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Hiawatha Parks and Recreation

To:	Mayor and City Council
From:	Kelly Willadsen, Park and Recreation Director
Date:	May 24, 2019
Re:	Big Dog in Town
CC:	Kim Downs, City Administrator

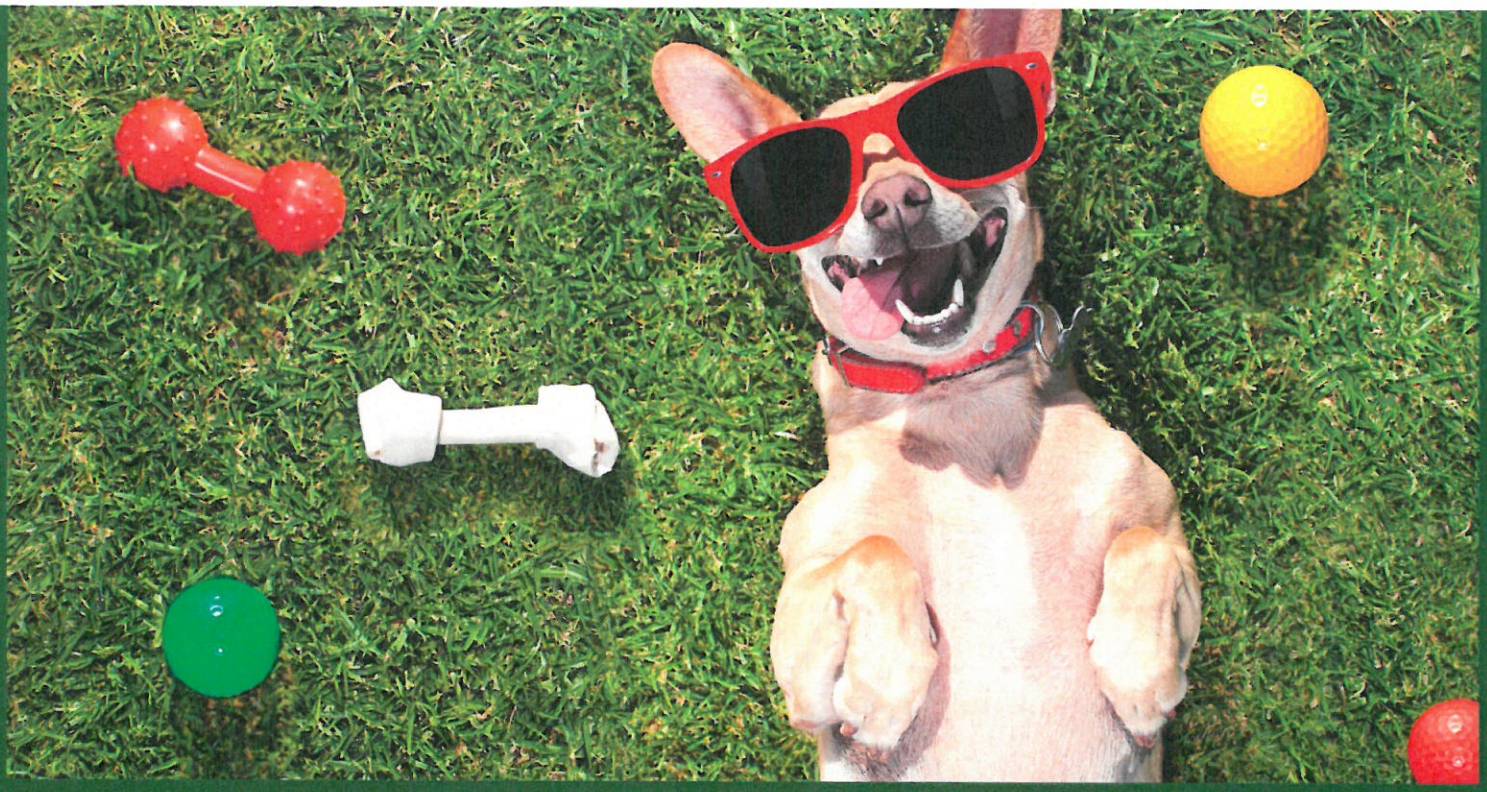
Big Dog in Town- Park Commissioner, Dan Wilkes has had the idea to start a dog Mayor aka "Big Dog in Town" in Hiawatha as a fun way to get the community engaged and raise funds for the upcoming dog park. We have approached Mayor, Bill Bennett about the idea and he has approved us to do more research to get this off the ground. There are 7 other states in the US that have had a dog mayor/pet mayor, mainly to add some fun to their City's.

Instead of using "Dog Mayor," we would like to focus this idea on promoting City events, initiatives and awareness by calling it "Big Dog in Town." We believe this title will allow it to be less political and more of a fun way to engage the community of the things we do here in the City within all departments.

