



Inspiring Students Today for Their Success Tomorrow

TPS Advertising Campaign Starts Off With A Familiar Name

When Superintendent Douglas Mentzer officially became the Superintendent of Trenton Public Schools in the Fall of 2020, the furthest thing from his mind was creating a marketing campaign for new facilities. Instead, it was a time that was marked by navigating through the trials of a pandemic and trying to get students back into their respective schools! Fast forward to 2023 and Trenton Public Schools is proud to announce a first ever advertising and co-naming agreement with Gorno-Ford Automobile Dealership. The agreement was approved at the Trenton Public Schools' Board of Education meeting on May 22, 2023 and will soon become an obvious reality as evidenced by the signage that will be visible at GornoFord Farrer Field.

"Looking back at the 2018 bond planning, I learned that there was considerable conversation among the planning committee and the Board that related to not only creating top notch athletic facilities, but utilizing the new and/or renovated spaces to generate revenue," Superintendent Mentzer shared.

"Furthermore, though it is a new venture for our school district, it is something that we felt confident about for our future," he explained. "As we look at long term planning, student enrollment across the state of Michigan continues to decline, we have to be creative in how we deal with this new crisis, and it will be a crisis," Mentzer predicted. For those that don't know, Governor Whitmer recently created a Population Task Force to deal with the population loss that Michigan has been experiencing. To put it in perspective, in the last three years, Michigan has lost the equivalent of a sold out crowd at Comerica Park (+43,000 people) and less students means less revenue.

When beginning the selling process, it was very apparent that Gorno-Ford was a great fit for many reasons. Dominic Gorno established their first dealership in 1939 on West Jefferson Road in Trenton and they have been serving Michigan car consumers ever since. As a result, over the course of the last 80 plus years, the Gorno name has become synonymous with the City of Trenton. In fact, Mentzer's grandmother played Pinochle with Grandma Gorno at their home on Grange Road back in the early 1950s and anyone familiar with the City would recognize the name immediately. Ed Jolliffe and Cindy Gorno-Czarnik, the President and Vice President of Gorno-Ford were just as excited about the possibility of being a partner with Trenton Public Schools, not to mention the significant opportunity to advertise along West Road. Beyond advertising, Mr. Jolliffe explained, "advertising is one thing, but partnering with Trenton Public Schools is another and we are very excited to see what the future holds!" Ms. Gorno-Czarnik shared, "we are looking forward to a creative relationship that will have minimal boundaries, the sky's the limit."

"It's an effort that we're going to continue to pursue," Mentzer said. "We'd like to branch out and utilize advertising opportunities in other areas of the campus as well. It's a source of revenue we can definitely use." The new natatorium, renovated baseball/softball fields, tennis courts, and the high school gym are a few other areas that are currently "up for sale"

When asked about co-naming the field, Mentzer was quick to explain, "though there has been a lot of dialogue about renaming some of our facilities, this was not a consideration. Coach Farrer was a great man and did many great things for kids and our district. In fact, we rededicated the field to him last fall. His name will remain a part of the athletic complex."

If you are interested in advertising with Trenton Public Schools, please contact Superintendent Douglas Mentzer via email or by phone (mentzerd@[trentonschools.com](mailto:mentzerd@trentonschools.com)/734-676-8600).

NEIL E. VAN RIPER ADMINISTRATION BUILDING: Douglas B. Mentzer, Superintendent of Schools
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