended upon mutual agreement of Grantor and Licensee.

7. **Service Charges.** Upon written mutual agreement on cost, Licensee shall pay or reimburse Grantor for: (a) extra cleaning and (b) any maintenance, repair or other service for which a separate charge is imposed by Grantor. Licensee shall reimburse Grantor for other costs incurred by Grantor and attributable to the program's operation, as mutually agreed between Grantor and Licensee. All charges payable pursuant to this Section (the "Service Charges") shall be paid on a net-30 basis of written demand therefore.

8. **Maintenance; Rules and Regulations.** Licensee shall maintain the License Area (or the area of the Facility used to access the License Area), including all designated program areas, in a clean, safe, and well-kept condition. Licensee is responsible for ensuring the cleanliness of these areas and shall arrange for any necessary cleaning services to meet the reasonable satisfaction of the Grantor. The cleanliness standards maintained by the Licensee shall be no less than those upheld by the Grantor for the Facility. To support ongoing maintenance, Licensee will conduct a routine walkthrough each Friday during the final 15 minutes of programming to assess cleanliness and ensure proper upkeep of the designated camp space. Additionally, Licensee shall provide its own cleaning supplies and paper products for program use. Licensee must adhere to all rules and regulations set forth by the Grantor, as well as comply with all applicable laws, ordinances, and governmental codes.

9. **Insurance.** Licensee shall, at its sole cost and expense, maintain during the term of this License Agreement (and renewal thereof, if any) the following insurance: commercial general liability insurance on an occurrence basis, provide "first dollar" coverage and be primary to all insurance applicable to the License Area by an insurance company licensed and authorized to do business in the State of Tennessee with an A.M. Best's Financial Strength Rating of at least "A-, X" or better, which shall include contractual liability coverage and independent contractors coverage, in an amount of at least \$2,000,000 General Aggregate limit; \$1,000,000

per Occurrence limit; \$1,000,000 Personal Injury limit; \$1,000,000 for damage due to Casualty, including, but not limited to, Fire Damage; \$5,000 Medical Payments limit and workers compensation insurance as required by law. The policy shall also provide sexual abuse coverage with a limit of not less than \$1,000,000.00. If the policy covers more than one location, the general aggregate coverage should apply per location in the amounts required herein. Licensee hereby releases and waives all right of recovery which it might otherwise have against Grantor, other licensees or affiliated entities of Grantor, and their respective agents and employees by reason of any loss or damage resulting from any recovery, claim, action or cause of action against Grantor for damage or injury no matter how caused. Licensee shall submit to Grantor a copy of each such policy evidencing that all the above criteria have been met. Licensee shall name Grantor, and Grantor's lender (to be identified by Grantor), and any other parties reasonably designated by Grantor, as additional insureds. Each such insurance policy shall not be cancelable or subject to reduction or modification of coverage or limits without written notice to Grantor received at least thirty (30) days prior to the date of such cancellation or reduction.

10. **Indemnification.** Except to the extent caused by the negligence of the party to be indemnified, Licensee shall indemnify, defend with counsel acceptable to Grantor, and hold harmless Grantor and Grantor's principals, members, officers, employees, directors, agents, mortgagees, and all of their successors and assigns, from and against all legal actions, liabilities, obligations, causes of action, damages, penalties, claims, costs, charges and expenses, including reasonable attorneys' fees and disbursements, which may arise in any manner out of Licensee's use or operation of the License Area or this License Agreement, and/or in connection with loss of life, bodily or personal injury or property damage (including damage to the License Area) arising from or out of all acts, failures, omissions or negligence of Licensee, or Licensee's agents, invitees, employees or contractors. Licensee shall further indemnify Grantor from any claim, expenses or liability arising out of the non-compliance with any local, state and federal laws, statutes, rules and regulations.

11. **Release and Waiver.** As part of the program, Licensee shall have the parents or guardians of each child participating in the program sign a Release and Waiver, releasing not only the Licensee, but also the Grantor, from all personal injuries that may be sustained by their children participating in the program or other liability arising from or connected with the operation of the program and further waive any and all claims and causes of actions against Licensee and Grantor that may arise as a result of their children participating in the program.

