



SDNB Outdoor Facilities Task Force

September 25, 2024



Meeting Goals

- Review / recap last meeting
- Provide additional information
- Review / discuss survey results
- Develop draft task force recommendations to the Superintendent

Board of Education Resolution

Charge: The Task Force shall study the current outdoor facilities available and make recommendations for improvements to maximize utilization of space, equipment, infrastructure and facilities **within the non-referendum budget parameters** provided by the Superintendent. The Task Force will also explore funding mechanisms (naming rights, capital campaign, fundraising, etc.) to support any recommendations.

Recommendation: The Task Force chair shall present the group's recommendation to the Superintendent no later than Nov. 1. Interim reports shall be provided by the chair to the Superintendent, who will share those reports with the Board. The Superintendent will provide the Task Force recommendations to the Board no later than Dec. 1.





Review August Meeting / More Information

Community-Led Fundraising Group

- **South Milwaukee's Launching a Legacy Committee**
 - Made up of volunteer community members and SMSD staff / administration
 - Volunteer community members did a lot of the heavy lifting
 - District supported in various capacities
 - Was successful because of volunteers' shared drive and passion
- Any future SDNB project would require the same / similar structured approach
 - Volunteer / community led
 - District supported

How Would District Support a Campaign?

- **Financial Commitment**

- \$2 million (\$1 million per school) committed in long-range facilities plan for track replacements

- **Advocacy**

- District leadership / administration and staff would meet with donors, attend special events, etc.

- **Other Resources**

- Support from SDNB communications department
 - Marketing, graphic design, promotion
 - Utilization of print / digital formats including social media, Annual Report, The Edge, etc.
- Access to Education Foundation of New Berlin
 - Donor software, special events and more

How Would District Support a Campaign?

- **Other Resources (cont.)**

- Consideration given to hiring fundraising consultant
 - Conduct comprehensive review of current, prospective and lapsed donors and NB residents
 - Complete a wealth screen for all constituents
 - Develop campaign timeline and finalize financial goals, volunteer leadership structure and work plan
 - Attempt to identify donors supporting similar organizations or projects
 - Develop strategy for current / prospective donors
 - Partner with district / volunteers to execute fundraising plan

Another Consideration

- If SDNB did entire project “all at once”
 - Fundraising requirement would be at peak amounts
 - Replacement costs would “come due” all at same time, potentially causing future budget constraints
 - Phased construction timeline could alleviate both concerns
 - Different than “staggering” the project



Survey Results

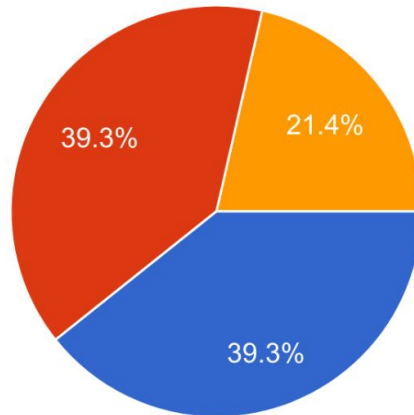
Survey Results

- 28 respondents
- 25 non-respondents (of those, 10 did not attend any previous meeting)
- Respondent comments included in handout and found [HERE](#).

Survey Results - Demographics

I consider myself mainly a / an:

28 responses



- Eisenhower supporter
- West supporter
- Both

Eisenhower - 11

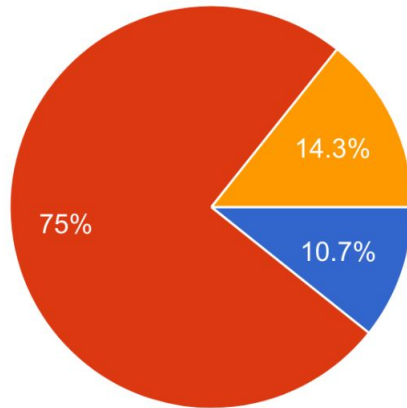
West - 11

Both - 6

Survey Results - Demographics

I am:

