

DONATION POLICY



City of McCall

Parks and Recreation Department

www.mccall.id.us

Adopted by Resolution 14-XX May __, 2014

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1. INTRODUCTION

The City of McCall Parks and Recreation Department recognizes the enormous value of direct community support. McCall is very fortunate to receive support from hundreds of community members who regularly give time, money, property, and individual expertise to help ensure the Parks and Recreation Department continues to thrive and provide vital benefits and quality of life for McCall residents and visitors. This document has been approved by the McCall City Council with the intent of insuring that philanthropic traditions are fostered, that donors are treated with consistency and fairness, and that contributions are recognized in ways that support park and recreation resources, programs, and values.

2. APPLICATION OF GUIDELINES

These guidelines shall apply equally to donors. Exceptions to these guidelines may be made only through a pre-determined donation program, fundraising campaign, or partnership agreement developed and administered by, or in cooperation with, the Parks and Recreation Department.

3. DONATION REQUEST PROCEDURE

Members of the public may submit donation requests to the Parks and Recreation Department for consideration using a standard "Parks and Recreation Department Donation Request" form, unless otherwise specified through a partnership agreement or pre-determined donation program. Donation request forms are available online at www.mccall.id.us, at the Parks and Recreation Department office, or by calling 634-3006.

4. GENERAL DONATION CRITERIA

Donations shall be consistent with the following criteria:

- a) Donations typically must support the needs of a specific park or facility in compliance with an adopted plan or other written guideline regarding use, management, or improvement of the park or facility.
- b) Preference will be given to donations that follow a prioritized list of approved projects and programs as defined by the Parks and Recreation Department.
- c) In the absence of an adopted plan or prioritized list of approved projects for a particular location, donation requests must demonstrate consistency with the customary use and best knowledge of future use of the desired location, as determined by Parks and Recreation Department staff review.
- d) Corporate donations are encouraged but shall not constitute an endorsement of or by the City of McCall. Donations implying or suggesting commercial advertising or solicitation will typically not be accepted.
- e) The city has the duty to maintain the donation only for the expected life cycle of the donation. Donors are encouraged to assist with the cost of maintaining the donated item or facility through endowments and/or other means deemed acceptable. If the maintenance or replacement cost of the proposed donated item or facility is determined to be burdensome the donation may be denied.

5. ACCEPTANCE OF DONATIONS

It shall be the goal of the Parks and Recreation Department to recognize all donations in one or more forms according to these guidelines. In order to protect park resources, values, and the experience of park users, methods of recognition and utilization of contributions shall fully respect the function, public values, needs, master plans, and priorities of park property and facilities. Such recognition and utilization of contributions shall be appropriate to the character of each individual park, shall not detract from park users' experiences or expectations or impair the visual properties of the park environment, shall not be perceived as advertising or commercializing the park, and shall not create a feeling or perception of proprietary interest.

- a) In the interest of equal treatment of donors, recognition of donations shall be made in accordance with giving standards, with a preference for recognition of all donations to be made by direct acknowledgment to the donor (e.g. letter of acknowledgment) and other off-site recognition, and to minimize on-site forms of recognition. Exceptions may be granted in special circumstances with the approval of the Parks and Recreation Department Director.
- b) Approved on-site recognition may be considered only in a manner that does not detract from the values, goals, and objectives of Parks and Recreation Department and that is otherwise consistent with the McCall City Code and Donation Policy. See Appendix B
- c) All on-site recognition shall be subordinate to, and harmonize with, the characteristics of a park or facility and surroundings, and shall not inhibit routine park maintenance, use, and enjoyment or detract from the park's values or interpretive message.

6. METHODS OF RECOGNITION

Off-Site Recognition

New and innovative methods of off-site recognition will continually be developed to honor the generosity of community donors. Examples include:

- a) Letter of Recognition - A letter of recognition and thanks will be sent to all donors. The letter will not attempt to value non-monetary gifts.
- b) Website Donor List - Donor lists may be kept on the City of McCall website to recognize and appreciate donor contributions. Typically, online donor lists will be kept for a minimum of five (5) years.
- c) Parks and Recreation Department Newsletter - Articles about donors, donation projects, or other mention of donor names in newsletter publications provide direct and community-wide recognition of contributions.
- d) Other Publications - In order to share specific information with the community supporting the use of McCall's park system, a wide range of other printed materials such as activity calendars, maps, guides, books, and brochures are regularly published. These materials may include recognition of an underwriting sponsor, or, as appropriate, credit contributions towards a specific park, facility, or program.