12. **Termination of License Agreement.**

A. **Without Cause.** Grantor or Licensee may terminate this License Agreement, on not less than thirty (30) days prior written notice to the other party, for any or no reason. On the date specified in the notice as the termination date (which date shall be deemed to be the Expiration Date), the License shall be deemed revoked, Licensee shall quit all use and occupancy of the License Area, and Licensee shall no longer have access to the License Area.

B. **For-Cause.** Grantor may terminate this License Agreement if Licensee has defaulted under or breached any provision of this License Agreement, by giving not less than

seventy-two (72) hours' prior written notice to Licensee. On the expiration date of the seventy-two hour notice period provided in the preceding sentence (which date shall be deemed to be the Expiration Date): the License shall be deemed to be revoked, Licensee shall quit all use and occupancy of the License Area, and Licensee shall no longer have access to the License Area.

13. **Waiver of Responsibility.** Neither Grantor nor its principals, members, officers, employees, directors, agents, mortgagees, nor any of their successors and assigns, shall be liable for, and Licensee waives, all claims for loss or damage, economic or otherwise, to Licensee's business or damage to person or property, sustained by Licensee or any person claiming by, through or under Licensee, resulting from any accident, loss of service or occurrence in, on or about the Facility. To the maximum extent permitted by law, Licensee agrees to use the License Area, and to use such other portions of the Facility as it may be entitled to use, at Licensee's own risk.

14. **Inspections and Repairs.** Licensee acknowledges that Grantor and/or Grantor's agents, representatives, contractors and/or employees have the right to inspect the License Area at any time and to perform any repairs, alterations, replacements, improvements and/or maintenance therein.

15. **Alterations.** Licensee shall make no decoration, alteration, addition or improvement ("Alteration") in the License Area, without the prior written consent of Grantor.

16. **Assignment or Sublicensing.** Licensee may not do any of the following: (a) assign its interest in this License Agreement, (b) sublicense all or any portion of the License Area, or (c) permit any other person or business to use all or any portion of the License Area. Any change in ownership or control of Licensee shall be deemed to be a prohibited assignment by Licensee of its interest in this License Agreement.

17. **License.** Licensee understands and agrees that this License Agreement, and the License granted hereunder, is not a lease, it does not establish a landlord-tenant relationship between the parties.

18. **Limitation of Liability.** Notwithstanding anything to the contrary contained in this License Agreement, Grantor's liability hereunder is expressly limited to the sum of all Service Charges actually received by Grantor pursuant to this License Agreement.

19. **Counterparts.** This License Agreement may be executed in counterparts each of which shall be deemed an original and all counterparts together shall constitute the same instrument.

20. **Entire Agreement; Modification.** This Agreement constitutes the complete agreement between the parties and supersedes any prior oral or written agreements between the parties regarding the Property and the subject matter thereof. There are no verbal agreements that change this Agreement and no waiver or amendment of any of its terms shall be effective unless in writing executed by the parties.

21. **Pdf Signatures and Electronic Means.** For purposes of this License Agreement, any signature transmitted by email (in pdf format) or other electronic means shall be considered to have the same legal and binding effect as any original signature.

[SIGNATURE PAGE IMMEDIATELY FOLLOWS]

The duly authorized signatory of the respective parties has executed this License Agreement as of the date above written.

GRANTOR:

International Harvester Clubhouse -
City of Lakeland

By: _____

Name:
Title:

LICENSEE:

YMCA OF MEMPHIS & THE
MID-SOUTH

By: _____

Name:
Title:



**Lakeland Municipal
Parks &
Recreation/Natural
Resources Advisory
Board**

Meeting Cycle: Tuesday, May 13, 2025

Subject: **Action** - recommendation to the Board of Commissioners for an agreement with 901 Goats/Walk-a-Pony Goat Ranch for a goat yoga program

Staff Contact: Alex Harris

STAFF RECOMMENDATION

BUDGET IMPACT

DISCUSSION

**City of Lakeland, TN
Independent Contractor Program Agreement**

This agreement ("Agreement") is made this 15TH day of _____, May, 20____25 by and between the **City of Lakeland**, a Tennessee municipality having a principal place of business at 10001 Highway 70, Lakeland, Tennessee 38002 ("**City**"), and Lindsey Champagne dba ~~Tennessee Soccer Academy, LLC~~901 Goats from Walkapony Goat Ranch, an independent having a principal place of business at 40245 Ivy Oak Lane, Lakeland, TN 38002990 Clement Drive, Rossville, TN 38066 ("**Program Operator**").

