

Midway City Council
19 September 2023
Regular Meeting

Friends of Wasatch Hit & Giggle /
Donation



Friends of Wasatch Mountain State Park (the Friends) – 2023 Mid-Year Report

HIGHLIGHTS JANUARY – JUNE 2023

2023 Theme – Reenergize the Friends of Wasatch! ... Through the pandemic years the Friends continued to quietly contribute to Park projects, but the Friends are ready to reenergize! Wasatch Mountain State Park (the Park) welcomed a new Park Manager, Jonathan Hunt, in 2022. Jonathan is a great partner to and supporter of the Friends. And, the Friends has a new President. Laura Bohn joined the Board in February 2023. Success factors to reenergize the Friends are to staff open Board positions, re-engage the growing public, and drive memberships and donations/fund raising!

Message from Laura Bohn, President of the Friends:

Hello Friends Members! I’m grateful and excited to be part of the Friends Board! I appreciate the Park being my “backyard”, and I recreate regularly in the Park and volunteer at the Visitor Center. I am retired from a business consulting and corporate background. I am “all in” to move the Friends forward to grow and help the Park continue as a Heber Valley Gem.

A Thank You beyond words goes to Pam Blackwell, Secretary, and Dale Blackwell, Treasurer, since 2019. Through the pandemic, The Friends lost Board members, memberships decreased, and fund raising wasn’t happening. Pam and Dale kept the Friends of Wasatch going and continued to work with the Park to contribute to needed projects. Thank you Pam & Dale!

I want to hear from you! Email me at friendsofwasatchmspark@gmail.com with any thoughts, suggestions, offers to serve on the Board, and/or questions. Warm Regards, Laura Bohn

Projects The Friends contributed to 2020 – 2022:

- Feasibility study for amphitheater at campground (BYU project) - \$2,000
- Pump park signs - \$712
- Archery range fence - \$6,322
- RTP OHV grant - \$4,932
- Groomer for XC-ski track - \$11,268

Summary Financials:

	2020	2021	2022	2023 Budget*
Beginning Balance	\$45,589	\$38,186	\$31,665	\$32,245
Income	\$ 3,633	\$ 160	\$13,343**	\$20,900
Park Event Support/Operating Expenses	(\$ 2,002)	(\$ 1,749)	(\$ 1,495)	(\$13,248)
Projects	(\$ 9,034)	(\$ 4,932)	(\$11,268)	(\$14,150)
Ending Balance	\$38,186	\$31,665	\$32,245	\$25,747

* 2023 budget, across-the-board increases represent the Friends commitment to reenergize fund raising and park support.

** 2022 income reflects an \$8,330 donation from the Friends of Utah Parks when they dissolved and split/donated their cash to Friends of Wasatch, Friends of Antelope Island, and Friends of Snow Canyon.

The Friends launched a new website and implemented membership/event management software:

- We have amazing volunteers and supporters of the Friends of Wasatch! Volunteer and Advisor to the Board, Sally Lutz, took on the big job of getting a new website up and running and implementing a back end, non-profit system software to bring us into an automated world! We have automated/on-line capabilities we never had!
- Another awesome Park volunteer and Advisor to the Board, Rod Freudenberg, quickly joined Sally to help with launching the technologies and working with Sally to continue the expansion and improvement of the capabilities.
- Another Thank You beyond words to Sally & Rod!

Established three Strategic Goals for 2023:

1. Position The Friends for continued success...Refresh the organization's ByLaws, create an organizational Strategic Model, and recruit/build a robust Board of Directors
2. Continue to drive technology improvements and process efficiencies/effectiveness
3. Increase community outreach, communication, and fund raising

PROGRESS AGAINST 2023 STRATEGIC GOALS

1. Position The Friends for continued success:

- The Board created a Strategic Model for the Friends. This model represents and guides the Friends commitment to the Park and our members.



- Drafted changes to the ByLaws to reflect more current day practices and our member donor model. Target is to finalize the ByLaws end of Q3 or early Q4 of 2023 with Board vote.
- We need a full Board to continue our great work! We are looking for individuals who will volunteer their skills and time to help lead the Friends organization. Below are positions we need to fill! Please email friendsofwasatchmspark@gmail.com for more information if you are interested.

- Vice President

- Marketing & Communications Director
- Processes, Procedures & Technology Director
- Development & Fund-Raising Director
- Events & Activities Director

Drive technology improvements and process efficiencies/effectiveness:

- Implemented a new website and back-end membership and events management software platforms. Both have proven to provide much needed, improved systems capabilities.
- New, refreshed content is continuing to be added to the website.
- Members can join (and renew as of January 1 annually) and pay on-line seamlessly (then pick up their Wasatch Mountain State Park annual day-use pass at the Park). Public donations can also be made on-line.
- Registration and payment for events is now automated on-line.

