

**MINUTES FOR BOARD OF ALDERMEN WORK SESSION**  
**February 27, 2024**  
**6:30 PM**

The following elected officials were present: Mayor Beaty, Alderman Milton, Alderman Withers, Alderman Cloninger, Alderman Martin and Alderman Cearley.

The following Staff members were present: Ben Blackburn Interim Town Manager; Robbie Walls, Police Chief; Lanny Smith, Electric Director; Jonathan Newton, Finance Director; Bill Trudnak, Public Works Director; Tom Hunn, Town Attorney; Earl Withers, Fire Chief; Sonny Gibson, Electric Supervisor; Lindsey Tysinger, Planner; Sarah Ballard, HR Director/Town Clerk; Zack Foreman, Assistant Public Works Director, and Alex Wallace, Parks and Recreation Director.

Mayor Beaty called the meeting to order at 6:30 pm.

The Mayor then had Alderman Milton open with a prayer and the Pledge of Allegiance to the Flag.

At this time, the Mayor asked if there were any additions or deletions to the agenda. There were four deletions and two additions. Alderman Cloninger made a motion to approve the agenda with the additions and deletions, seconded by Alderman Martin and carried unanimously.

**New Business:**

*Item 3A Consideration for Setting a Special Meeting for Water and Sewer Infrastructure*

Town Staff has requested to set a Special Meeting regarding the Water and Sewer infrastructure needs of the Town.

The Board set a special meeting for March 12<sup>th</sup> at 5:30pm to discuss water and sewer infrastructure needs.

*Item 3B R5 Zoning Discussion*

Nolan Groce, former Development Services Director for the Town, will be in attendance to address the questions and concerns the Board has in regards to the R5 Zoning.

Mr. Groce answered all questions that the Board had concerning the R5 Zoning and gave them a clear and better understanding.

*Item 3C Presentation of Dallas CORE Project by Jeff Emory*

Jeff Emory, the Community Economic Development Planner for the NC Department of Commerce, will be in attendance to present the CORE Project to the Board. The slides and the MOU Resolution example are attached. If approved, the Resolution will be on the Consent Agenda at the March 12<sup>th</sup> Meeting.

Mr. Emory gave handouts to the Board showing services that are provided by using the CORE program. Mr. Emory answered the Boards questions. If the Board chooses to proceed with the program, then the Board would approve the MOU and the Resolution at the next Board meeting (See Exhibit 3C, 1-18).

*Item 3E Revised Parks and Rec Sponsorship Packet*

The Parks and Recreation Director has drafted a proposed Sponsorship Packet for businesses or organizations that would want to sponsor a Community Event or be a Youth Sport Sponsor. Attached is a draft of the proposed Sponsorship Packet (See Exhibit 3E, 1-4).

The Parks and Rec Director presented the revised packet to the Board to look over and discuss. There was discussion between the Board and Staff. No action was taken at this time.

*Item 3F Full Time Deputy Town Clerk Position*

The Mayor will present the topic of a Full Time Deputy Town Clerk position to be added to the Town for employment. Attached is a Draft copy of the duties associated with this position.

The Mayor presented the item to the Board for discussion. The Board asked questions and suggested a different position name and duties for this position. The Board decided to have Staff put this position in the up-coming 24-25 budget (See Exhibit 3F, 1-2).

*3H Veterans Day Parade Discussion*

The Mayor will present to the Board for discussion the item of a Veterans Day Parade in November.

A representative from the Gaston County Veterans Association was in attendance to ask the Board to consider holding their annual Veterans Day Parade in Dallas this year instead of Gastonia because of an increase in the rates that they have been paying to Gastonia. After discussion between the Board, Staff, and the representative, the Board agreed to hold the parade in Dallas and include it with the Towns annual Veterans Day Event that is held at the Courthouse.

*Item 3J Contribution to the Walker Hayes Memorial Walk*

The topic of donating funds to the Walker Hayes-Walk to Remember- Scholarship fund, was brought back for discussion. The Town Attorney said that the Town could not donate funds to this cause unless it directly benefited the Town. The Staff suggested that the Employees of the Town donate money to the scholarship fund if they wish to in memory of Walker.

*Item 3K Color Run*

The Mayor presented the item of the Town hosting a Color Run along with Gaston College on September 21<sup>st</sup> of this year. The run would begin at Gaston College and end at Cloninger Park with vendors. This would be a certified run. More details will be brought back at a later time.

**Closed Session-The Mayor has requested to hold two Closed Sessions:**

NCGS §143-318-11(6) and NCGS §143-318-11 (5).

Alderman Cloninger made a motion to go into the first closed session, seconded by Alderman Cearley and carried unanimously (8:34).

Discussion only. No action was taken.

Alderman Cloninger made a motion to go out of the first closed session, seconded by Alderman Martin and carried unanimously (8:59).