Program Operator will conduct a ~~Lakeland Youth Recreation Soccer~~Goat Yoga Program for the citizens of Lakeland, TN utilizing City and partnering facilities. The City agrees to make available certain facilities ("Facilities"), identified in **Attachment A** to this Agreement, and advertise the Program with the City's media resources.

In consideration of the mutual benefits and responsibilities set forth below, the parties agree as follows:

1. **PROGRAM.** During the term of this Agreement, Program Operator shall operate a ~~recreation level soccer~~Goat Yoga program for children ages ~~five to fourteen years old~~and up (6+5-14) on the following dates and times with the following divisions:
 - i. ~~Saturday June 14~~Div. 4 (Coed 6U-8U: 4v4 9:30AM & 10:30AM),
 - ii. ~~Saturday August 2~~Div. 3 (Boys & Girls 10U: 7v7 3:30PM & 4:30PM),
 - iii. ~~Div. 2 (Boys & Girls 12U-14U: 7v7),~~

The City agrees to make the Facilities available for operation of the Program during the times and at the locations identified in Attachment A to this Agreement. Notwithstanding anything in this Agreement to the contrary, the City reserves the right to cancel, without prior notice to the Program Operator, any practices and/or games due to unsafe conditions or when the City determines the use of the Facilities may be detrimental to the quality or maintenance of the Facilities.

2. **TERM.** This Agreement shall commence on the date of ~~May July 151, 20253,~~ and shall expire on ~~December June 310, 2025,~~ unless terminated sooner or extended in accordance with the provisions hereof. This Agreement may be terminated immediately by the City for the Program Operator's violation of any of the provisions or conditions contained in this Agreement, or in the event the City determines in its sole discretion that the Program Operator's use of the Facilities is or may be undesirable, offensive, unacceptable for educational and cultural uses or may cause damage to the facility's property, the facility's furnishings, or equipment located on the facility's property or injury of persons lawfully on the facility's property. Further, the City may terminate this Agreement for convenience upon 60 days written notice, in its sole discretion and with no liability to the City.
3. **FACILITIES.** The Facilities to be provided by the City under this Agreement for the purpose of operating the Program, and the times and dates on which they will be provided, are set forth in **Attachment A**. This Agreement relates solely to the Facilities and times and dates listed in **Attachment A**.

Program Operator agrees to accept the Facilities as is and to immediately notify the City in writing of the discovery of any defective or dangerous conditions found on or at the Facilities. Further, the Program Operator shall not damage in any way or cause waste to the Facilities or any contiguous or surrounding property and shall not permit the same to be done. Program Operator shall pay for any and all damage to the Facilities, including the building, grounds, equipment, furniture, and other property, caused by, or related to its use of the Facilities. Program Operator shall, at its sole expense, repair or replace any damage to the building, grounds, equipment, furniture, or other property, upon demand by the City. If the City is

required to repair or replace any part of the grounds, building, equipment, or furniture, the costs associated therewith shall be reimbursed to the City by the Program Operator.

4. **EQUIPMENT.** The Program Operator will provide all necessary equipment to operate the program. If the City finds it necessary, it can provide equipment as needed. However, such City-provided equipment shall remain the sole property of the City and shall become part of the Facility for the purposes of this Agreement.
5. **ADVERTISEMENT OF PROGRAM.** The City agrees to advertise the ~~Youth Recreation Soccer~~ Goat Yoga Program by placing information about the program on the City of Lakeland's websites and media outlets. Program Operator shall not represent that the City of Lakeland is operating or supervising the Program in any way.
6. **REGISTRATION AND FEES.** All Registration fees for the Program will be collected by the Program Operator.

