



CAMPAIGN LEADERSHIP

Campaign Co-chairs

Gay & Jerry Bird

Committee Members

Carolyn Campanelli Peter Grape, M.D. Mary Renner

Board of Trustees (100% participation)

Tara Aliotta, Chair	Peter Grape, MD	Mary Renner
Marc Baker	Colby Hewitt	Joe Robbins
Mollie Baldwin Foley	Jana Karp	Oscar Santos
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Ivan Espinoza-Madrigal	Carmen Ortiz	Caroline Warren
Jason Feitelberg	Mike Phalen	
Sharon D. Fownes	Kevin Phelan	

Staff Leadership

Ned Parsons, President and CEO
Joanne Fay, Chief Operating Officer
Monika Schlaak, Director of Development
Kristin O'Sullivan, Director of Leadership Giving





CAMPAIGN FOR THE CROSSROADS AQUATIC CENTER

TOTAL PROJECT COSTS \$3.75 MILLION

Pools, Mechanicals, Deck, Covers	\$2,100,000
Poolhouse (Bathrooms, Pump Room)	\$400,000
Electrical/Water/Septic Services	\$350,000
Site Preparation/Service Entrance	\$150,000
Landscaping and Fencing	\$150,000
Project Management, Equipment, Fees	\$100,000
Demolition and Restoration of Old Pool Sites	\$100,000
Welcome Area	\$75,000
BUDGET SUBTOTAL	\$3,425,000
Reserve Contingency	\$325,000
PROJECT TOTAL	\$3,750,000



CAMPAIGN FOR THE CROSSROADS AQUATIC CENTER

NAMING OPPORTUNITIES

Aquatic Center	\$1,000,000
Pool 1.....	\$500,000
Pool 2.....	\$500,000
Pool House	\$300,000
Pool Deck 1.....	\$250,000
Pool Deck 2.....	\$250,000
Gathering Area.....	\$150,000
Shower Area.....	\$100,000
Native Garden Areas (5).....	\$100,000
Welcome Area Tables (6).....	\$50,000
Listing on donor sign/mural).....	<\$50,000