28 responses

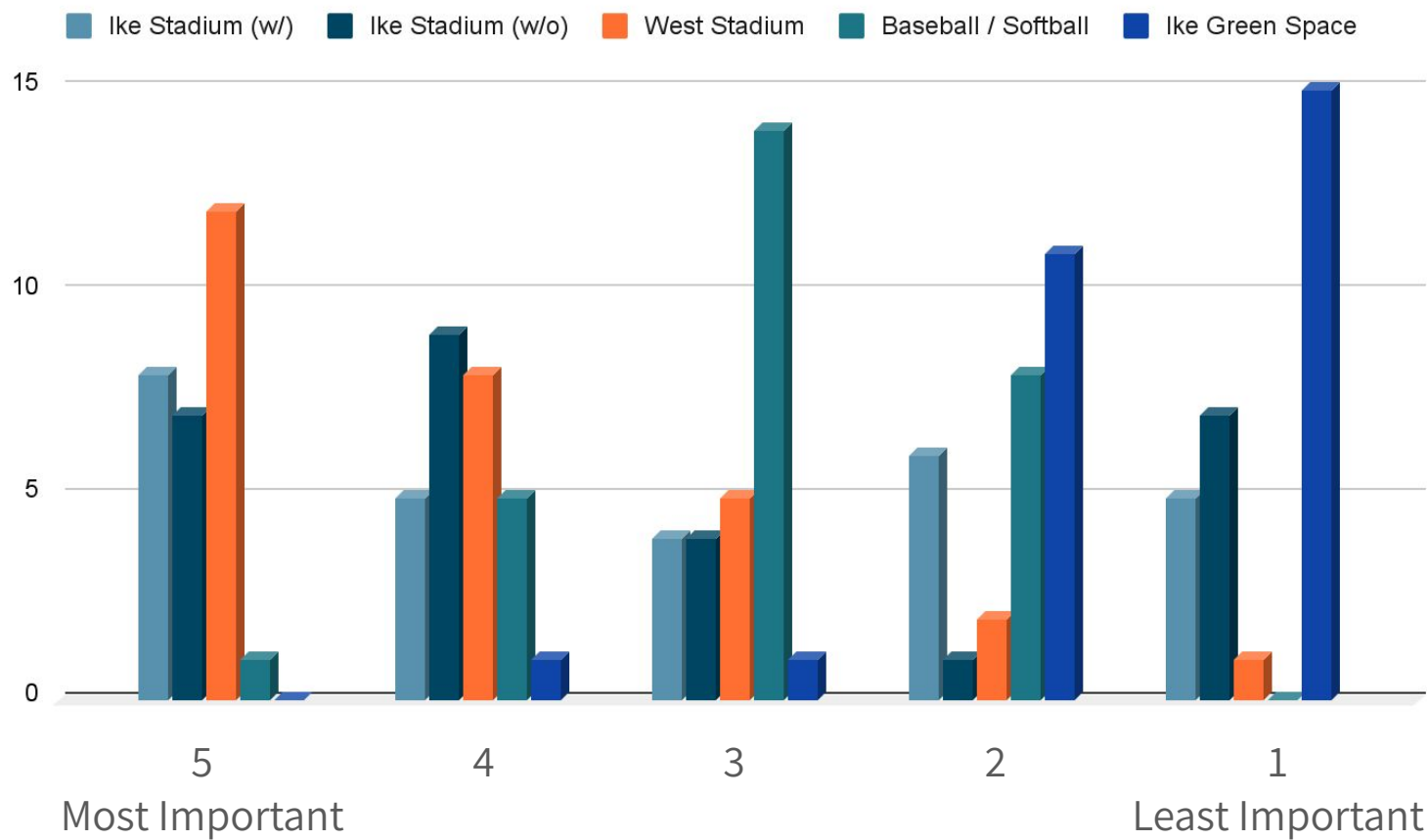


- an SDNB staff member (teacher, coach, etc.)
- an SDNB parent (former or current) and / or community member
- Both apply to me.

