



September 17, 2019

Dear Brookview Homeowner,

BACKGROUND

Brookview (Bulyea Heights) is a mature neighbourhood developed in the 1980s and 90s that is in a state of transition as many original owners become empty nesters, move away, and younger families move in. As an established community, Brookview, as well as the older part of Terwillegar/Riverbend, lacks some amenities common to newer neighbourhoods including a space for aquatic play such as a spray park. Along with playgrounds, spray parks are vibrant places for community members to gather and socialize, which support the building of a strong community and encourages physical well-being. Water play provides a rich sensory experience for the developing child and can help with balance and strength, coordination, communication and social skills, and exploration and learning.

ABOUT THE BROOKVIEW SPRAY PARK PROJECT

The Brookview Spray Park Committee formed in 2016 when community members expressed interest in adding a spray park amenity to Bulyea Park. During our short summers children love to play and cool off in the water but at present the nearest spray park in the Riverbend/Terwillegar area is approximately five kilometers away in South Terwillegar. This is out of walking and biking distance for most children in the areas of Riverbend/Terwillegar north of 23rd Avenue, leaving them with no aquatic amenities that can be reached without a vehicle. Bulyea Park is the perfect location to add a spray park as it is walking/biking distance from several other communities such as Rhatigan Ridge, Ramsey Heights, Brander Gardens, Brookside, Carter Crest, Ogilvie Ridge, Leger, Falconer Heights, Henderson Estates, Hodgson, Magrath, Terwillegar Gardens, and Haddow. The exact planned location for the Brookview Spray Park is immediately north of the Brookview Community League building at 280 Bulyea Road, adjacent to the playground by George H. Luck elementary school.

HOW YOU OR YOUR BUSINESS CAN HELP

The Brookview Spray Park Committee, supported by the Brookview Community League (BCL) and Brookview Homeowners' Association (BCAL), has taken on the ambitious goal of raising the necessary funds to build this spray park in our community. Much of the cost of the spray park will be covered by grants and the City of Edmonton's Neighborhood Park Development Program (NPDP), but we are hoping to raise approximately **\$75,000** in matching funds in order to stay on track for construction in the spring of **2020**. So far we have raised approximately \$25,000 through fundraisers and donations and we are hoping to raise the outstanding balance through corporate and personal sponsorships as well as sponsorships from neighbouring community leagues. To achieve our fundraising goal, we are seeking personal, corporate and community league sponsorships of \$250+, though any amount of support is welcomed and appreciated.

There are seven levels of sponsorship:

Bronze (\$250-\$499 contribution):

*Recognition on a permanent plaque or mural at the spray park
AND recognition at the spray park grand opening recognizing
you or your business as a Bronze Sponsor*

Silver (\$500-\$999 contribution):

*Recognition on a permanent plaque or mural at the spray park
AND recognition at the spray park grand opening recognizing
you or your business as a Silver Sponsor*

<i>Gold (\$1,000-\$2,499 contribution):</i>	<i>Recognition on a permanent plaque or mural at the spray park AND recognition at the spray park grand opening recognizing you or your business as a Gold Sponsor</i>
<i>Platinum (\$2,500-\$4,999 contribution)</i>	<i>Recognition on a permanent plaque or mural at the spray park AND recognition at the spray park grand opening recognizing you or your or business as a Platinum Sponsor</i>
<i>Emerald (\$5,000-\$7,499 contribution):</i>	<i>Recognition on a permanent plaque or mural at the spray park AND recognition at the spray park grand opening recognizing you or your business as an Emerald Sponsor</i>
<i>Sapphire (\$7,500-\$9,999 contribution):</i>	<i>Recognition on a permanent plaque or mural at the spray park AND recognition at the spray park grand opening recognizing you or your business as a Sapphire Sponsor</i>
<i>Diamond (\$10,000+ contribution):</i>	<i>Recognition on a permanent plaque or mural at the spray park AND recognition at the spray park grand opening recognizing you or your business as a Diamond Sponsor</i>

We are also looking for **silent auction items** for a variety of fundraising events we will be holding over the next year. All silent auction donors will be recognized at the event that the item is auctioned off at.

Personal, corporate, and community league donations via cash or cheque can be dropped off or mailed c/o **Brookview Spray Park Committee Chair, Dr. Alexis Desrosiers, Brookview Dental Clinic, 360 Bulyea Road, Edmonton, AB, T6R 2B3**. Please make out any cheques payable to **The City of Edmonton** with **CP#7957/Brookview Spray Deck** in the memo line.

We hope you are as excited as we are to enhance the Terwillegar/Riverbend area with a spray park! We thank you in advance for supporting our efforts to build this fantastic amenity that our neighbourhoods' children can use for years to come. Thank you in advance for your generosity!

Sincerely,

Dr. Alexis Desrosiers
Project Chair
Brookview Spray Park Committee
alexis.desrosiers@gmail.com

Ms. Lindsay D'Agostini
Fundraising Chair
Brookview Spray Park Committee
linzdag@shaw.ca

*Please note that due to CRA rules, tax receipts can only be issued for donations that do not receive recognition as a Bronze, Silver, Gold, Platinum, Emerald, Sapphire or Diamond sponsors. All other donors will be issued tax receipts in the spring for donations of \$20 or more, please ensure to include your contact info (full name, address, phone number, email address) with any donation. If the donation is for \$250 or more, please specify if you would like to be recognized as a sponsor or if you would like to receive a tax receipt.

For more information and updates, please email alexis.desrosiers@gmail.com or follow the Brookview Spray Park Facebook page at <https://www.facebook.com/brookviewspraypark/>.