Alderman Cloninger excused himself for the second closed session.

Alderman Withers made a motion to go into the second closed session, seconded by Alderman Martin and carried unanimously (9:00).

Discussion only. No action was taken.

Alderman Withers made a motion to go out of the second closed session, seconded by Alderman Martin and carried unanimously (9:22).

Alderman Withers made a motion to adjourn, seconded by Alderman Martin and carried unanimously (9:22).

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Hayley Beaty, Mayor

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Sarah Ballard, Town Clerk

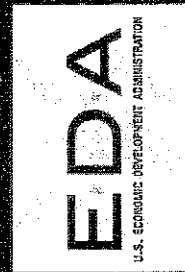
# CREATING INDOOR RECREATION ECONOMICS (CORE)

North Carolina Department of Commerce  
Main Street & Planning Center



NORTH CAROLINA  
DEPARTMENT  
OF COMMERCE

Enabling the possibilities  
Economic  
Development Administration



# Town of Dallas

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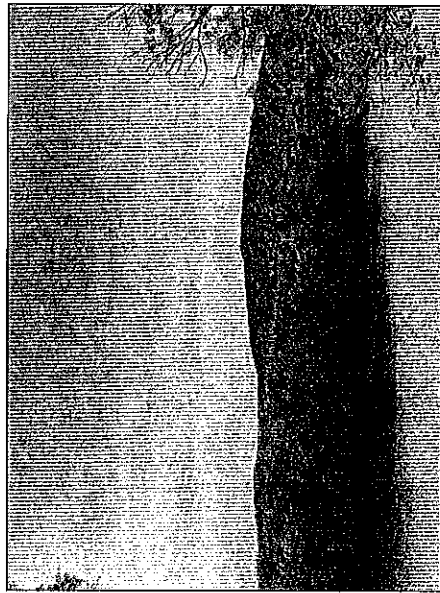
## NC Commerce Main Street and Rural Planning Center

Jeff Emory, Community Economic Develop Planner, Southwest Prosperity  
Zone



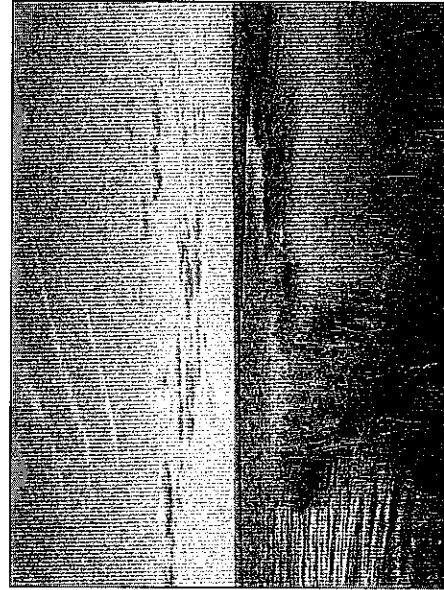
NORTH CAROLINA  
DEPARTMENT  
COMMERCE

# CREATING OUTDOOR RECREATION ECONOMIES (CORE)



Technical Assistance – Outdoor Recreation  
Economy Strategic Planning and Asset  
Development

Help rural communities leverage natural assets  
to increase economic opportunity through the  
outdoor recreation economic sector.



# Definition of Outdoor Recreation

All recreational activities undertaken for leisure that occur outdoors, with an emphasis on those activities that involve some level of intentional physical exertion and occur in nature-based environments.

- Broad: All recreational activities undertaken for pleasure that occur outdoors (such as visiting the beach).
- Narrow: Recreational activities undertaken for pleasure that generally involve some level of intentional physical exertion and occur in nature-based environments outdoors (such as camping).
- Natural Amenity Based Recreation – Primary Focus - recreation dependent on a particular natural and culture environment (ex. fishing in a river or kayaking in a lake).
- User Oriented Recreation – Secondary Focus - recreation that can generally be provided in any location given the dedicated space (ex. disc golf or jogging along a route through town),

Team sports, ball fields, and playground equipment is generally not the focus of this planning effort.

# What activities are included in an outdoor recreation economy?

- Hiking/Walking
- Biking
- Fishing/Hunting
- Canoe/Kayaking
- Motorized Boating
- Birdwatching/Nature Viewing
- Camping
- SO MANY MORE!
- What is possible in your community?

