

Client:

Bays Mountain Park and Planetarium

Industry:

Parks and Recreation, Leisure Services, Nonprofit, Government/Municipality

Project:

Facilitating the Park's 50th Anniversary

**Purpose**

- Celebrate the park's 50th year anniversary and re-engage patrons.

Solutions

- Activated and restructured a public-private partnership with the Bays Mountain Park Association.
- Facilitated a plan of work for a celebration committee and multiple subcommittees (history, education special events, public relations and social media, merchandise, community service).
- Focus on grant opportunities and partnerships on behalf of the Bays Mountain Park Association.

Results

- Increased donations and matches resulting in over \$3M in donations for new programming and initiatives.
- Facilitated year-long effort, creating 10 new events and growing volunteer base by 100%.
- Built momentum to launch a capital campaign after the 50th year to address necessary park upgrades.
- Increased brand awareness and loyalty through the celebration and strategic merchandising.



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