PHOENIX PARK
SPONSORSHIP OPPORTUNITIES

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A Brief Description of Phoenix Park

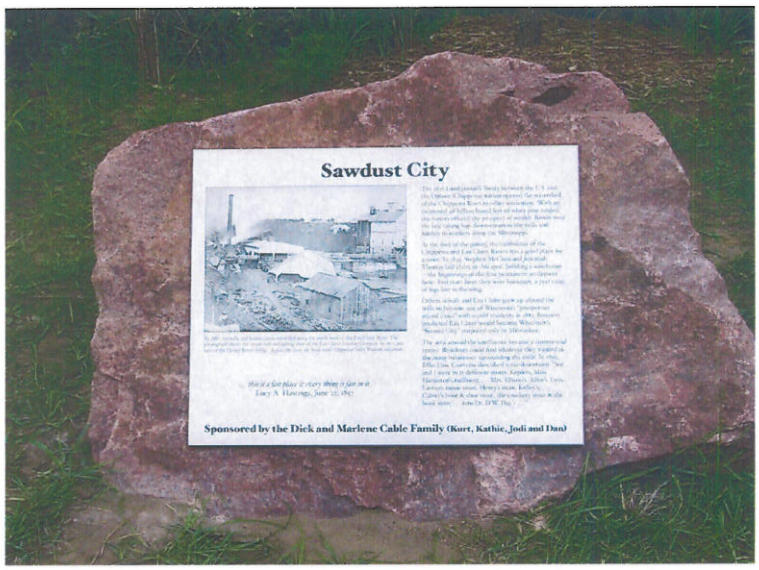
- Phoenix Park is beginning to transform the North Barstow are of Downtown Eau Claire. Riverfront terrace is open and Royal Credit Union has moved into their new Cooperate Headquarters. Work on the park was completed by July, 2005. A grand opening was in the fall of 2005.
- The park consists of 5 small plaza areas:
- *Barstow Plaza* is the downtown entrance to Phoenix Park with the main entry sign, benches and connection to the park pathway system.
- The *Trailhead Plaza* is the gathering point for users of the Chippewa River Trail. An information board with trail maps will be available to those on the trail. This plaza area is where the restroom and the drinking fountain are located in the park.
- *Confluence Plaza* branches off the main trail and brings you to an overlook of the confluence of the Eau Claire and Chippewa River. This formal plaza is the perfect place to meet for lunch and has a performance area for small concerts.
- *Celebration Plaza* is the centerpiece of the park. Located on Riverfront Terrace and is the connecting point for all that is planned for the park, Celebration Plaza will be used primarily by events that will close Riverfront Terrace. Flowers and flags highlight this area.
- *The Amphitheater* faces the Chippewa River. With informal boulder groupings and cut stone seating the Amphitheater is available for informal concerts, book reading or enjoying the afternoon sun during lunch. The design of the Amphitheater is unique in its design as it includes a Labyrinth spiral pattern. Frequently, Labyrinth enthusiasts will walk the paths in the ancient traditions of the labyrinths found throughout the world.
- *Phoenix Park Shelter* was built to allow for 58 vendors or for groups up to 3000 people, a series of pathway and flower bed complete the latest addition to Phoenix Park

Phoenix Park Heritage Walk

Nine places along the pathway closest to the rivers will form the small plazas for a series of site-specific history stops. The Parks and Recreation Department has been working with the Chippewa Valley Museum, Landmark Commission, UWEC Department of History and local historians to identify the historic significance of the Phoenix Park site. Much of Eau Claire's history is rooted in this meeting place. The Heritage Walk will tell park visitors the story of how the Phoenix Park site formed the community.

The Chippewa Valley Museum has gathered information and has prepared a list of the nine subjects that will be represented on the site. The Landmark Commission and the Waterways and Park Commission has reviewed the individual subjects and supporting materials and has approved the project. In the fall of 2006 the first of the plaques was sponsored by Dick and Marlene Cable and is located at the south side of the park near Confluence Plaza.

To complete the project, additional sponsors will be needed to help fund one or more of the remaining locations. Your can be part of telling the story of how Eau Claire began and telling the story for generations to come.