Parent / community member - 21

Both - 4

Staff - 3



Most Important

West Stadium - 12
Ike Stadium (w/) - 8
Ike Stadium (w/o) - 7



Least Important

Ike Green Space - 15
Ike Stadium (w/) - 7
Ike Stadium (w/o) - 5

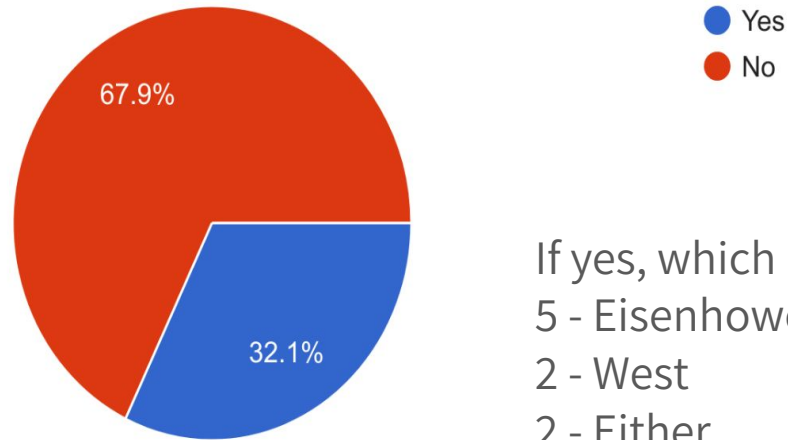
Key points

- 16 respondents selected multi-purpose stadiums at each school as top 2 priorities
- Half of 12 respondents who ranked Ike stadium as least important also picked it as most important

Survey Results - Priorities

To lower the overall project cost, should the district consider improving just one stadium for use by both Eisenhower and West athletics / co-curricular programs?

28 responses



If yes, which location?

5 - Eisenhower

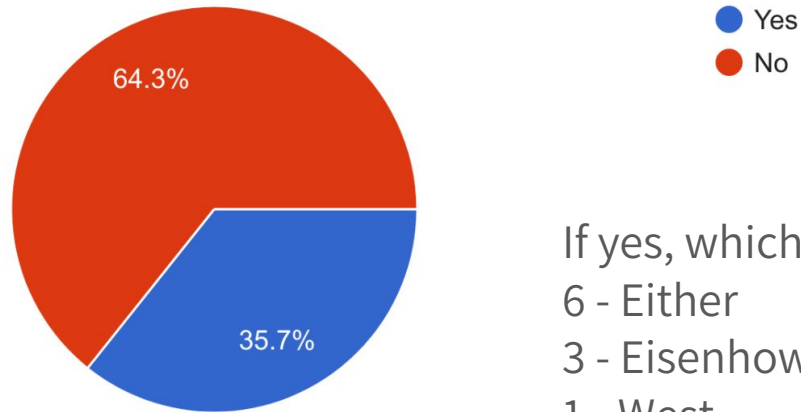
2 - West

2 - Either

Survey Results - Priorities

To lower the overall project cost, should the district consider improving just one softball field for use by both Eisenhower and West teams?

28 responses



If yes, which location?

6 - Either

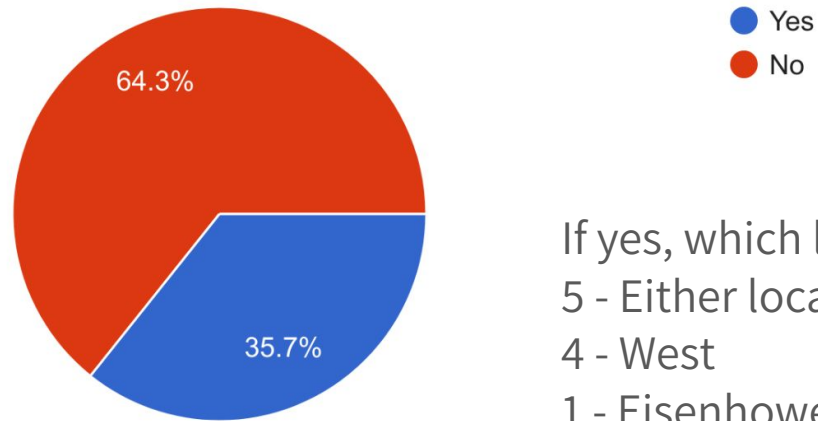
3 - Eisenhower

1 - West

Survey Results - Priorities

To lower the overall project cost, should the district consider improving just one baseball field for use by both Eisenhower and West teams?

28 responses



If yes, which location?