Upon the completion of the program, or in the case of a program which runs longer than 30 days, the first day of the month following the first day of the program, the Program Operator shall prepare and provide a list of registrants, along with an accounting of the fees generated by the Program to the City. At the same time, the Program Operator shall pay the City a fee equal to twenty ~~dollars percent~~ (\$20%.00) of total program ~~per~~ registration fees.

In the event the Program Operator elects to charge additional fees (e.g., ~~Uniform Fees, Supply Fees, Certification Fees~~ yoga matt fees, etc.), any additional fees shall be charged directly to the registrants at the Program Operator's cost.

7. **COMPLIANCE WITH POLICIES, RULES, AND LAWS.** Program Operator agrees to operate the Program and to use and occupy the Facilities and Equipment in compliance with all applicable City policies, ordinances, regulations and procedures, and all other local, state, and federal regulations and laws. ~~Program Operator acknowledges that it is specifically aware of the provision of Tennessee Code Annotated § 49-5-413 requiring the background check of any individual that works on school grounds at any time when students are present and prohibiting any person with a history of the criminal offenses cited in the statute from working on a school campus during such times. Program Operator hereby certifies that it will always comply with the provisions of Tennessee Code Annotated § 49-5-413.~~

8. **SUPERVISION AND TRAINING.** Program Operator shall be solely responsible for the conduct of all persons using the Facilities or while on City property at Program Operator's program or by express or implied invitation and shall protect and indemnify the City from all claims arising out of or related to the Program Operator's use of the Facilities.

Program Operator shall be responsible for supervising its officers, agents, employees, guests, patrons, volunteers, and invitees while anywhere on City Property or the Facilities and shall provide qualified, professionally trained, and responsible adult supervisors to ensure compliance with all rules, regulations, and procedures. Program Operator is responsible for providing all necessary and appropriate safety instruction to all its employees and volunteers and to all participants and attendees at the Program. The City reserves the right to eject anyone whose conduct is unlawful or is interfering with the reasonable enjoyment or participation of others using the Facilities.

9. **INDEMNIFICATION, HOLD HARMLESS, AND INSURANCE.** Program Operator shall indemnify, defend, and save harmless the City ~~and the Lakeland School System,~~ its officers, elected officials, agents, and employees from all loss, cost, and expense, including costs of defense and attorneys' fees, relating to or arising out of any liability, loss, expense,

or claim, whether sounding in tort, contract, or otherwise, by reason of the use or occupancy of the Facilities under this Agreement (whether such use is authorized or not) or by reason of any act or omission of Program Operator or any of its officers, agents, employees, volunteers, guests, participants, attendees, patrons, or invitees.

Program Operator is responsible for any and all damage to the Facilities or property of the City, or loss or theft of such property, done or caused by Program Operator or any of its officers, agents, employees, volunteers, guests, participants, attendees, patrons, or invitees.

The City assumes no responsibility whatsoever for any property placed in the Facilities by the Program Operator, its employees, volunteers, agents, guests, attendees, patrons, or invitees.

The City ~~and the Lakeland School System are~~ hereby expressly released and discharged from all liabilities for any loss, injury or damage to persons or property that may be sustained by reason of the use of the Facilities under this Agreement.

Program Operator agrees to purchase, at Program Operator's own expense, a comprehensive general liability insurance policy, including public liability and property damage, written by a company licensed to do business in Tennessee and acceptable to the City, covering Bodily Injury and Property Damage for an amount not less than \$1,000,000.00 Combined Single Limits. This insurance shall include coverage for legal liability to participants and coverage for sexual abuse and molestation. The City ~~and the Lakeland School System~~ shall be named as an additional insured in any insurance policy required by this Agreement. Program Operator agrees that the insurance purchased shall be primary coverage and will contain no terms allowing the insurer to be subrogated to the rights of any injured or damaged person or entity. A certificate evidencing the insurance as required under this Agreement shall be delivered to the City before the subject ~~Youth Recreation Soccer~~ Goat Yoga Program begins.

