



Community Development Authority Agenda
Hobart Village Offices; 2990 S. Pine Tree Rd, Hobart, WI
Wednesday, January 25, 2017 - 4:00 pm

www.hobart-wi.org; www.buildinhobart.com

1. CALL TO ORDER; ROLL CALL

2. VERIFY/MODIFY/APPROVE MEETING AGENDA

(Note: Approval of agenda does not prohibit items being taken out of order via motion)

3. APPROVAL OF PREVIOUS MEETING MINUTES: November 30, 2016.

4. COMMITTEE BUSINESS

Discussion and possible recommendation re:

- A. LPGA Marketing
- B. Wayfinding Sign Locations
- C. General Development Updates.
- D. Other items brought forth by Committee members.

5. MEETING ADJOURNMENT

Posted this **20th day of January, 2017 at approximately 5:00 pm** at Hobart Village Office, 2990 S. Pine Tree Rd and on the village homepage website www.hobart-wi.org

* Any person wishing to attend, who, because of disability requires special accommodations, should contact the office at 869-1011 with as much advanced notice as possible.

** Notice is hereby given that action by the Committee may be considered and taken on any of the items described or listed in this agenda

*** There may be a quorum of the Village Board of Trustees in attendance at this meeting.

AUTHORITY MEMBERS

Bart Schultz, Resident, (Chair)
Ed Kazik, Trustee,
Deb Schumacher, Trustee
Dave Landwehr, Resident
Kate Sterckx, Resident
Bob Ross, Resident
Terri Sullivan, Resident
Dennis Reim, Technical Liaison
Andrew Vickers, Administrator (ex-officio)

[Community Calendar](#)

[Village Website](#)



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Wednesday, November 30, 2016 – 4:00 pm

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1. **CALL TO ORDER; ROLL CALL** The meeting was called to order by Bart Schultz at 4:00pm. Present: Bob Ross, Dave Landwehr, Ed Kazik, Debbie Schumacher, Dennis Reim, Adam Ruechel, Bart Schultz, Kate Sterckx.
2. **VERIFY/MODIFY/APPROVE MEETING AGENDA.** Motion by Ed Kazik, second by Bob Ross, to approve the meeting's Agenda. Motion carried unanimously.
3. **APPROVAL OF PREVIOUS MEETING MINUTES:** Motion by Ed Kazik, second by Dave Landwehr to approve the minutes of September 28, 2016. Motion carried unanimously.
4. **COMMITTEE BUSINESS**
Discussion and possible recommendation re:
 - A. Restaurant Outreach Strategies.
The CDA reviewed a packet to attract potential restaurants that includes an intro letter, map and demographic information. Also, discussed was the VV interchange and how that will affect the development.
 - B. Arketype Pictures/Drone Video.
The CDA reviewed drone shots of the northern and southern Hobart developments. Social media is being created to use in the "buildinhobart" website.
 - C. General Development Updates.
Staff had a meeting with a property owner interested in selling their property to the Village. They have 80-95 acres in total that they are looking to sell. Some of the acreage has restricted airspace by the airport. Discussions will continue with the resident. The Village does have a few businesses that are looking for acreage in the Village.
 - D. Other items brought forth by Committee members. None at this time

5. MEETING ADJOURNMENT

Motion made by Bart Schultz, second by Bob Ross, to adjourn. Motion carried unanimously. The meeting adjourned at 4:45pm.



THORNBERRY CREEK
LPGA CLASSIC

◆ ◆ ◆ ◆ ◆ ◆

FOUNDING PARTNERSHIP OPPORTUNITY



WINNERS DON'T
CHASE. THEY
LEAD THE PACK

STACY LEWIS



ABOUT THE TOURNAMENT

The inaugural Thornberry Creek LPGA Classic will be held in Oneida, Wisconsin July 3-9, 2017. One of 33 LPGA tournaments held throughout the world, the Thornberry Creek LPGA Classic will attract 144 of the world's best golfers to compete at the Official Golf Course of the Green Bay Packers.

DATE	July 3 rd - 9 th , 2017
VENUE	Thornberry Creek at Oneida Official Golf Course of the Green Bay Packers
FIELD	144 LPGA Professionals
PURSE	\$2,000,000
TV COVERAGE	8-10 hours of event coverage on NBC's The Golf Channel
CHARITY	Oneida Nation Foundation

ABOUT THE LPGA TOUR

The Ladies Professional Golf Association (LPGA) was founded by 13 revolutionary women in 1950. Their vision - which still powers the organization today - was to inspire, empower, educate and entertain by showcasing the best female golf professionals in the world.

Each week the LPGA celebrates women's achievements, strives to inspire girls and women around the world to attain their full potential, and positively impacts the communities it touches. The LPGA bases its business on three important tenets - Global Reach, Partnership and Responsibility.



LPGA TOUR MOMENTUM

177%

Social & Digital following
up by 177%

17M

Unique visitors to
LPGA.com

\$62M

In purse money, +46% VS 2010

18/14

18 new title sponsors and 14
marketing partners in 3 years

\$1M

CME Globe winner prize
fund. Largest in Women's Golf

8

LPGA across 8 different
social channels

170+

Television Partners from
170 different countries

16%

Viewership up by 16%
VS 2013

10

Sponsors from ten
different countries

235

Fans from 235 countries
visit the LPGA website

2M+

Viewers in the U.S.
per week

2009

Highest YTD viewership on
Golf Channel since 2009

410

Hours of tournament
coverage in 2015



AT HOME ON THE
GREENS. DON'T
LET ME **POUNCE**

LYDIA KO

FOUNDING PARTNER OPPORTUNITY

FOUNDING PARTNER

As a Founding Partner, this opportunity plays a major role in supporting the Thornberry Creek LPGA Classic and offers premium marketing exposure, client engagement, and on-course branding opportunities.

Partnership Benefits:

- Category Exclusivity
- National Commercial(s) on NBC's Golf Channel during tournament broadcast
- Invitation and Recognition at Media Day
- Recognition as Founding Partner at the Opening Night Draw Party
- Invitation and Recognition at the 18th Green Trophy Presentation
- Three (3) Pro-Am Foursomes
- Twenty Four (24) Room Nights at the Radisson Hotel
- Ten (10) Additional Invitations, inclusive of a guest, to the Opening Night Draw Party and Pro-Am Awards Party
- Private Skybox at the 18th Green for 50 people each day (Thurs - Sun) **Food & Beverage Options available for purchase through Tournament Caterer*
- Table of Ten (10) reserved inside the Clubhouse, inclusive of food and beverage
- Twenty Five (25) Clubhouse Weekly Badges (Thurs - Sun), food and beverage available for purchase inside clubhouse
- 250 Single Day Grounds Tickets (valid any one day)
- Ten (10) Weekly VIP Parking Passes (Thornberry Creek Clubhouse Lot)
- One (1) Tee Fence Sign
- One (1) Full Page Ad in the Tournament Program
- Electronic Scoreboard Ad Rotation
- Inclusion in Tournament Marketing Collateral: posters, press releases, etc.
- Inclusion on the Tournament Sponsor Board
- Inclusion in Tournament Social Media outlets
- Recognition on the Official Tournament Website, including link to partner's website

Investment: \$250,000





For further information, please contact Kelly McAnally
Kelly.McAnally@img.com

Possible Wayfinding Sign Locations

Location #1



Location # 2



Location # 3