5 - Either location

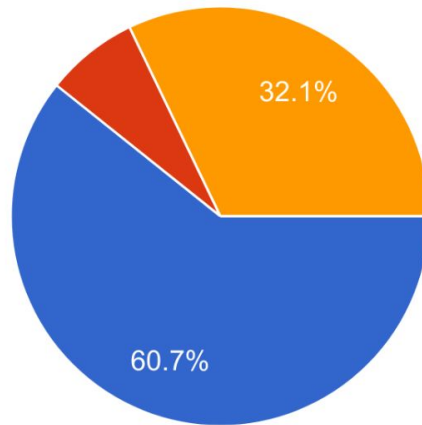
4 - West

1 - Eisenhower

Survey Results - Priorities

Would you support an off-campus baseball / softball solution, in conjunction with the City of New Berlin, if the City and District could come to an agreement on a partnership?

28 responses



- Yes
- No
- Not sure yet. I need more information.

If yes, which location?

8 - Malone Park

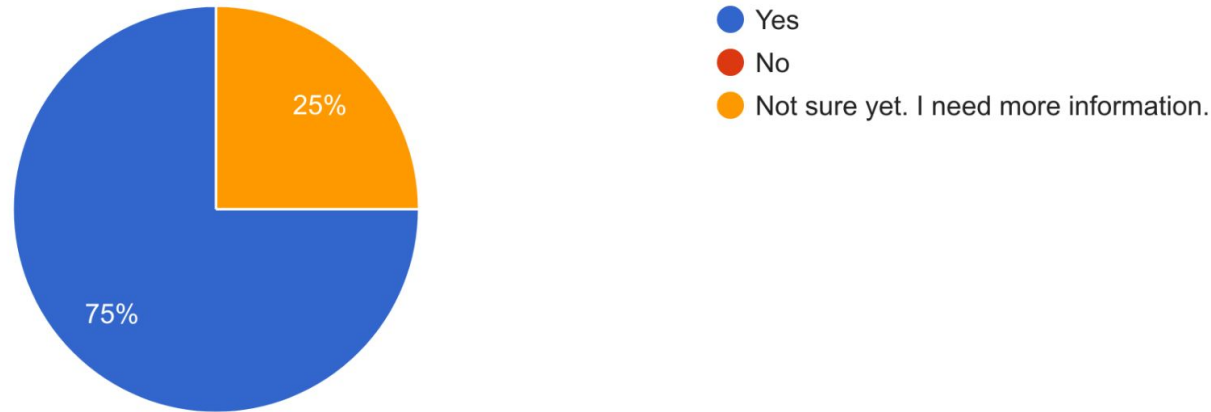
6 - Either location

3 - Section 35

Survey Results - Fundraising

The School District, in partnership with a community-led committee, should launch a capital fundraising campaign for these projects?

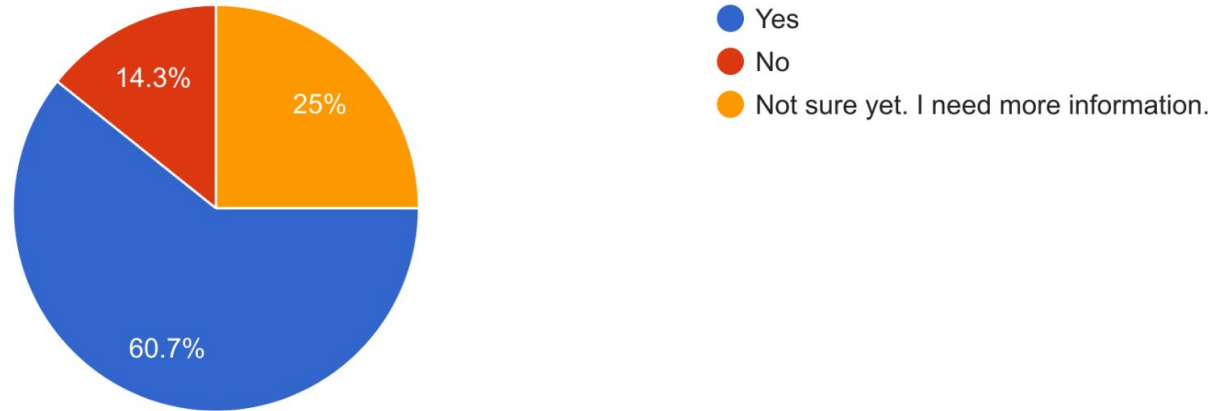
28 responses



Survey Results - Fundraising

Any capital campaign aimed at improving the outdoor facilities should split the project into phases in order to keep the fundraising amounts at attainable levels, even if that means some of them all needing to be replaced at the same time.

