



Recognizing that the funding needs to support the scale and quality envisioned by the community goes beyond the likely sources of Public Funds available, the City recognizes the need to facilitate public fundraising and collaborate in the Conservancy's efforts to raise private funds for the project.

## City Roles

### Ownership, Decision Making, Public Fundraising and Project Management

- Owner of land and public improvements
- Responsible for construction, on-going management, programming and maintenance
- Approver of the design and schedule of construction
- Secures/Provides Public Funding, including state and federal funding for the project
- Collaborates with the Conservancy on philanthropic pursuits where public involvement, in-kind contributions, or local financial matches are needed
- Provides a stakeholder engagement platform to the Conservancy in appropriate media and at City facilities and events



## A Public Private Partnership (PPP)

The City's initiative to improve, restore and enhance the areas along the shore of Lake Minnetonka in the City of Wayzata, making it safer, more ecologically friendly, and improving access to and along the shore.

### Shared Roles & Responsibilities

- Maintain and sustain commitment to the Project as a Wayzata community initiative
- Strive to build public awareness of the Project
- Share Project communications and design messaging, promotional media and graphics
- Maintain strong communication and mutual understanding between the parties in pursuit of the Project
- Be supportive of each other in realizing the Project

### Additional Partners

The City and Conservancy welcome and work with with additional partners approved by the City to advance the project's mission, including both public and private agencies. (e.g. Three Rivers Park District & The YMCA)



A 501 (c3) non-profit whose mission is to support the Lake Effect initiative to implement Panoway by undertaking efforts to raise private funds, advocate for the support and long-term success of the project, and collaborate with the City so their mutual efforts are aligned.

## Conservancy Roles

### Advocacy and Private Fundraising

- Provides fundraising expertise and capacity and is the primary liaison to the philanthropic community
- Coordinates and leads the pursuit of Private Funding and support the City as appropriate in securing Public Funding at the City's direction.
- Advocates for the project's long-term success through stakeholder communication, awareness, project coordination, and championing Panoway in the community.
- Abides by the highest legal and ethical standards for non-profit tax exempt organizations
- Manages and disperse all gifts, grants and contributions in accordance with its tax exempt status and mission
- Seeks the appropriate approvals of the Wayzata City Council and abides by the direction of the Council