Heritage Plaza Locations

- These nine small plaza have an engraved granite block with an adjacent boulder placed for a 20" x 26" cast aluminum plaque with the sponsors name engraved at the bottom

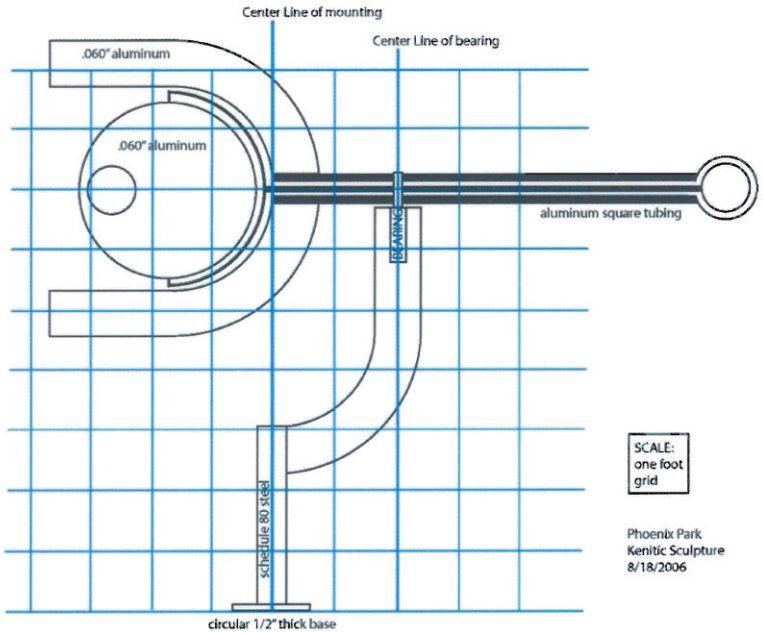
Public Art in Phoenix Park

- The placement of art in Phoenix Park has been envisioned for many years and through many different community forums. The Public art piece has been selected and the funds are being sought to purchase the art.

- The Downtown Eau Claire, Inc. - Art Committee was the lead group facilitating this process.. The Park and Recreation Department was involved with Waterways and Park Commission in reviewing the selection criteria and the eventual selection of the art that is be placed in Phoenix Park.

Art in Phoenix Park
The
Weathervane Sculpture

- In February 2005, the City of Eau Claire formed a committee of the Waterways and Parks Commission and asked them to select and fund a piece of art for Phoenix Park. With extensive public exposure and the approvals of the Park and Waterways Commission, Downtown Eau Claire Incorporated and City Council, the "Weathervane" sculpture by Randy Olson of Woodbury, MN was selected for placement in Phoenix Park. The estimated cost of the sculpture, including installation is $25,000.
- The sculpture is approximately 12' tall and will be positioned at Confluence Plaza in Phoenix Park when fundraising is complete.



Location of Weathervane in Phoenix Park

Trees

- There are one hundred native Wisconsin trees located within Phoenix Park. A certificate will be sent to donors identifying the tree and location.
- Tree varieties include: Oak, Maple, Ash, Blue Beech, River Birch, Flowering Crab, Elm and various evergreen species.

Clock Tower Informational Electronic Kiosk

- The City desires to install an electronic kiosk (television size screen) near the Phoenix Park Clock Tower. This electronic kiosk would provide information to park users on park events such as dates and times of the Farmers Market, concerts and other special events.

- The kiosk would also provide park users with information and maps to downtown restaurants and shops.

- Information on the electronic kiosk would be programmed from a remote location and could be updated as needed.

Phoenix Park

Sponsorship Levels

- Donations of any amount may be made to any of the Phoenix Park projects. All donors will be recognized in publicity on the projects and at Phoenix Park in an appropriate manner.

- Donors contributing the following amounts will be recognized with plaques dedicated solely to their donation.

• **$500**	Commemorative Tree
• **$10,000**	Historic Timeline Stones
• **$25,000**	Art In The Park – Weathervane Sculpture
• **$25,000**	Electronic Kiosk at Clock Tower
• **$25,000**	Madison Street Entrance Sign
• **$25,000**	Children's Play Area
• **$25,000**	Seasonal Lighting Displays

Sponsorship Levels (Continued)

- **Engraving Request:**
- (Example: "In memory of..." or "In honor of . . .")
- _____
- _____

- For donations over $500, payment plans can be arranged.
- Multiple donations welcomed.

- **Mail donations to:**

  Community Parks Association
  PO Box 741
  Eau Claire, WI 54702-0741

- **Make checks payable to:**
- **Community Parks Association**
- **Note: Phoenix Park Projects**
- The Community Parks Association is a 501 (c) 3, tax-deductible organization.
- For additional information, contact the Parks, Recreation and Forestry Department at 839-5032.

☐ Please check here if you would **not** like your name to be mentioned in newspaper or other media releases, on the progress of this project.