On-Site Recognition

- a) **Temporary Signs** – Temporary signs may be used to acknowledge donor contributions on-site during a project period (i.e. construction period, or the duration of a specific event or project - see Figure 1). Temporary signs shall be uniform, of appropriate design and scale, and clearly indicate both the Departments and the Departments' recognition of the donor's contributions. Signs may carry a brief project-related or interpretive message. Signs shall be consistent with park sign design standards and according to the McCall City Code.

Figure 1. Example of a temporary sign

Riverfront Park

A project to construct a park and recreation facility for our community

City of McCall

Parks and Recreation Department

Made possible by a donation from the

Coyle Foundation

- b) **Integrated Signs** – Recognition of donor contributions may be considered on certain directional, interpretive, and informational signs. For instance, a trail head map or sign may also recognize a donor's significant contributions towards the construction of the trail. Recognition shall be clearly and substantially subordinate to the sign's intended message or information, and shall be consistent with park sign design standards. Single-purpose recognition signs shall be avoided.

Sign recognition, like permanent plaques, may be proposed only for significant contributions (of time, money, land, etc.) that provide exceptional, long-term benefit to a park or facility.

- c) **Donor Boards** – Placement of a donor board recognizing multiple donors may be permitted in appropriate locations provided the board is subordinate to, and in keeping with, the character of the park, is consistent with park sign design standards, and harmonizes with other features (e.g. interpretive displays). Donor boards must be part of a pre-defined donation program sponsored or co-sponsored by the Parks and Recreation Department.
- d) **Permanent Plaques** – Permanent plaques may be permitted only with the approval of the Director and may be proposed only for significant contributions (of time, money, land, etc.) providing exceptional, long-term benefit to a park or facility.

7. NAMING

A complete naming policy is outlined in Appendix A of the Parks and Recreation Department Donation Policy.

8. RECOGNITION OF DONATED ITEMS

Specific items may be donated for placement and use in parks and parks facilities with approval of the Parks and Recreation Director and according to the McCall City Code.

9. RECOGNITION OF MEMORIAL GIFTS

Memorial donations (gifts made in memory of a deceased person) may be recognized in the same way as other gifts, i.e. through any form of recognition described in Section 6, and shall meet the criteria for each specific form of recognition. Memorial donation recognition may precede the name of the memorialized individual with the words, "In memory of," except as described otherwise through a pre-defined donation program.

NOTE: Placement of personal, human, or animal remains or other objects is expressly prohibited within the City of McCall Parks and properties and shall not be approved or permitted.

10. EXISTING ON-SITE RECOGNITION

A range of donor recognition and memorials currently exist throughout the city parks, lands, and features, some of which may not be in conformance with these guidelines. Out of respect for these donors and their families, existing on-site recognition established prior to the enactment date of this document shall be allowed to remain until such time as they are removed or replaced in accordance with these guidelines.

11. CATALOG PROGRAMS

Catalog programs may be developed to raise funds for specific park-related needs. Catalogs may offer a variety of items such as picnic tables, benches, trees, shrubs, perennials, and building materials at a pre-determined donation amount. Catalog programs shall be reviewed and approved by the Parks and Recreation Department Director for content, methods, and adherence to these guidelines prior to establishment. Catalog programs shall include a price list and description of a variety of items. All prices must include necessary administrative costs and a contribution to be placed in a maintenance endowment account.

12. PARTNERSHIPS

The Department may elect to enter into a partnership with other organizations for purposes of soliciting donations for a specific program, project, or event. Partnerships represent a special relationship in which the Department and partner organization(s) cooperatively pursue a common goal for community benefit supporting the mission of the Parks and Recreation Department. A written agreement shall be drafted and signed by both parties prior to dedication of significant city resources such as funding or staff time. The agreement shall establish the goals, expectations, commitments and obligations, roles, time line, and specific outcomes, and other pertinent information for the partnership.

13. EVENT SPONSORSHIP

This section of the Donation Policy applies to events approved and/or co-sponsored by Parks and Recreation Department. Additional regulations regarding events and special use permits are described in the McCall City Code.

Signs or banners advertising privately-sponsored events may be placed within the park at the perimeter of the approved event venue and within the event venue. If requested and approved according to McCall City Code and with approval from the Parks and Recreation Department, unobtrusive directional signs may also be placed at selected, permit-approved locations within the park for purposes of way-finding. Signs typically must be placed no sooner than 24 hours preceding the event, and shall remain for no more than 24 hours following the event.