Increase community outreach, communication, and fund raising:

- Member emails are starting to flow more frequently to keep members up on events and happenings.
- We are reestablishing and creating new community contacts.
- The Friends Hit & Giggle FUNdraiser is making a comeback! This event is happening! August 18th, fun 9 holes of golf followed by dinner, silent auction, 50/50 raffle and more! Registration coming soon.
 - 9 holes “fun” golf at Soldier Hollow-Silver Course (not corporate 18-hole, event outing event)
 - dinner, silent auction, 50/50 raffle, cash bar for wine/beer/spiked seltzers
 - Individual golf package
 - Individual diner package
 - 4-Some golf/dinner package
 - Silver Sponsor golf/dinner package
 - Gold Sponsor golf/dinner package
 - Hole Sponsorships
- We apologize for cancelling the June Picnic, but we had to make a call given the number of sign-ups vs cost/effort to put the event on. We will look at rescheduling in the Fall.
- The 2023 Holiday Party is on the calendar...Thursday, December 14th at Soldier Hollow Grill. Save the Date!

2023 PROJECTS (funds are committed, but projects may be implemented and funds realized in 2024)

- Black Willow Nature Experience – The Park submitted a grant to create walking trail, centerpiece, and nature experience around the new campground near the Chalet area. The wood from the black willow trees removed will be repurposed/honored to create interpretive signage, planters, etc. The Friends is part of this grant to contribute funding for ADA access to and/through the area.
- Archery Range 3-Dimensional Targets – Deer, elk, cougars, bears, OH MY! The Friends has committed to supplement the purchase of 3-dimensional archery targets.
- New Playground Equipment for the Visitor Center – The Friends will contribute to overall funding (may be through a grant) to replace the aging playground equipment.

CLOSING MESSAGE

Thank you, YOU MAKE A DIFFERENCE! The Friends is dedicated to being a strong, healthy non-profit to ensure Wasatch Mountain State Park continues as a Heber Valley Gem. Our Members and Donors make this happen! The Friends needs to grow to continue to contribute to needed projects not funded through the state legislature or the Park’s direct income. We need and appreciate you! Share the word with friends and family to Join Us! and/or Donate! Support your “backyard”, the Wasatch Mountain State Park!



THE FRIENDS OF WASATCH MOUNTAIN STATE PARK 2023 HIT & GIGGLE BEACH PARTY FUNdraiser

The Friends of Wasatch Mountain State Park is a registered 501(c)3 non profit dedicated to ensuring the Park continues to be a Heber Valley gem by preserving and protecting the historical and ecological integrity of the Park and to promote the development of responsible recreational opportunities and facilities for present and future generations.

FRIDAY, AUGUST 18TH, 2023, SOLDIER HOLLOW SILVER COURSE

3:00pm check in – 4:00pm shotgun, 9 holes, 4 Player Teams

Buffet Dinner 6:00/following golf at The Soldier Hollow Grill

With Silent Auction, Raffle, Golf Prizes

(Beer and wine available for purchase at dinner)

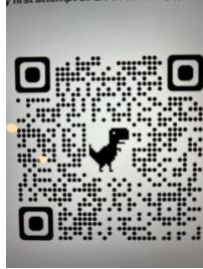


Join us as we celebrate the come back of The Friends' Hit & Giggle event! Wasatch Mountain State Park is a Heber Valley gem, and it takes more than the Park's direct income/state funds to maintain this gem. Join us for golf & dinner or just for dinner and dress like you're attending a beach party! Individual & golf packages/ sponsorships available.

Proceeds from this year's event will support replacement and/or refurbishing the playground at the Park's Visitor Center and new 3-dimensional targets for the archery range.

Ways you can contribute to The Friends' 2023 Hit & Giggle Beach Party FUNdraiser

Registration to open mid-July



To register and pay, go to www.friendsofwasatchmountainstatepark.org

Contributions Menu Options:

- **Individual golfer with dinner included - \$95**
(we will pair you with other individuals to form a 4 person team)
- **Individual diner only - \$50**
- **4-person golf and dinner team package - \$360**
- **Silver Sponsor - \$500**
 - 4-person golf and dinner team package
 - One hole sponsor sign
 - Recognition in event program
- **Gold Sponsor - \$1,200**
 - Two, 4-person golf and dinner team packages
 - Two hole sponsor signs
 - Recognition in event program and logo/name on “day of” materials
 - MC recognition during dinner program
- **Hole Sponsor Sign - \$100** (can be an individual, a couple, an organization/business)
- **Make a Monetary/Additional Donation**
- **Donate items/packages for Auction Items – email for more information**
friendsofwasatchmspark@gmail.com

In the event of inclement weather and the golf portion of the event is cancelled, the golf portion may be cancelled, but the dinner program and auction will be held. In the spirit of contributing to The Friends mission to support Wasatch Mountain State Park, the golf portion will not be refunded. Thank you for your support!



Projects the Friends of Wasatch has supported the past 6-7 years through contributions include:

- Fish cleaning station, new dock/pond dredging, and outside restroom at the Visitor Center (three separate projects)
- Archery range fencing
- Rehab on and pavilion at Huber Grove
- Tools for trail pods
- Water bottle refill station
- Groomer for winter XC/Skate Ski

To Join Us and become a member (\$30 per individual & receive an annual Wasatch Park day-use pass) or donate, visit www.friendsofwasatchmountainstatepark.org

For more general information, questions, or to inquire about becoming a board member, email the Friends at friendsofwasatchmspark@gmail.com