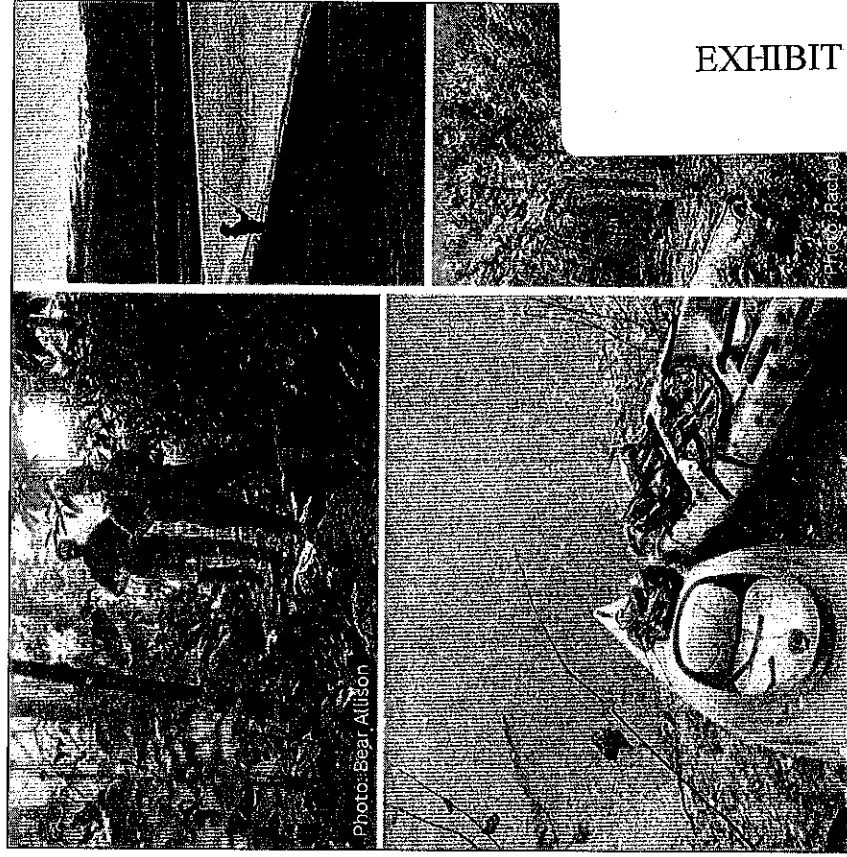


EXHIBIT 3C-5



# Outdoor Recreation Economic Statistics

## Outdoor Recreation Is A Big Economic Driver in NC

- **\$11.8 Billion** in total **Outdoor Recreation Value Added economic impact** within North Carolina (BEA ORSA 2021).
- **130,000 direct jobs** statewide in the Outdoor Recreation Satellite Account categories (BEA ORSA 2021).
- Resulted in **\$5.9 Billion in wages and compensation** for North Carolina workers.
- In 2017, Outdoor Recreation in NC resulted in **\$28 Billion in total consumer spending**.

# Primary Focus Areas for Outdoor Recreation Economy Building

- Tourism and Hospitality
- Small Business Development
- Quality of Life Improvements for Residents
  - Improved Health
  - Workforce talent recruitment - People want to live and work in areas with recreational opportunities AND outdoor recreation businesses need employees!
- Manufacturing and Supply Chain
- Outdoor Recreation Infrastructure Development (trails, facilities, amenities, etc.)
- Fostering an Outdoor Recreation Culture in your community
  - Placemaking; Branding; Culture
  - CATALYST!
- All components are interconnected – outdoor rec. economy planning focuses on an ecosystem approach where each component helps to strengthen the system

# Project Highlights

- 1. Introduction of CORE Program
- 2. Governing Body Adopt MOU and Resolution
- 3. Formation of Workgroup
- 4. Workgroup Survey
- 5. Citizen Survey
- 6. Workgroup Monthly Meetings
- 7. Creation of Vision Statement
- 8. Development of Workplan
- 9. Final Plan Adoption
- 10. Implementation



**How can your community leverage outdoor recreation for increased economic opportunity and quality of life enhancement for residents???**