I reached out to Fair Haven, Vermont, Omena, Michigan, and Cormorant, Minnesota to find out some information on how their elections ran. After compiling information this is what I found: $5.00 nominations, $1.00 vote, each year funds would be used towards a project (in our case annual costs for the dog park), fees are collected through a PayPal account (ours would be the Friends Foundation), and winner participates in community events helping promote the City.

To put this into play some of the ideas we have come up with are to have the dog candidates in the Fun Fest parade, announce the winner at Fun Fest, have the first "Big Dog in Town" at the ribbon cutting of our new dog park, and attend selected events when applicable. This would be an annual event moving forward.

Ambyr and I have put together an application for dog nominations and the Friends Foundation has created a website through SQUARE and Weebly that will manage the donations. We will market this project on social media, the Hiawatha Newsletter (June edition) and the City Website. We would start the nominations in June, and have voting begin in July. The Friends Foundation will collect the funds and distribute to the dog park annually. With the support of the Park Commission and the Foundation we could like to ask for your support to get this project underway!



BIG DOG IN TOWN

DOG PARK FUNDRAISER

NOMINATE YOUR DOG TO BE HIAWATHA'S "BIG DOG IN TOWN"

- TO NOMINATE VISIT HIAWATHA CITY HALL BY JULY 5
- NOMINATIONS ARE $5
- ALL NOMINEES WILL BE REQUIRED TO PARTICIPATE IN HIAWATHA'S FUNFEST PARADE AND ANNOUNCEMENT CEREMONY
- WINNER WILL BE ANNOUNCED BEFORE EVENING ENTERTAINMENT AT AUGUST 3RD
- VOTING WILL TAKE PLACE ONLINE BEGINNING JULY 8 AT $1 PER VOTE
- LEARN HOW TO VOTE IN JULY'S EDITION OF HIAWATHA INSIGHTS AND AT HIAWATHA PARKS AND RECREATION FACEBOOK PAGE

FOR INQUIRIES:

319-393-1515

aseverson@hiawatha-iowa.com

"BIG DOG IN TOWN" NOMINATION FORM
$5 to nominate, $1 per vote

HUMAN: NAME _____

PHONE _____

E-MAIL _____

ADDRESS _____

NOMINEE:

NAME: _____

MALE _____ FEMALE _____ AGE _____

BREED: _____

FAVORITE TOY _____

SILLIEST THING I DO _____

BEST TREAT EVER! _____

FAVORITE PLACE TO SLEEP_____

WHY I SHOULD BE "BIG DOG IN TOWN" _____

_____

Big Dog in Town Term Requirement:

- Term will last one year.
- Each year a new dog will be awarded at the annual Hiawatha Fun Fest event.
- Pet must be present in the Hiawatha Fun Fest Parade on August 3rd and the announcement ceremony at Fun Fest before evening entertainment.
- Winner will be asked to attend the ribbon cutting of the grand opening of the Hiawatha Dog Park, spring of 2020, along with other City special events and promotions.
- Pet must be up to date on all vaccinations.
- Animals' picture will be publicly displayed throughout the voting process and afterwards on social media websites for the duration of his/her term as "Big Dog in Town".

_____

My Humans Signature

You can drop this form by Hiawatha City Hall **OR**, send completed form, **include photo and $5 nomination fee** to:

City of Hiawatha
Attn: Ambyr Severson
101 Emmons St
Hiawatha, IA 52233

*Voting will begin on July 8th for $1.00 per vote. Visit the Hiawatha Parks and Recreation Facebook Page to cast your vote! Funds will be used for the upcoming Hiawatha Dog Park!

RESOLUTION NO. 19-
City Council

RESOLUTION AUTHORIZING PARKS AND RECREATION DEPARTMENT FUNDRAISING EVENT FOR THE DOG PARK

WHEREAS, the Hiawatha Parks and Recreation Department desires to hold the First Annual "Big Dog in Town", as a fundraising event in order to raise funds for the Hiawatha Dog Park, and

WHEREAS, all funds generated from the fundraising event will provide for the continued financial support and future growth of the Hiawatha Dog Park, and

WHEREAS, the City Council of Hiawatha proclaims their support of the Parks and Recreation Department to raise funds for the Dog Park, and

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA IOWA, authorizing the Parks and Recreation Department to hold the "Big Dog in Town" Dog Park fundraising event in June, July, and August of 2019 in order to raise funds for the Hiawatha Dog Park.

AYES:
NAYS:

PASSED AND APPROVED this 5th day of June, 2019.

_____
Bill Bennett, Mayor

ATTEST:

_____
Amy Scheer, Deputy City Clerk