10. RELATIONSHIP OF PARTIES. Nothing in this Agreement shall be construed to place the parties in the relationship of partners, employee/employer, joint ventures, agents, or otherwise. Program Operator shall have no power to obligate or bind the City in any manner whatsoever, and the City does not in any way represent itself as a guarantor of the quality of any product or service produced or provided by Program Operator.

By their execution below, the parties have agreed to all the terms and conditions of this agreement.

City of Lakeland

Program Operator

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

Attachment A: Program Information

Program Operator: Lindsey Champagne dba Tennessee Soccer Academy 901 Goats – Walkapony Goat Ranch
Name of Program: Lakeland Youth Recreation Soccer Goat Yoga
Address: 10245 Ivy Oak Lane, Lakeland TN 38002990 Clement Drive, Rossville, TN 38066
Phone Number: 901-487603-30061119
Website: TBA-www.901goats.com

A. Program Description

Program Operator will run a ~~recreation level soccer~~ Goat Yoga program for ~~residents~~ children ages ~~six~~ five to fourteen years old (5-14) with the following ~~divisions~~ and up:

- ~~Div. 5 (Coed 5U: 3v3/4v4),~~
- ~~Div. 4 (Coed 6U-8U: 4v4),~~
- ~~Div. 3 (Boys & Girls 10U: 7v7),~~
- ~~Div. 2 (Boys & Girls 12U-14U: 7v7),~~

B. Program Dates, Times, and Locations

Program Sessions:

~~Saturday June 14 (9:30AM & 10:30AM)~~
~~Saturday August 2 (3:30PM & 4:30PM)~~

~~International Harvester Managerial Park~~
~~4523 Canada Road, Lakeland, TN 38002~~

~~Fall 2023~~

~~Registration begins – May 2023~~
~~Practice begins – August 28~~
~~End of season – November 11~~

~~Spring 2024~~

~~Registration begins – November 2023~~
~~Practice begins – March 1~~
~~End of season – May 20th, 2023~~

~~Location & Times:~~

~~Lakeland Prep Athletic Annex-~~
~~Monday, Tuesday, & Thursday 5:30pm – 8:30pm-~~
~~Saturday 9:00am – 12pm.~~

~~Field Assignments:~~

~~Weekdays: Fields A, C & E~~
~~Weekends: Fields A, C, D, & E~~

~~A full season schedule is due to City Staff no less than 7 days prior to the start of practices. Any changes to the schedule made by the Program Operator shall be reported to the City by email at recreation@lakelandtn.org no less than 3 days in advance.~~

~~Weather related or field playability closures will be made as early as possible to provide adequate notice to program participants. These closures may be made by the City or, the Program Operator or Lakeland School System.~~

C. Program Registration and Additional Fees

Program Operator assumes the responsibility for all registration and fee collection.

Registration fees for the ~~program~~ divisions will be:

~~Division 5: \$ 100.00~~

~~a. —~~

~~Division 4: \$ 110.00-~~

~~Division 3: \$ 125.00-~~

~~Division 2: \$ 125.00~~ \$25.00 per registrant

~~Additional fees include:-~~

~~——— Uniform kits: \$50 (approximate)~~

~~——— Branding for the uniforms will be under the name: "TSA Lakeland."~~

In the event of ~~season or division~~ session cancellation, Program Operator will make a good faith effort to ~~relocate~~ reschedule ~~athletes~~ participants for a rescheduled session ~~to a program that is operating.~~

~~D. —~~ City Equipment

The City will provide the following equipment:-

~~12 @ youth goals (size: 4'x6')~~

~~12 @ Mid-size goals (size: 7' x 21')~~

~~4 @ Full-size goals (size: 8' x 24')~~

Field Layout and Striping:

- ~~• ——— The City will stripe the fields once per week in a layout mutually agreed upon at the beginning of the season.-~~
- ~~• ——— Any special request for field painting or change to field layout once the season has begun will necessitate an administrative / programming fee.-~~
- This fee shall be waived if a playability issue creates the need for the change.