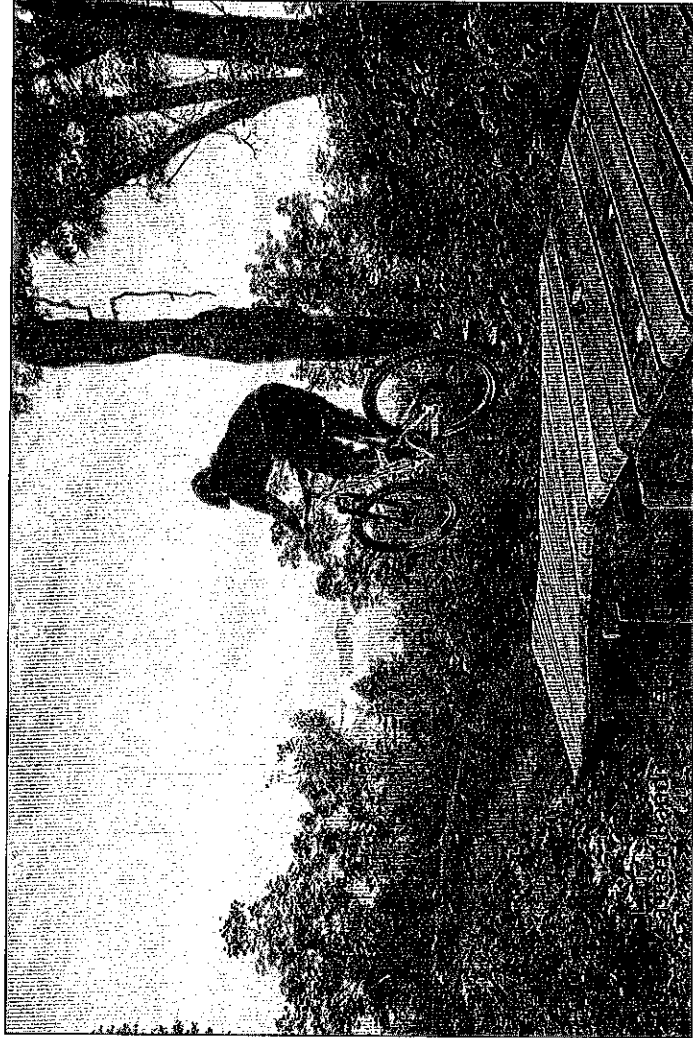
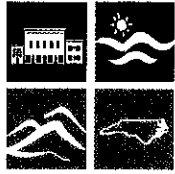


Photo: Cape Fear River



# MS&R.

NC MAIN STREET & RURAL PLANNING CENTER  
DEPARTMENT OF COMMERCE

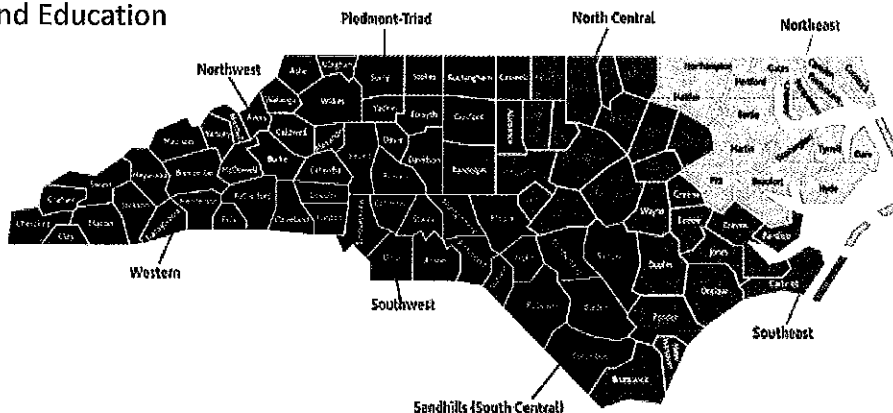
EXHIBIT 3C-10

The NC Main Street & Rural Planning Center works in regions, counties, cities, towns, downtown districts, and in designated North Carolina Main Street communities, to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business growth, and jobs.

## Who We Are

The NC Main Street & Rural Planning Center (MS&RP Center) is part of the N.C. Department of Commerce, the state's lead agency for workforce, community, and economic development. In this capacity, the MS&RP Center provides downtown revitalization and planning assistance to communities across the state primarily in the area of economic development planning. The MS&RP Center has offices throughout the state, in the West (Asheville and Sylva), Northwest (Morganton), the Piedmont (Winston-Salem), Southwest (Albemarle), North Central (Raleigh and Clayton), South Central (Fayetteville), and the East (Greenville, Morehead City, and Wilmington). Recognizing that economic prosperity is the number one priority in most communities, our experienced staff partners with community leaders to add value to their economic development efforts through a variety of services and assistance.

- Strategic Economic Development Planning
- Implementation Services
- Local and Regional Market Analysis
- Small Area Planning for High Impact Areas
- GIS and Custom Mapping
- Training and Education
- Administer the Main Street America™ Program in NC
- Grants and Funding Guidance
- Downtown Design Services
- Economic Development in the Context of Historic Preservation



**TO LEARN MORE ABOUT THIS PROGRAM, CONTACT:**

**Liz Parham, Director NC Main Street & Rural Planning Center**

**4346 Mail Service Center, Raleigh, NC 27699-4346 919-814-4658 lparham@nccommerce.com**



## Rural Planning Program

Part of the NC Main Street & Rural Planning Center (MS&RP Center), the Rural Planning program works with municipalities, county governments, and other organizations in rural areas to provide strategic economic development planning and implementation services, technical support, and training. Such services help communities prepare for and respond to potential economic growth opportunities in ways that improve quality of life and prosperity, build community capacity, and maintain the character of rural areas.