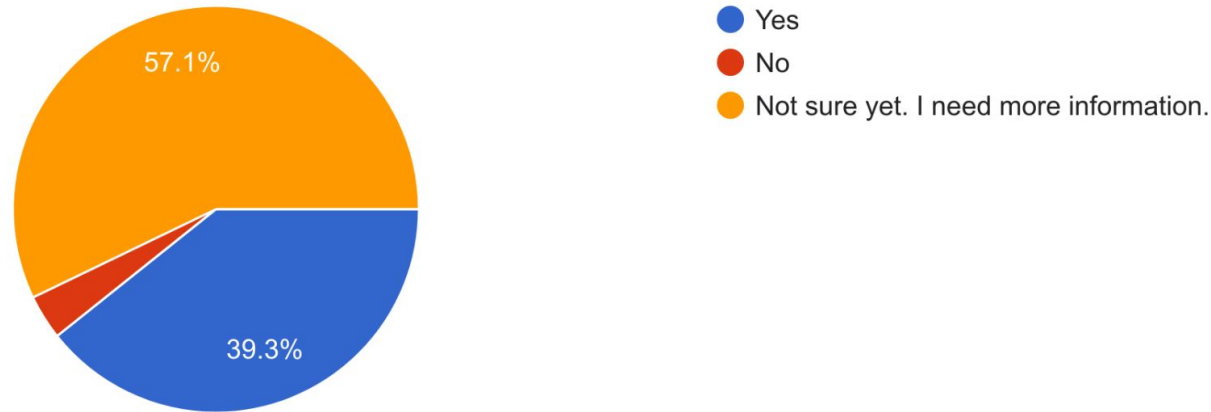
28 responses



Survey Results - Fundraising

The SDNB should hire an outside consulting firm that specializes in non-profit fundraising to assist, guide and help facilitate a capital fundraising campaign.

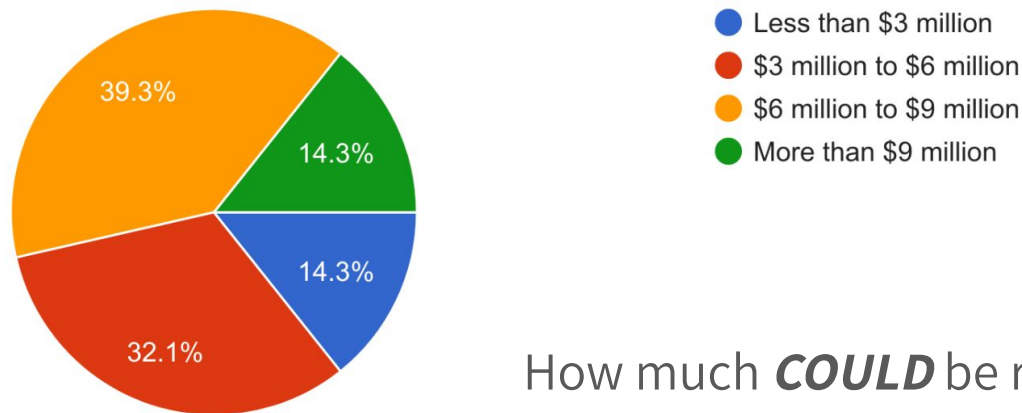
28 responses



Survey Results - Fundraising

Given what you know about the community, what you've learned about the SDNB's and other fundraising tools, and what the South Milwaukee gro... has allotted for new tracks at the high schools).

28 responses

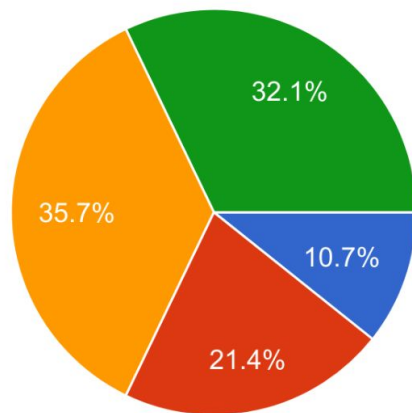


How much ***COULD*** be raised?

Survey Results - Fundraising

Given what you know about the community, what you've learned about the SDNB's and other fundraising tools, and what the South Milwaukee gro... has allotted for new tracks at the high schools).