**Lakeland Municipal
Parks &
Recreation/Natural
Resources Advisory
Board**

Meeting Cycle: Tuesday, May 13, 2025

Subject: **Action** - recommendation to the City Manager for parks and recreation sponsorship fees for Fiscal Year 2026

Staff Contact: Andrew Fisher, Parks and Recreation Director

STAFF RECOMMENDATION

BUDGET IMPACT

DISCUSSION

SPONSORSHIP PACKET



Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)



Adopt-A-Park Program - Anyone who is interested in adopting a park is welcome to participate in the program. Adopters include: Families, Neighborhoods, Corporations, Community Groups, Faith-based Organizations, etc... Adopters are recognized on the City of Lakeland website and a sign will be installed in the park as a visible statement of their commitment to maintaining the park as a visible statement of their community.

- ⇒ \$1,000/year
- ⇒ 18x24 inch sign that you get to keep at the end of the year
- ⇒ Installation and maintenance included



Sports League/Team Sponsor

◆ Lakeland Parks & Rec League Sponsor

- ⇒ Available leagues
 - ◇ Youth Developmental Baseball
 - ◇ Summer/Fall Flag Football
- ⇒ \$1,000/league (one per season)
 - ◇ Includes sign to be posted at venue
 - ◇ Company logo on jerseys for one team per division
- ⇒ \$250/team
 - ◇ Company logo on jerseys for one team



◆ Tackle Football Sponsorships

- ⇒ Team Uniform Sponsor - \$2,000
 - ◇ Available teams
 - ◆ 8U, 10U, and 12U
 - ◇ Includes 12 inch logo on banner to be posted at league games and practices
 - ◇ Company logo placed on game jersey sleeve and all spirit gear
 - ◇ Commemorative Display Jersey
- ⇒ Platinum sponsor - \$1,000
 - ◇ Includes large logo on banner + spirit gear
 - ◇ Commemorative Display Jersey
- ⇒ Gold Sponsor - \$500
 - ◇ Includes medium logo on banner
 - ◇ Commemorative Display Jersey
- ⇒ Silver Sponsor - \$250
 - ◇ Includes small logo on banner

Custom Sponsorships are available. Graphics and printing deadlines apply. Contact parksdirector@lakelandtn.org for details

Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)



Sport Facility Signage - All signs are made of vinyl and offer high visibility. The sponsor may create a design for approval

- ◆ Lakeland Athletic Complex (2 soccer/multipurpose fields available; Phase II baseball fields to be completed)
- ◆ Windward Slopes Park Tennis Courts (2 courts sponsored as a package)
 - ⇒ \$1,000/year
 - ⇒ 4x6 vinyl sign/banner Installation and maintenance included

Arbor Day Tree Giveaway - Every year the City of Lakeland hosts a tree giveaway as a part of 100K Tree Day.

↳Event Title Sponsor (\$500)

We will also accept in kind sponsors for giveaways throughout the events, call the Parks and Recreation Office at (901) 633-7003 for more details.

Easter Hop and Shop— Hosted at International Harvester Managerial Park we will have a Easter Egg Hunt and Craft Show in April each year. This event will include a kid's zone, pictures with the Easter Bunny, two egg hunts, food trucks, and craft vendors set up to sell.

- ⇒ Event Title Sponsor (\$500) - Includes sign, a booth space, verbal acknowledgement
- ⇒ Kid Zone Sponsor (\$250) - Includes sign in the kid's zone

Annual Fishing Rodeo - Hosted at the International Harvester Managerial Park Lake, this unique opportunity only comes around once a year where kids from ages 4-12 come to participate.

- ⇒ Catfish Sponsor (\$500) - Includes sign, verbal acknowledgment, & logo on trophies
- ⇒ Bass Sponsor (\$250) - Includes small sign and verbal acknowledgment
- ⇒ Bream Sponsor (\$100) - Includes small sign



Tournaments/Races - When the City of Lakeland Parks and Recreation Department hosts tournaments and races for residents to participate in, opportunities include Title Sponsor, Participant Give-away item sponsors and more. To learn more about opportunities such as the Trail Run or the cornhole tournament, please contact the Parks & Recreation Office at 901-867-2717

Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)



Family Health + Fitness Day 5K - A day full of learning about and experience all the Health and Wellness options in the area. The day will begin with a 5K here at IH Park. Stick around after for a festival with booths from your favorite local wellness groups with live music and food trucks for you to enjoy. We will have class offering throughout the day as well as giveaways from each group.

