



PRAHA OUTDOOR  
PERFORMANCE STAGE

# **Fundraising Proposal**

**May 2024**

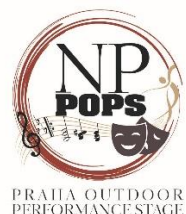
# *“It’s Time!”*



**Buffalo, MN, Sturgis Park outdoor venue. A sample of what New Prague needs!**

Cities throughout Minnesota encourage and entertain arts lovers throughout the year at outdoor performance venues like the one above in Buffalo, MN. New Prague, a vibrant city of 8,200+ residents, has no outdoor performance space. A private effort is underway to raise \$1 million to change that. As of May 1, 2024, three-year pledges (by the end of 2025) are in the \$840,000 area, with additional pro bono services in the \$25,000-\$50,000 range.

**This historic, one-time private/public partnership** between POPS and the City of New Prague is your chance to make a legacy statement about your support of the arts in New Prague.



**“It’s Time!”** is the catch phrase/motto chosen for this effort in New Prague.

Today, we’d like to discuss **why you should get invested and be invested** in supporting the **Praha Outdoor Performance Stage (POPS) Committee** building effort.

The POPS Committee was formed two years ago by the **New Prague Area Arts Council (NPAAC)**, a non-profit group managed through the New Prague School District. In April of 2023, the POPS Committee moved all its activities from the NPAAC to the new **Forward New Prague Foundation (FNPF)**, a 501c3 IRS-approved non-profit organization. All funds donated to the POPS building project are deposited into the FNPF.

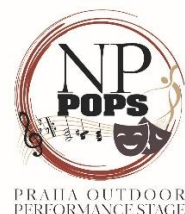
The NPAAC is still actively involved in POPS as many members of the council also serve in a major capacity of the POPS Committee and the FNPF. Finally, the city is providing the land for the POPS facility.

Each year the NPAAC manages Music at the Broz, the Dozinky Variety Show, sponsors a youth art and activities night each spring with the New Prague Area Education Association and makes grants to community arts organizations.

The POPS Committee began formally launched its fundraising campaign in November 2022.

## **What’s Been Accomplished Thus Far...**

- More than \$840,000 in three-year pledges have been garnered, with \$25,000-\$50,000 of pro bono services added to that total. The goal is \$1 million by the end of 2025.
- The City Center area on the northwest side of New Prague was selected by the New Prague City Council as the preferred location for the POPS facility. This is what’s known as the Old Mill Pond/Creamery site.
- Construction could begin as early as the spring of 2025, depending on meeting the fundraising goal and other infrastructure details being coordinated with the city.
- Funds are being collected through the FNPF (noted earlier).



- The POPS Committee has visited a number of outdoor performance sites in several communities and plans to work with the city this summer on a design for POPS.
- Hundreds of potential donors have been contacted to provide funding for POPS.
- Work is beginning on applying for public brick and mortar grants for the facility.

**YOU ARE A LEADER IN THIS COMMUNITY.** Leaders make things happen and others see that leadership and want to be part of something good. We hope you will step forward and contribute significantly to this fundraising effort to help us reach our \$1 million goal.

## **Our Mission Statement**

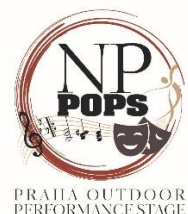
*“To build a multi-purposes outdoor performance facility to celebrate the arts and other community gatherings from music to theatre to dance to visual arts and much more.”*

## **Our Vision Statement**

*“The venue will strive to be an attractive community asset, well-designed acoustically for the performing arts and community gatherings; comfortable for the performers and spectators, accommodating to those with disabilities, and facilitating from small, up to large groups of attendees and performers.”*

## **Why We are Undertaking This Effort**

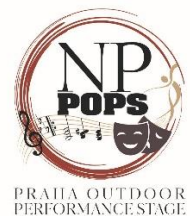
- To complete a long-standing need for this type of venue in New Prague to celebrate the arts.
- To showcase New Prague as a destination arts community that shines a positive light on the community.
- A tent/canopy is not a long-term solution (see next page)







- To collaborate with the city, school, community organizations, other community leaders and arts' groups to build a venue we all can be proud of for decades to come.
- To provide a venue for family entertainment throughout the year, including concerts, theatre and dance productions, church events, family movies, weddings/anniversaries and so much more.



