



CITY OF APPLETON

Department of Parks & Recreation

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TO: Parks and Recreation Committee
FROM: Dean Gazza
DATE: July 10, 2024
RE: Action Item: Request to obtain a raffle license for Parks & Recreation Mom Prom event

Our recreation programming provides valuable opportunities for children to engage in physical activities, develop new skills, and build lasting friendships. Unfortunately, many families in our community face financial barriers that prevent their children from participating in these beneficial programs. Our fee waiver program aims to eliminate these barriers, ensuring that all children can partake in our activities. In the past 12 months, our department has observed a 150% increase in fee waiver applications. In 2024, we revised our Fee Waiver Policy to increase the annual amount allocated per child, ensuring it better aligns with the costs of our programs. Given the recent growth and increased demand for our fee waiver program, we anticipate the need to explore creative solutions to offset the associated costs with the fee waiver program.

Appleton Parks and Recreation is seeking the Committee's approval to apply for a raffle license to support our annual Mom Prom fundraiser event that is organized by Appleton Parks and Recreation. The purpose of this fundraiser is to raise funds for our fee waiver program, which enables children to participate in our recreation programming regardless of their financial status. Currently, the money raised comes solely from the registration fee and monetary donations for the event. During our 2024 Mom Prom event, we made \$8,000. We believe that hosting this fundraiser event with a raffle license will significantly increase our fundraising efforts allowing us to reach even more children in need. Your approval of the raffle license is vital for the success of this event and the continuation of our mission to provide accessible recreation programming to all children in our community.

The next Mom Prom event is scheduled for March 8, 2025, at the Paper Valley Hilton Hotel in Appleton. Local businesses generously donate products and services as prizes for the event. In the past, we provided free raffle tickets for these prizes. If we obtain a raffle license, we plan to sell tickets at a fixed price at the door to raise funds for our fee waiver program. The proceeds from the raffle will be allocated to Parks and Recreation: 16541.502000 Donations & Memorials. These funds will not only help cover costs associated with the fee waiver program but also significantly enhance our ability to reach more underprivileged youth in need of financial assistance, helping them develop relationships, social skills, and physical well-being through recreation programming.

Thank you for your continuous support in the fee waiver program and your consideration in obtaining a raffle license. Please feel free to contact me at 832-5572 with any questions or by email at dean.gazza@appleton.org