For private events and events co-sponsored with the Parks and Recreation Department, limited on-site use of event sponsors' logos and names on event facilities, signs, and printed materials at special events may be allowed at the discretion of the Parks and Recreation Department Director.

14. SPECIAL PRIVILEGES

Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges, other than those described herein, in the park rules, or as authorized and administered by the Department prior to acceptance of the donation. Any requests by such parties shall be subject to the same approval criteria as a request by any member of the public (e.g. McCall City Code).

15. MAINTENANCE AND DURATION

Improvements made in a public space become the property of the public and will be maintained accordingly by the Parks and Recreation Department under the administrative direction of the Director. The Department can offer no guarantee or obligation, legal or otherwise, to maintain or replace signs, plaques, materials, equipment, structures, or other donated resources that are vandalized, lost, stolen, or otherwise damaged or destroyed. However, maintenance of donated items may occur as follows:

- a) The responsibility of the Department for maintenance or replacement of donated resources serving a direct, broad public benefit shall be treated as equal to the responsibility for maintenance and replacement of other city property, at the discretion of the Director, for a maximum period of ten (10) years, unless other provisions for maintenance and/or replacement have been stipulated in a written agreement with the donor.
- b) The Department reserves the right to remove or relocate donated items or donor recognition when reasonably required as a result of necessary park operations. If the condition of a donated item requires extensive maintenance or removal, an effort will be made to contact the original donor. Donors will be given the opportunity to replace the item at the actual cost at the time of replacement. If the donor declines to replace the item, the item may be removed and may become available again to the general public as a donation opportunity.
- c) If practical, donation recognition shall be removed from deteriorated items and returned to the donor. If a donor cannot be reached, recognition material shall be retained by the Parks and Recreation Department for a period of one year to be claimed by the donor. Unclaimed recognition may be recycled or discarded after one year.

APPENDIX A
NAMING POLICY FOR CITY PARKS, LANDS, AND FEATURES

1. INTRODUCTION AND PURPOSE

The Parks and Recreation Department shall recommend to the McCall City Council suggestion(s) for the naming of city parks, lands, and features within the McCall Parks and Recreation Department. To ensure fair and consistent application of naming, all city parks, lands, and features requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines. Approved naming or renaming shall not constitute an obligation to provide a sign or other indication of the name.

2. JURISDICTION

The establishment of formal legal names of permanent real property owned by the City of McCall, including parks requires City Council action and cannot be accomplished through administrative action. Only the McCall City Council retains the authority to carry out action to establish park names. However; features or distinct areas within parks, such as picnic structures or gardens, can be named through administrative action.

3. COMMON NAME VS. LEGAL NAME

For operational and public identification purposes, the Parks and Recreation Department frequently refers to park property by a particular name which has not been legally defined or assigned by the City Council. Such names are called “common” or “use” names. In many cases, common names are used for long periods of time, and subsequently appear in documents and printed materials. Names may only achieve a legal standing by McCall City Council resolution adopting the name.

4. NEW PROPERTY AND FEATURES

As new property is acquired and new features are constructed, the City of McCall Parks and Recreation Department typically establishes a name based on one or more of the source criteria listed below. Similarly, the Department may establish a name for existing parks property or features which have not been named.

- a) Adjacent Street - Names referencing an adjacent street.
- b) Geography – Names referencing geographical characteristics of an area near the park or facility, with consideration being given to archeological, geological, topographical, botanical, zoological, or human-made geographical characteristics. Geographical names shall reference features expressing timeless qualities likely to maintain name appropriateness over time.
- c) History - Names referencing a historic person, place, culture, or event associated with the land or facility.
- d) Subdivision/Neighborhood - Names referencing the surrounding neighborhood or subdivision comprising a significant portion of the park service area.

5. RECOGNITION NAMING

Naming park land or features in recognition of a person, group or entity shall be considered based on the following criteria:

- a) Donor - Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions. Naming of land, where the land itself is donated, may be considered where the donated land represents at least 51% of the area of a particular park. Naming of donated features constructed using donated funds, may be considered for donations of at least 51% of the feature construction or acquisition cost, or a negotiated dollar amount accepted by the City Council. Long-term gifts and endowments are encouraged and may also be considered for naming opportunities. Naming rights for a particular park or feature will be for a limited duration to not exceed fifteen years in length. At the end of the time frame the name of the land or feature will continue until a subsequent donor is selected.
- b) Honoring a Living Person – City parks, land, and features may be named to honor a living person whose gift or service to the community is of a most extraordinary nature.
- c) Honoring a Deceased Person – City parks, lands, and features may be named to honor a deceased person to recognize an extraordinary service or gift to the community. Requests for naming in honor of a deceased person shall be considered after 2 years from the date of death.
- d) Group Recognition – City parks, lands, and features may be named to recognize an organization or group for extraordinary gifts or service to the community.