28 responses



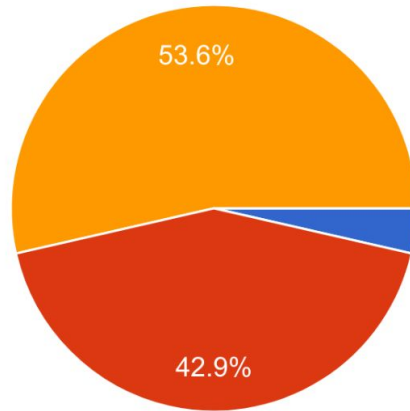
- Less than \$3 million
- \$3 million to \$6 million
- \$6 million to \$9 million
- More than \$9 million

How much **SHOULD** be raised?

Survey Results - Fundraising

Given what you learned from the South Milwaukee panel, are you interested in playing a LEAD role (i.e. chair, co-chair, treasurer or other key position) on a capital fundraising campaign team?

28 responses



- Yes
- No
- Not sure at this time.

1 - Yes

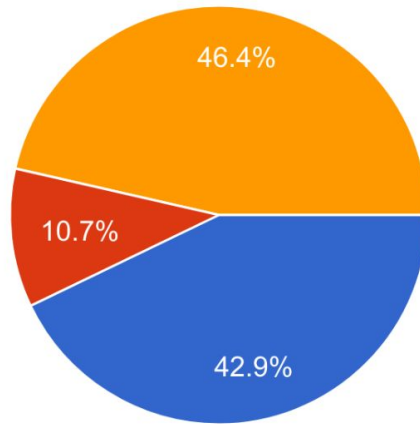
12 - No

15 - Not Sure at This Time

Survey Results - Fundraising

Given what you learned from the South Milwaukee panel, are you interested in playing a SECONDARY role (i.e. volunteering at and / or organ...es, etc.) on a capital fundraising campaign team?

28 responses



- Yes
- No
- Not sure at this time.

12 - Yes (6 West, 5 Eisenhower, 1 Both)

3 - No

13 - Not Sure at This Time

Survey Findings - Priorities

- Stadiums are top priority, followed by baseball / softball solution
- Majority of respondents DO NOT want a shared stadium
- Majority of respondents DO NOT want a shared on-campus softball field
- Majority of respondents DO NOT want a shared, on-campus baseball field
 - But a majority of respondents would support a shared, off-campus baseball / softball solution

Survey Findings - Fundraising

- 75 percent believe we should launch a capital campaign
- Majority believe in splitting the project into phases
- Majority need more information on hiring outside consulting firm to manage fundraising campaign
- Highest percentage of respondents agree amount that COULD and SHOULD be fundraised rests between \$6 mil. to \$9 mil.
- One person interested in lead volunteer role (14 unsure) / 12 interested in a secondary role (12 unsure)



Next Steps

DRAFT Recommendations to Superintendent

- SDNB should, in conjunction with a community-led group of volunteers, launch a capital campaign that:
 - Focuses initially on fundraising for multi-purpose stadium improvements (i.e. tracks, synthetic turf) at Eisenhower and West
 - Addresses a baseball / softball solution in a second phase of fundraising, if / when possible
- Timing of launch dependent on (all of which are unknown at this time):
 - School Board approval and level of commitment
 - Volunteer involvement
 - Ability to secure large donors

DRAFT Recommendations to Superintendent

- Other Considerations
 - Task Force members expressed concerns about amount needed to be fundraised
 - similarly, some inquired about district's willingness / ability to contribute more than \$2 million allotted to tracks
 - Despite Board's charge, some members expressed desire for a capital referendum to complete portion of / entire project
 - More discussion needed regarding inclusion / exclusion of new Ike grandstands
 - Consideration given to hiring a consultant to lead capital campaign

Other Considerations / Comments

Next Steps

- Task Force chair to draft report of recommendations
 - Share it with Task Force members
 - Gather suggestions for amending recommendations (to be included in report)
- Present report to Superintendent Garza by Nov. 1
- Superintendent to present report to School Board no later than Dec. 1
- Keep the conversation going!
 - If there are potential donors, share them with us!
 - How can booster clubs get involved?
 - Those interested in playing a role (lead or secondary) on a capital campaign fundraising team consider connecting



Thank you!

www.nbexcellence.org/district/outdoor-facilities-task-force.cfm