Rural Planning program staff located in North Carolina's eight Prosperity Zones facilitate economic development planning for communities and have developed relationships with local leaders in all 100 counties. Prosperity Zone planners work in regions throughout the state: the West (Sylva), Northwest (Morganton), Piedmont-Triad (Winston-Salem), Southwest (Albemarle), North Central (Clayton), Sandhills/South Central (Fayetteville), Northeast (Greenville), and Southeast (Morehead City). Other Rural Planning program staff are based in Asheville, Raleigh, and Wilmington.

## Services and Assistance Provided

### Strategic Economic Development Planning and Implementation Services

- Community economic development assessments
- Five-year strategic plan and program development
- One-day strategic planning workshops
- Implementation plan development
- Resource identification

**NEW: Economic Recovery Planning Services**

**Creating Outdoor Recreation Economies (CORE)**

### Technical Support

- Community economic opportunities mapping and analysis
- Local policy and ordinance review related to economic development
- Custom GIS mapping
- Other economic development planning assistance

### Training and Education

- Workshops and other regional and statewide training opportunities (*ask us about Leverage NC*)
- Community-specific training for project development and implementation
- Research and information sharing

**TO LEARN MORE ABOUT THESE SERVICES, CONTACT:**

**Jeff Emory, Community Economic Development Planner**

**Southwest Prosperity Zone**

**Jeff.emory@nccommerce.com 704-984-3666**

N.C. Department of Commerce  
 Rural Economic Development Division  
 NC Main Street & Rural Planning Center  
 Rural Planning Program



**MEMORANDUM OF UNDERSTANDING  
 CREATING OUTDOOR RECREATION ECONOMIES (CORE) PROJECT  
 Town of Dallas, NC**

This Memorandum of Understanding (MOU) is entered into by and between the North Carolina Department of Commerce, Rural Economic Development Division, Main Street & Rural Planning Center, Rural Planning Program ("Program"), and the *Town of Dallas*, NC, and together the "Parties," for the purpose of setting out the terms and understandings between the Parties for the Program to provide Creating Outdoor Recreation Economies services to the Town of Dallas.

**WHEREAS**, as part of the North Carolina Department of Commerce, the state's lead agency for promoting economic development and prosperity, the Program provides services and assistance to add value to local community economic development efforts.

**WHEREAS**, through its American Rescue Plan Travel, Tourism & Outdoor Recreation program, the U.S. Economic Development Administration focused resources to accelerate the recovery of communities that rely on the travel, tourism, and outdoor recreation sectors. This included a non-competitive "State Tourism Grant" to help states quickly invest in marketing, infrastructure, workforce, and other projects to rejuvenate safe leisure, business, and international travel.

**WHEREAS**, as part of North Carolina's successful request for a State Tourism Grant, the Program developed a technical assistance initiative to provide outdoor recreation economy strategic planning and asset development services to rural North Carolina communities. The initiative, Creating Outdoor Recreation Economies ("CORE"), is intended to leverage the abundant outdoor recreation assets available across the state to bolster local economic vitality.

**WHEREAS**, the Town of Dallas applied to receive CORE services and subsequently met with the Program to identify the strategic planning process, asset development and other plan implementation services, and work products that would suit the Town's needs ("CORE Project"), including the roles and responsibilities of the Parties, the involvement of other partners, as well as the projected timeframe to complete the CORE Project.

**WHEREAS**, the mission of the NC Main Street & Rural Planning Center, which includes the Program, is to work in regions, counties, cities, towns, downtown districts, and designated North Carolina Main Street communities to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business growth, and jobs. To further that mission, the Program may share successful "best practices" with other communities when appropriate. In this context, relevant materials produced from the project and economic outcomes may be shared with other communities, as needed.

**The Program and Town of Spencer agree as follows:**

**1. Scope of Work**

***Primary Services***

The primary services to be provided by the Program for Town of Dallas's CORE Project include the following:

**A. Outdoor Recreation Asset Mapping**

Map Dallas's outdoor recreation assets along with relevant businesses to identify gaps and opportunities in assets and resources. Identifying assets and opportunities will benefit Dallas in its efforts to leverage outdoor recreation as an economic development tool.

**B. Outdoor Recreation Economy Strategic Planning**

**Community Assessment**

The Program will facilitate assessment meetings with a local work group to include, but not be limited to:

- 1) Presentation of general information about the outdoor recreation economic sector, as well as relevant outdoor recreation economy and other data.
- 2) Discussion of local outdoor recreation assets and how they relate to the local economy.
- 3) Presentation and discussion of results of interviews, surveys, and other input gathered during the Community Assessment from the local work group and stakeholders regarding outdoor recreation and the economy.

**Development of an Outdoor Recreation Economy Strategic Plan**

Following the Community Assessment, the Program will work with the local work group and the Town of Dallas staff to develop a strategic plan focused on the local outdoor recreation economy. The Community Assessment will inform the identification and development of an outdoor recreation economy-building positioning statement/vision, strategies, goals, objectives, actions/projects, and tasks that will comprise the outdoor recreation strategic plan.