- ⇒ Event Title Sponsor (\$750) - Includes company logo on all marketing materials, signage at the event, verbal acknowledgment, and a booth space
- ⇒ 5K Sponsor (\$500) - verbal acknowledgment, and trick-or-treat booth space

Family Movie Nights - Hosted at the International Harvester Managerial Park, this event only occurs twice a year; the first weekend of school's summer break and the last weekend of summer break right before school starts in August. Families are invited to celebrate with food trucks, games, and an movie appropriate for all ages.

- ⇒ Title Sponsor per event (\$750) - Includes event signage, verbal acknowledgment and a booth for your business
- ⇒ Kid's Zone Sponsor for both events (\$250) - Includes signage in the kid's zone and booth space

We will also accept in kind sponsors for giveaways throughout the events, call the Parks and Recreation Office at (901) 633-7003 for more details.

Lakeland Concert Series - Hosted at International Harvester Managerial Park, this four-part event series has a concert in June, July, August, and September. Families are invited to celebrate with food trucks, games, and features a local band.

- ⇒ Series Sponsor (\$4,000) - Sponsors all Concerts provided
 - ◆ Includes sign, verbal acknowledgment and booth for business at each event
- ⇒ Event Sponsor (\$1000) - Sponsors 1 of the 4 concert nights
 - ◆ Includes verbal acknowledgment and booth for business
- ⇒ Kid's Zone Sponsor per Event (\$250) - includes booth space at event

In-Kind Sponsorship - Consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print/web advertising, a restaurant may provide food for an event, etc..., in exchange for being recognized as sponsor. There are numerous possibilities. The "market value of he contribution must meet or exceed a specific amount to be considered a sponsor for an event or program.

Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)



Howl-O-Ween - Hosted at Zadie E. Kuehl Park, we will be hosting a pet costume contest with prizes from local pet hospitals and stores for the winners in each category. Stop by booths to learn more about what Lakeland has to offer for your pets locally.

- ⇒ Event Title Sponsor (\$500) - Includes company logo on all marketing materials, signage at the event, verbal acknowledgment, and booth space

We will also accept in kind sponsors for giveaways throughout the events, call the Parks and Recreation Office at (901)633-7003 for more details.

Lakeland Harvest Festival - A fun filled Saturday in October where Lakeland Residents and neighboring communities can come to participate in trick-or-treat, a costume contest, pre-carved pumpkin contest, face painting, games and much more. Occurs the last Friday in October.

- ⇒ Title Sponsor (\$1000) - Includes company logo on all marketing materials, signage at the event, verbal acknowledgment, and trick-or-treat booth
- ⇒ Kid Zone Sponsor (\$500) - verbal acknowledgment, and trick-or-treat booth space

We will also accept in kind sponsors for giveaways throughout the events, call the Parks and Recreation Office at (901) 633-7003 for more details.

Christmas in Lakeland - Hosted at International Harvester Managerial Park, families are invited to come celebrate Christmas in Lakeland with a Christmas Parade, Tree Lighting, and Cookies with Santa packed into a day full of Holiday Cheer! We will end the night with a spectacular drone show, the first ever in West Tennessee.

- ⇒ Title Sponsor (\$10,000) - Includes both space, company logo on all event signage and marketing materials, and verbal acknowledgment.
- ⇒ Event Sponsor (\$5,000) - Includes booth space, verbal acknowledgment, and name on event signage
- ⇒ Craft Sponsor (\$250) - Includes booth space

Custom Sponsorship Package

We are open to your suggestions and look forward to discussing any creative options. Custom Package Sponsor benefits will be negotiated and matched with benefits at the sponsorship levels described. You are able to bundle event sponsorships and ball field/park signage to get a bigger bang for your buck!