

HORSE PARK PROJECT - COMMITTEES & CHARGES

Proposed Standing Committees:

Steering – Primary rep from

- EG
- AG Council
- Chamber
- CVB
- JCEG
- County Commissioners
- Equine professionals
- competition horsemen
- MSU Extension/4H (4-H Foundation)?
- livestock [non-horse] competitor
- plus each committee chair ?

Tasks

- Develop overall strategy and timeline, schedule meetings
- Develop focuses, recommend lead organizations or persons
- Keep project moving
- Track what other communities are doing
- MSU assistance with student interns, research?

Financing, Governance & Sustainability – Janet Rochefort, Chair

Tasks:

- Business plan for Project
- Research how existing and planned parks are funded; can we obtain raw data from MEP survey?
- Develop possible ownership/stewardship scenarios: is a separate organization formed? Are we a task force? Committee? Non-profit Entity? For-profit entity?
- Develop prospective corporate sponsors: (1) within equine industry, (2) Michigan tourism industry, (3) Michigan businesses, (4) Other livestock associations, (5) Other Ag related businesses (i.e. John Deere, boat manufacturers, trade associations, etc.)++
- Determine availability of EDA, USDA and MDA assistance with funding options for construction and infrastructure
- Beginning of budget process – once probable start-up and operational costs are determined, corporate participation levels can be determined

++ Marketing Committee will also be developing these prospective sponsor lists, so possible joint meetings on that topic only.

Site Selection/Acquisition – Karen Dunigan, Chair

Tasks:

- **Research & compare existing and planned facilities**
- **Develop realistic list of shows, then research those associations for class types, etc.**
- Need competitive horsemen on this committee
- Work with Jackson County GIS staff for land availability and planning
- **Keep Facility Profile (from MEP study) in mind at all times**
- Research ways to interconnect Horse Park – Pari-mutuel Track (Gracewill Pines location) and Waterloo Recreation Area/Waterloo Hunt Club [i.e., Henrietta township group working on abandoned railway for trails]
- Contact developers of existing facilities, if possible, for input

Joint work with Facilities Design committee – is this a free-standing committee or sub-committee of Site Selection? Can we obtain data from MEP from their in-person visits and any raw data from the feasibility study? (Roni e-mailed MEP with ?? 9/17/08)

Marketing Committee – Kathryn Ring, Chair

QUICK START TASKS

- Need working name, initial marketing materials
- PowerPoint and brochures for Speakers Bureau
- Post cards for general mailing – funding?
- Website with links to all organizations
- Develop general public online survey – Note: Survey Money account already exists- business and group mini-surveys ready to launch.
- Develop initial media release regarding online surveys and general interest response
a.s.a.p.

Marketing – Equine Professionals

This would be a sub-committee whose primary task is to generate and enlist corporate and professional buy-in, assistance, mailing lists, and sponsorship potential, as well as sponsorships (from their suppliers, etc). **Vital to show wide industry support, but this will be the same folks for all the proposed sites.** This group would work with Finance Committee on prospective sponsors.

- Database started for Michigan equine-related businesses, needs to be flushed out (email, addresses, etc)
- Brainstorm fund-raising activities that could be easily packaged for other groups to use
- Get contacts information for all professional organizations, nationally and internationally
- Develop informational piece for first contact (this could be a letter, website, special events, booth at their professional show, whatever)
- Marketing to other livestock groups could logically fall into this group's activities

Marketing – General Public & Associated Agri-Business

- Same points as above – especially vital for wide-spread community and regional support.

Facilities Design – Dave Lutchka, Chair

Horsemen reps

Other Agri-business reps

Farm Bureau

Someone who produces events on a large basis

Someone from each of the sponsoring organizations: AG Council, CVB, Chamber, JCEG and EG

Tasks:

- **Keep Facility Profile (from MEP study) in mind at all times**
- Research ways to interconnect Horse Park with existing horse facilities: Pari-mutuel Track and Waterloo Recreation Area/Waterloo Hunt Club, etc.
- Contact developers of existing facilities, if possible, for input
- Contact or research types of buildings, floorings etc. needed
- Consider any and all alternatives for programming and funding, including alternative energy, educational programs, etc.