- C. Asset Development and Other Plan Implementation Services –** Once the Outdoor Recreation Asset Mapping, if applicable, and the Outdoor Recreation Economy Strategic Planning have been completed, the Program will work with the Town of Dallas staff, the local work group, and other project partners, to determine the asset development and plan implementation services that may be the most beneficial for the community's outdoor recreation economy-building efforts, potential resources for acquiring such services, and the timeframe(s) within which the services should be pursued.

***Town of Dallas Roles and Responsibilities***

- A. Local Work Group –** The Town of Dallas will be responsible for assembling a local work group to participate in the CORE Project. The local work group may include, but is not limited to, elected officials, municipal or county staff, local business owners/operators,



representatives of organizations with an interest in the outdoor community, and other interested residents.

- B. Meetings – The Town of Dallas will be responsible for providing or otherwise securing meeting space for the local work group and other activities related to the CORE Project. If local work group meetings and/or other CORE Project activities must be conducted virtually, using an internet-based video conferencing platform, for example, Town of Dallas will be responsible for ensuring participants are able to access and attend such meetings.
- C. Meeting Materials and Other Information – The Town of Dallas will share the meeting agenda, relevant maps and other images, documents, and plans electronically with the Program and all CORE Project participants.

***Project Staff***

Jeff Emory, Community Economic Development Planner for the Southwest Region, is the Program staff member assigned to lead the CORE Project.

Alex Wallace, Parks and Recreation Director, will be the Town of Dallas's primary contact for the CORE Project.

***Proposed Project Timeline***

The CORE Project is planned to begin in March of 2024 and to be completed by the end of August 2024.

***Project Schedule Tasks***

- 1) Asset Mapping
- 2) Community Assessment
- 3) Strategic Planning
- 4) Asset Development and Other Implementation Projects

***No Cost for Services***

The Program will provide its CORE Project services (including Program staff time, materials, and travel costs), and final project work products at no cost to the Town of Dallas, thanks to the State Tourism Grant from the U.S. Economic Development Administration.

***Next Steps***

The CORE Project will be scheduled to begin upon receipt by the Program of this signed MOU and a signed resolution to request Program services for the CORE Project (sample resolution attached) adopted by the Town of Dallas Board of Aldermen.

**2. Effective Term and Termination of MOU**

This MOU will be effective on the date the last of the Parties executes it through December 31, 2025. This MOU is subject to modification at any time upon written amendment signed by the

Parties. In the event of staff turnover, budget reductions, or other unfo. however, the Program may be compelled to place a project in an indefinite "hold" status until replacement staff resources can be secured. In rare cases, where very specialized staff skills are unable to be replaced, the project commitment may be terminated by the Program. Projects may also be reprioritized consistent with department or division policies.

### **3. Funding**

The Program will provide its CORE Project services, including Program staff time, labor, materials, and travel costs, as well as project work products produced by the Program, at no cost to the Town of Dallas, thanks to the State Tourism Grant from the U.S. Economic Development Administration.

### **4. Auditing**

The records as they relate to this MOU shall be accessible to the North Carolina State Auditor's Office in accordance with N.C. Gen. Stat. §147-64.7 and to any other State or federal entity authorized to conduct audits with respect to activities performed pursuant to this MOU.

### **5. Information Sharing/Confidentiality**

To facilitate necessary information sharing and cooperation in fulfilling the purpose of this MOU, the Parties agree that they will protect all confidential information provided to them by the other Party in accordance with applicable state and federal statutes. Those employees who receive confidential information will be limited by the Parties to those who need access to it for the purpose of carrying out the functions outlined in this MOU and confidential information shall not be disclosed to third parties for any purpose, except when required by law.

### **6. Notices**

All notices given in connection with this MOU shall be in writing and, if routine, may be sent by email and, if requested, followed by first class United States mail, postage prepaid, or sent by certified mail, return receipt requested, hand delivered, or delivered by overnight courier. Notices shall be delivered to the appropriate Parties to the addresses set forth below.

#### **PROGRAM:**

Karen Smith, AICP, Rural Planning Program Manager  
NC Main Street & Rural Planning Center  
48 Grove Street  
Asheville, NC 28801  
[ksmith@commerce.nc.gov](mailto:ksmith@commerce.nc.gov)

Alex Wallace, Parks and Recreation Director  
Town of Dallas  
210 N. Holland St.  
Dallas, NC 28034  
[awallace@dallasnc.net](mailto:awallace@dallasnc.net)

**7. Governing Law**

This MOU is governed and construed in accordance with the laws of the State of North Carolina.

**(THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK)**

**8. Signatures**

The Program and the Town of Dallas agree to the foregoing understandings as indicated by the signatures below of their respective authorized representatives, on duplicate originals.

