

• WHAT IS IT? •

Light It Up is a project led by The Eau Claire Rotary Club and Downtown Eau Claire, Inc. with help from the University of Wisconsin - Eau Claire, to place decorative lighting on Eau Claire's 526 foot Phoenix Park footbridge.

• WHY? •

It's a fun, positive, and unique gift to the community.

It will attract people to the park in all seasons, whether they are local residents or visitors.

It will enhance quality of life and tourism opportunities.

It will provide safer lighting at night.

It will promote use and appreciation for our waterways *noted importance in 'The Good Life Study'*.

It will cement the idea that Eau Claire is the 'city of bridges'.

It continues the momentum of community collaboration.

• APPEARANCE? •

Up to 500 high-efficient LED lights will be placed on the bridge, painted to blend into the structure.

Fixtures will be aimed directly at the beams, ensuring the highest reduction of light pollution.

The beautiful, iconic structure of the bridge will be enhanced with color/slowly transitioning colors beginning at dusk each night.

At scheduled times there will be brief light 'shows' for people to watch.

The lights will have the capability to 'dance' to music for special events or via radio.

• TIMELINE? •

2014: Idea feasibility, lighting ideas

2014 - 2016, March: Discussion and design

2016, May: Eau Claire City Council unanimously approved

2016, June - August: Fundraising

2016, September - November: Installation

2016, December 2nd: Lighting ceremony at Downtown Eau Claire, Inc.'s *Let it Glow!*

2016 Forward: Ongoing Lights will be lit evenings year-round.

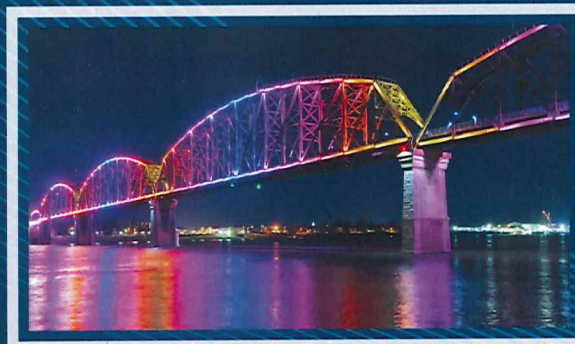
• FUNDING? •

Rotarians are seeking donations from corporate sponsors and individuals.

Visit Eau Claire supports the project, potentially in the form of a destination development grant.

Other grants or gifts.

Groups did not request any money from the City of Eau Claire in seeking approval.



• SPONSORSHIP LEVELS •

Luminary \$10,000+

Large name on plaque to be placed on bridge and two sponsor nights along with an ongoing display on the bridge's website.

Guiding Light \$5,000+

Small name on plaque to be placed on bridge and one sponsor night along with an ongoing display on the bridge's website.

Star Light \$2,500+

One sponsor night along with an ongoing display on the bridge's website.

Shining Light \$250

Individual or companies may purchase or donate a light in the name (or memory) of someone. A listing of these lights location, their owners and a memorial or business statement will be posted at the lighting ceremony along with an ongoing display on the bridge's website.

Big Dipper \$100+

Names of donor will be posted on the bridge website.

Little Dipper \$Any Amount

Donations of any dollar amount are appreciated and happily accepted.

• GIVING •

Donations to support these efforts can be made online at:



www.lightitupec.com

or mailed to:



ECCF - Phoenix Park Bridge Lighting Project

306 S. Barstow St, Suite 104
Eau Claire WI 54701

collaboration to **LIGHT IT UP**



• ROTARY •

The motto of Rotary International is "Service Above Self." Hundreds of Rotary members in the Chippewa Valley work to live out that motto through projects that improve the quality of life locally and globally. Our Rotary "Light It Up" project draws on the strength of Rotary to build collaborations between Rotary members, business partners and higher education. To "Light It Up," Rotary has built the needed collaborations and will raise the funds to purchase and install the equipment to light the Phoenix Park pedestrian bridge and to cover ongoing operating costs.

Eau Claire Rotary Club is organizing this collaboration and we want to thank all of the supporting clubs in the valley;

Eau Claire Morning
Chippewa Valley After Hours
Chippewa Falls
Menomonie Noon
Menomonie Sunrise
Altoona High School Interact Club
Regis High School Interact Club

www.rotary.org



• DOWNTOWN • EAU CLAIRE

Downtown Eau Claire, Inc. (DECI) is a non-profit organization dedicated to the revitalization of Downtown Eau Claire. It's the premier organization that creates a downtown that everyone recognizes, appreciates, and enjoys. DECI's work strengthens our Downtown, the heart of Eau Claire, thus benefiting our entire community. A strong downtown means a strong community for all those who live in the Chippewa Valley. Join us Downtown Eau Claire for our festivals, special events, and all that we have to offer!

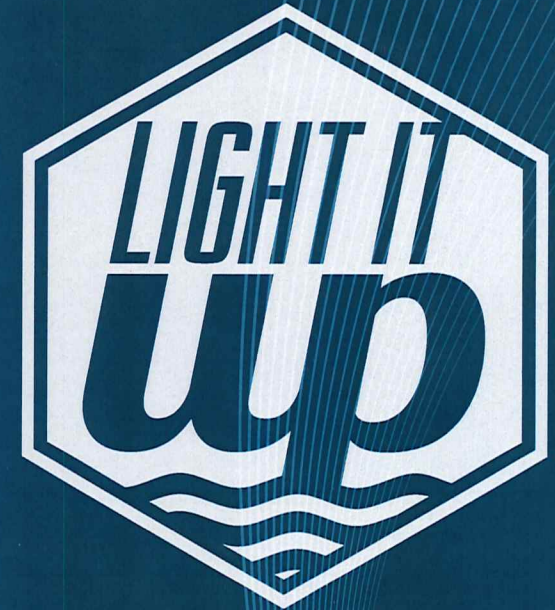
www.downtowneauclaire.org



• UNIVERSITY OF • WISCONSIN - EAU CLAIRE

The project will also be supported by students in UW-Eau Claire's Architectural Lighting Program, who will work with lighting and control panel design; in the process, they'll receive real-world experience not otherwise available in the Chippewa Valley.

www.uwec.edu



• PHOENIX PARK • EAU CLAIRE, WISCONSIN



www.lightitupec.com

