

## MEMORANDUM



**TO:** RANDY AULER, DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES  
**FROM:** NANCY COWAN, SUPERINTENDENT OF RECREATION  
**SUBJECT:** PARTNERSHIPS  
**DATE:** OCTOBER 5, 2009

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This is a follow up to the September Memorandum regarding partnerships and the discussion that took place at the Commission Meeting. With the department having over 50 partnerships in effect, it was refreshing to see the appreciation and acknowledgement by the Commission of the Department's efforts in this area. In recent years, it has become incumbent on Parks, Recreation and Cultural Services to increase partnerships to expand programs and offerings while reducing administrative costs where possible and eliminating the duplication of services in the community. I highlighted 13 new partnerships alone that were created for the September - December issue of Engage! in the previous memo. I have provided a little more information on 3 specific partnerships below to illustrate the benefits.

Partnership: City of Northville Senior Center, Pickleball for individuals 50 years and older. (Will continue to seek ways to partner with Northville and advertise programs they offer that we are unable to due to space constraints and vice versa.)

- The City of Novi does not have an appropriate gym space or other comparable space during the day to offer Pickleball, which is a type of handball game that is increasing in popularity especially among older adults. It was recognized that the City of Northville does have space and a current program in place. With the proximity of Novi to Northville this has become an excellent way to offer City of Novi residents this opportunity without duplicating a service already in place within the area.

Partnership: Andiamo Novi is hosting a Murder Mystery Dinner Theatre on the stage formally known as Second City Theatre. This show is being written and directed by Novi Parks, Recreation and Cultural Services staff.

- Per the Novi Theatres Service Improvements Report in fall 2008, an area of focus for the theatre is to enhance and expand upon the types of performances offered to broaden the audience and offer more opportunities for the adult actor base. This partnership with

Andiamo accomplishes both of these goals. Advertising is well underway in the City and at Andiamo regarding this November production ("The Mobfather"). With Second City Theatre closing in Novi, Andiamo is excited to have a new "company" on their stage. The reception of this partnership is so positive that a second mystery dinner theatre production is already planned for spring of 2010.

Partnership: The Art Institute of Michigan (AIM) is designing various flyers and posters for programs, along with designing all logos for the 2009-10 Theatre Season.

- \$750 was budgeted for the design of theatre logos and posters for the 5 shows in the 2009-10 Theatre Season. With this partnership the City will not spend these dollars, yet will still have high quality logos and posters. This also provides an opportunity for the students at AIM to gain experience with actual projects and build their portfolios at the same time.

A great deal of time, effort and work goes into forging and cultivating a successful partnership. However, the benefits derived by each organization are worthwhile and can have a positive outcome for all involved which is evident in the three examples above. Again, over 50 other similar partnerships are also in place and bring different and valuable resources to our Department and community. Partnerships are an area the department is focused on and will continue efforts in at all times.