## **Who Will Use the Facility?**

- New Prague Community Band
- Local City Choral Groups
- Music at the Broz Summer Concert Series
- Dance Events
- Theatre Events
- Other Entertainment Events
- Family Events (e.g. “Movie Nights!”)
- Print/Sculpture Art Exhibitions
- Staging for Chamber Events
- NP Historical Society Programs
- Exercise Classes
- Community Education Programing
- Library Programming
- Scout Programming
- School District Activities
- Churches for Special Programming
- Weddings/Anniversary Celebrations
- Special Meetings by Companies/Organizations
- Other Miscellaneous Groups



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## **The POPS Committee Leadership Team**

### **Officers**

- Den Gardner, Chair
- Karen Steinhoff, Vice-Chair
- Bruce Wolf, Treasurer/Financial Officer
- Sandi Loxton, Secretary

### **Additional Leadership Team Members**

- Shannon Allen
- Joe Barten
- Andy Beckius
- Lisa Brusseau
- Shannon Brusseau
- Tony Buthe
- Jon Colling
- Gina Fadden
- Steve Frost
- Pastor Ben Hilding
- Larry Pint
- Eddie Shimota
- Brooke Sticha

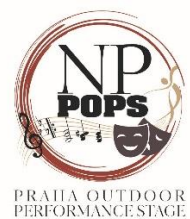


## Location, Location, Location...

After an independent site selection study was completed by Bolton & Menk, the New Prague City Council, after a recommendation of approval of the study by the New Prague Park Board, selected the City Center location. Other sites that were considered were the Sliding Hill Skate Park (across from New Prague High School) and Memorial Park area.



View from the northeast corner looking south and west.





## **Giving Levels of Support and Your Benefits**

Donations are being secured from individuals/families/businesses. Some of these benefits will mean more to a business than a family/individual. At the end of the day, it's a matter of your altruistic reasons to support this effort. Please recall your donation is fully tax-deductible as the Forward New Prague Foundation is a 501c3 nonprofit organization.

To show their commitment to this project, POPS Committee/Forward New Prague Foundation Chair Den Gardner and his wife have pledged \$100,000 to this project. We hope you will consider a major donation for the POPS building project.

Finally, the levels below can be made specifically to tailor to your needs. We are flexible and ready to sit down with you to discuss how we can work together.

### **Diamond -- \$100,000+**

- Diamond signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in all e-newsletters produced by committee
- Recognition on social media platforms
- Inclusion in annual report
- PA announcements at events
- T-shirt recognizing support of POPS
- Tumbler with POPS logo and your name
- Pavers (brick) at site with your name
- Invitation to an annual donor-only recognition event.



## **Platinum -- \$75,000+**

- Platinum signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms
- Inclusion in annual report
- PA announcements at events
- T-shirt recognizing support of POPS
- Tumbler with POPS logo and your name
- Pavers (brick) at site with your name
- Invitation to an annual donor-only recognition event.

## **Gold -- \$50,000+**

- Gold signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms
- Inclusion in annual report
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- T-shirt recognizing support of POPS
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## **Silver -- \$25,000+**

- Silver signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms
- Inclusion in annual report
- PA announcements at events
- T-shirt recognizing support of POPS
- Tumblr with POPS logo and your name
- Pavers (brick) at site with your name
- Invitation to an annual donor-only recognition event.

## **Bronze -- \$10,000+**

- Bronze signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms
- Inclusion in annual report
- PA announcements at events
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## **Patron -- \$5,000+**

- Patron signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms
- Inclusion in annual report
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## **Supporter -- \$2,500+**

- Supporter signage at building site (size TBD)
- Listing on web page
- News release announcing donation
- Feature article/interview on donors as appropriate
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms
- Inclusion in annual report
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## **100 for 100K (100 people donating \$1,000)**

- \$1,000 to be paid by the end of 2025
- 100 for 100K Signage at building site (Size TBD)
- Listing on web page
- News release announcing donation
- Listing in e-newsletters produced by committee as appropriate
- Recognition on social media platforms

In addition to personal/business donations, other fundraising efforts are conducted throughout the year. The car raffle was one example in 2023. A silent auction was also part of a POPS Gala I that year. In 2024, there will be a POPS GALA II concert in October by Mollie B and SqueezeBox with Ted Lange at the Park Ballroom. A silent auction will be part of that event.

## **Your Leadership and Your Giving**

We believe “It’s Time!” to build POPS and the benefits of your giving will be felt by families throughout the New Prague area. We trust your leadership, interest in benevolence in the community and altruism for what’s good and right for New Prague. Your donation, as noted, is tax-deductible through the Forward New Prague Foundation. **You can donate by making your check payable to the Forward New Prague Foundation.**

Please mail to:

**Forward New Prague Foundation  
Den Gardner/Chair  
305 Columbus Ave. South  
New Prague, MN 56071**

For more information, contact Den Gardner at: [dengardner@gandgcomm.com](mailto:dengardner@gandgcomm.com).  
Cell Phone: 612/325-3981. OR go to the web site – [www.nppops.org](http://www.nppops.org).



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