**NORTH CAROLINA DEPARTMENT OF COMMERCE  
RURAL ECONOMIC DEVELOPMENT DIVISION  
NC MAIN STREET & RURAL PLANNING CENTER  
RURAL PLANNING PROGRAM**

\_\_\_\_\_  
Karen C. Smith, AICP  
Rural Planning Program Manager

\_\_\_\_\_  
Date

**TOWN OF Dallas, NC**

\_\_\_\_\_  
Hayley Beaty, Mayor  
Town of Dallas

\_\_\_\_\_  
Date

**Please sign, date, and return one original, by email or U.S. mail, to:**

Karen Smith, Rural Planning Program Manager  
NC Main Street & Rural Planning Center  
48 Grove Street  
Asheville, NC 28801  
[ksmith@commerce.nc.gov](mailto:ksmith@commerce.nc.gov)

**Please also send a signed copy, by email or U.S. mail, to:**

Jeff Emory  
206 Julia Drive  
Lincolnton, NC 28092  
[Jeff.emory@commerce.nc.gov](mailto:Jeff.emory@commerce.nc.gov)



Resolution Requesting Creating Outdoor Recreation Economies (CORE) Services from the NC Main Street & Rural Planning Center, Rural Planning Program

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**WHEREAS**, the Town of Dallas, NC Board of Aldermen believes the Town would benefit from assistance with outdoor recreation economy strategic planning and asset development; and

**WHEREAS**, the NC Main Street & Rural Planning Center's Rural Planning Program ("Program") has developed the Creating Outdoor Recreation Economies (CORE) initiative to provide outdoor recreation economy strategic planning and asset development services to rural communities in North Carolina; and

**WHEREAS**, the Town of Dallas Board of Aldermen would like the Program to provide CORE services to the Town of Dallas; and

**WHEREAS**, the Town of Dallas and the Program have reached agreement on the scope of work for Town of Dallas' CORE project, as outlined in the attached Memorandum of Understanding.

**NOW THEREFORE BE IT RESOLVED**, that the Town of Dallas Board of Aldermen hereby requests that the Program assist the Town of Dallas with its CORE project and expresses its commitment to the CORE planning process and plan implementation

Duly adopted by the Town of Dallas, NC Board of Aldermen. this the 12<sup>th</sup> day of March, 2024.

Attested By:

\_\_\_\_\_  
Hayley Beaty, Mayor

\_\_\_\_\_  
Sarah Ballard, Town Clerk

(SEAL)

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## **2024 Town of Dallas Parks and Recreation Sponsorship Packet**

### ***How Sponsoring Town of Dallas Community Events and Youth Athletics will Benefit Your Company:***

- Great publicity for your business/organization
- Relationship building with Participants & Attendees
- Helping to offer affordable & quality family friendly programs to our community.

#### **Concert Series Sponsor - Gold Sponsor \$5,500**

- Name/Logo on stage for all of our monthly concerts.  
(May 11, June 8, July 4, August 10, August 24, September 14)
- Verbal Recognition at all of our Concert Series
- Name/Logo on social media and Town's website for each monthly event.
- 10x10 vendor space at each event for the Concert Sponsor

#### **Single Event \$1,000**

- Your choice of concert (first come; first served)  
(Options: May 11, June 8, July 4, August 10, August 24, September 14)
- Verbal Recognition at the event of your choice
- Name/Logo on stage, social media, and Town's website
- 10x10 vendor space

#### **Trick or Treat on the Square Sponsor \$150- Thursday, October 31, 5:00pm**

- Name/Logo on social media and City's website.
- 10x10 vendor space

#### **Carols on the Square Sponsor \$150- Friday, December 6, 6:30pm**

- Name/Logo on social media and City's website
- 10x10 vendor space

#### **Christmas Parade Sponsor \$150- Sunday, December 8, 3:00pm**

- Banner on Santa's float
- Name/Logo on social media and City's website



## Youth Athletics Sponsorship

### **Yearlong Sponsorship \$1,800**

- Logo on ALL team jerseys for every season for one year (baseball, soccer, and basketball)
- 8x10 team photos
- Logo on promotional opportunities
- One of our team's jerseys from each sports season with your logo on it
- Recreation can provide up to two banners that we will put on our ballfield fence for one year. Your banner will also be in the Dallas Gym during basketball season.

### **Youth Sports Season Sponsorship \$725**

- Logo on ALL team jerseys for one season of your choice (baseball, soccer, and basketball)
- 8x10 team photos
- Logo on promotional opportunities
- One of our team's jerseys with your logo on it
- For baseball, basketball, or soccer season
- Recreation can provide up to two banners that we will put on our ball-field fence for one season. Your banner will also be in the Dennis Franklin Gym during basketball season.

