

## City of New Port Richey & The Central Lake Partnership

The purpose of this partnership is to provide a better quality of living to the residents of The Central on Orange Lake. We would like to offer our residents the best lifestyle experience that New Port Richey has to offer, starting with the Recreation & Aquatic Center. Below is an outline of what we propose for this partnership:

### **The Central will provide the following:**

- Personalized digital tour of the Recreation & Aquatic Center to all of our prospects.
- Book Appointments for prospects to take tours of the Recreation & Aquatic Center.
- Marketing materials of the Recreation & Aquatic Center strategically posted in the leasing office for prospects and residents to view and take with them.
- Market the Recreation & Aquatic Center as an extension of The Central.
- Recreation & Aquatic Center logo on select marketing materials for The Central.
- Premier Brand Partnership on select resident functions & events hosted by The Central.
- Mentions and recognition on email blast to our prospects and residents.
- Recognized in our Monthly Newsletter to our residents.
- Recognized on all of The Central's social media platforms and website.
- The Central will put together a map of all of the city parks and make the artwork available to the Parks and Recreation Department and other businesses for their use.
- Promote the Parks and Recreation Department events through social media and email.
- Pay for the first two months of membership at our agreed upon discounted rate for the following:
  - 1-Bedroom Units – 1 occupant
  - 2-bedroom Units – 2 occupants
  - Any additional registration will be the resident's responsibility and charged at the agreed upon discounted rate.
- Make the Recreation & Aquatic Center a member of our exclusive "NPR C.O.O.L. Perks" program.

### **The Recreation & Aquatic Center will provide the following:**

- 50% off first year annual registration membership agreements to the residents of The Central on Orange Lake (renewals would be charged at full rate).

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