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## Successful Crowdfunding Campaign for GL Splashpad

GRAND LEDGE, MI, September 7, 2017 — With tremendous community support, the GL Splashpad surpassed the initial funding goal of \$33,333 with a final total on the Patronicity funding website of \$54,865. The estimated 2,000 square foot splashpad will be installed next summer at Jaycee Park on East River Street and will provide the first Universally Accessible amenity in a City of Grand Ledge park. Meeting, and now exceeding, the funding goal secures matching funds from the Michigan Economic Development Corporation (MEDC) and mParks Foundation of \$66,666. One hundred percent of all donations collected above the original funding goal will be used to enhance the splashpad. Like all City park features, there will not be a charge for the public to access and utilize the splashpad.



The demand for a splashpad has been driven by public input as far back as 2013 when a Master Plan for Jaycee Park used this feedback to illustrate future amenities. Additionally, public survey results used to create the 2017-2021 Parks and Recreation Master Plan highlighted the desire for a splashpad and the need for Universally Accessible park amenities. The cost of the splashpad is estimated at \$100,000 and without the funding support from the community, MEDC, and mParks the project would not have moved forward. “We simply could not have done this without the incredible support from each and every donor. From those who anonymously donated at community events to those who made formal donations, it all added up to make this special project a reality,” said Mayor Kalmin Smith.

Typically, matching grants provide 1:1 funding support. Receiving a 2:1 matching grant for the splashpad is an incredible win for Grand Ledge. Throughout the 60-day campaign, about 80% of the patrons donated between \$10 - \$100. “The splashpad’s success is truly based on the support of Grand Ledge residents, businesses, and even visitors who generously contributed what they could,” said City Administrator, Adam Smith. Donations between \$500 - \$1,000 accounted for about 20% of the patrons and two \$5,000 contributions were received from McDonald’s-Grand Ledge and Roberts Sinto Corporation.

The campaign ended with a \$10,000 Tsunami sponsorship from Farm Bureau Insurance – Nick Cypher Agency. “At Farm Bureau Insurance we value family and strive to be there for all of life’s moments. The good and when the unfortunate happens. Our dedication to local families that call Grand Ledge home is strong and we couldn’t be more thrilled to be a part of making the Grand Ledge Splashpad dream a reality for our community,” said Nick Cypher owner of the Nick Cypher Agency. “We are grateful for the generous support of over 200 patrons and having the Nick Cypher Agency sponsor at the “Tsunami” level shows their strong commitment to the community and the GL Splashpad,” said Adam Smith.



For additional information on the GL Splashpad, visit [www.cityofgrandledge.com/splashpad](http://www.cityofgrandledge.com/splashpad) and follow [@CityofGrandLedgeGovernment](https://www.facebook.com/CityofGrandLedgeGovernment) on Facebook for updates.

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