### **Team Sponsorship- Soccer \$300, Basketball \$150, Baseball/Softball \$275**

- Logo on team jerseys for **one** team for a season of your choice (baseball, soccer, or basketball)
- 8x10 team photo
- For baseball, basketball, or soccer season
- Recreation can provide one banner that we will put on our ballfield fence for one season. Your banner will also be in the Dennis Franklin Gym during basketball season.

**\*\* We will be glad to work with your organization to create a customized package that will fit your current goals to market your brand to our audience. \*\***



### Sponsorship Letter of Intent

**Business/Organization/Individual Name:** \_\_\_\_\_  
**Contact Person's Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City, State, Zip:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_  
**Facebook Page Name:** \_\_\_\_\_  
**Instagram:** \_\_\_\_\_

**Community Events Sponsorship Options (check all that apply):**

- Concert Series Sponsor \$5,500
- Concert Single Event \$1,000
- Trick or Treat on the Square Sponsor \$150
- Carols on the Square Sponsor \$150
- Christmas Parade Sponsor \$150

**Youth Sports Sponsorship Options (check all that apply):**

- Yearlong Sponsorship \$1,800
- Season Sponsorship \$725 (indicate sport season): \_\_\_\_\_
- Individual Team Sponsorship (check all that apply)
  - Soccer \$300
  - Basketball \$150
  - Baseball \$275
  - Softball \$275

**Sponsorship Package Request (please specify event, features/items you would like to sponsor if your sponsorship level gives you that option.)**

\_\_\_\_\_

**Payment Option (Check One):**

- Check Included. Please send me an invoice

Please submit this completed form to:  
**Town of Dallas Attention: Parks and Recreation Department**  
**210 N. Holland St**  
**Dallas, NC 28034-1625**  
 or email to [awallace@dallasnc.com](mailto:awallace@dallasnc.com)

**\*\*If sponsorship is approved, Parks and Recreation staff will work with your organization to obtain needed information for promotional items.\*\***

\_\_\_\_\_  
**Sponsor Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Date**





## Youth Athletics Sponsorship

### **Youth Sports Season Sponsorship- \$1,800**

- Logo on **one** team jersey for **all** sports seasons for the year (baseball, softball, soccer, basketball)
- 8x10 team photo sponsorship plaque
- Logo on promotional opportunities
- One of our team's jerseys from sports season with your logo on it
- Recreation can provide up to two banners that we will put on our ballfield fence and in the Dennis Franklin Gym during basketball season.

### **Youth Sports Individual Team Sponsorship- \$500**

- Logo on **one** team jersey for **one** season of your choice (baseball, softball, soccer, or basketball)
- 8x10 team photo sponsorship plaque
- Logo on promotional opportunities
- Recreation can provide up to two banners that we will put on our ballfield fence and in the Dennis Franklin Gym during basketball season.

***\*\* We will be glad to work with your organization to create a customized package that will fit your current goals to market your brand to our audience. \*\****

**Deputy Town Clerk: Full-Time**

1. Assist the HR Director/Town Clerk with Town Clerk Duties (Such as: Board meetings, minutes, agendas, postings, elected official courses/education, etc). **(See attachment for further explanation).**
2. Assist the HR Director/Town Clerk with coordinating employee events (Scheduling employee outings, employee lunches, employee softball games, employee holiday parties, employee retirement receptions, employee health fair events, etc).
3. Assist the HR Director/Town Clerk and Recreation Department with Town events (Such as: Carols on the Square, Trick or Treat on the Square, Veterans Day Event, MLK Event, Summer Concerts, etc).
4. Directly over all media projects, social media, electronic Town sign, website, Town event photography, quarterly news letter, etc.
5. Directly over Town building rentals: Civic, Court House, Parks, etc.
6. Additional Duties as assigned by the Town Manager or his/her designee.

The Deputy Town Clerk assists the Town Clerk in all phases of administrative functions in the Town Clerk's Office. Responsibilities include but are not limited to clerical duties; assisting the public and Town departments as needed; records management; handling of confidential records & municipal funds.

**EXAMPLES OF WORK:** Assists in the custody of all records, books and papers of the Town; Types correspondence and other materials as required; Uses computer applications such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments; Performs all above duties and others required of the Town Clerk.

**REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:** Good knowledge of modern office practice including filing systems and computer programs such as spreadsheets, word processing, calendar, e-mail and database software; ability to initiate and maintain clerical records; ability to understand and carry out oral and written instructions; ability to keep simple financial records; ability to deal with the public effectively; must be organized and detail oriented with a professional demeanor; must possess multi-tasking skills; must have excellent customer service and communication skills; honesty; dependability; good judgment; tact.

**MINIMUM ACCEPTABLE TRAINING AND ABILITIES:** Graduation from high school or possession of an equivalency diploma and three years of clerical experience; or (b) graduation from a two year post high school business course and one year of clerical experience; or (c) a satisfactory equivalent combination of the foregoing training and experience