6. RENAMING OPTIONS

In order to respect past community values, a commonly or legally named park or feature shall not be renamed in its entirety under most circumstances. The following options may be considered for renaming city parks, lands, and features in a variety of circumstances:

- a) Renaming through a public process.
- b) During public discussions within a park or open space resources plan update process, a general consensus may be reached to rename city parks, land, or features to better reflect current community values or the area's special characteristics, or for similar reasons deemed significant by participating members of the community. Public discussions of naming shall be directed to address the criteria outlined herein.
- c) Legal change of the name for a park does not occur unless or until formally adopted by the City of McCall Council. Name change for a feature or area within a park will take place when the plan is adopted by administrative order.

7. NAMING APPROVAL PROCEDURES

All naming requests and proposals shall be reviewed by the Parks and Recreation Department. Requests shall be reviewed by Parks and Recreation Department staff, who shall forward a recommendation to the City Manager, who may elect to accept or reject the request. The City Manager may forward to City Council all requests that require Council action as specified in Section 2. On receipt of a request from the City Council to consider renaming a park, staff will evaluate the information provided and return a recommendation to the City Council regarding the request. The Council would then make the decision.

**APPENDIX B
BENCH, TREE, AND PLANT DONATIONS**

1. INTRODUCTION

Benches, trees, and a variety of plant materials represent the most popular types of donations to the Parks and Recreation Department. Special guidelines shall apply to these donations to help ensure ongoing, equitable donation opportunities for individuals and organizations and to maximize community benefit. All other Donation Policy guidelines shall apply unless otherwise noted herein.

2. BENCH DONATIONS

Special guidelines shall apply to the donation of benches, and recognition of bench donations, as follows:

a) Bench Catalog

A catalog may be established by the Parks and Recreation Department to provide a broad range of consistent, pre-approved bench donation opportunities throughout the park system. Bench requests outside the catalog shall be considered but donors are first encouraged to utilize approved bench donation opportunities.

b) Bench Types

All bench designs and specifications shall be subject to Parks and Recreation Department review to ensure consistency with the character of the bench location, other nearby site furnishings, and existing planning documents.

c) Bench Locations

Benches shall be installed at each park site in accordance with the park's respective development plan, master plan, or an approved list of suitable bench locations as developed by the department. All locations shall be subject to Parks and Recreation Department review, including on-site investigation of utilities, irrigation, potential conflicts with trees, and other technical or functional factors potentially affected by a new bench installation. Modification of bench locations may be necessary following site investigation.

d) Cost of Bench Donation

The cost of bench donations shall follow the guidelines established in the Donation Policy, or as determined through the bench catalog.

e) Bench Donation Recognition

Unless otherwise specified in the bench catalog, bench donations shall be recognized on the donated bench itself in a method that is subtle, subordinate to the character of the bench, and that avoids interfering with the comfort of the user. Recognition inscriptions shall typically include the words, "A Gift From [donor's name]," for a living donor, group, or organization, and, "In Memory of [person's name]," for a memorial donation.

f) Maintenance and Duration of Bench Donations

Benches will be maintained according to the Donation Policy.

3. TREE AND PLANT DONATIONS

Special guidelines shall apply to the donation and recognition of trees, shrubs and other living plant material as follows:

a) Special Programs

Special programs may be established by the Parks and Recreation Department to provide a broad range of consistent, pre-approved tree and other plant donation opportunities throughout the park system. Tree locations, species, and/or donor recognition may be established as part of the pre-determined program in accordance with these guidelines. Tree and other plant material donation requests outside special programs may be considered, however utilization of pre-approved donation opportunities, including special programs and new park construction, is strongly preferred.

b) Species Selection

Offers of donated plants will be declined if the plants are considered invasive according to Parks and Recreation Department staff, or if the plants exhibit characteristics considered incompatible with a public park (e.g. certain plants exhibiting fruit, nuts, thorns, poisonous or allergenic qualities, shallow roots, etc.). In order for a donation to be accepted, trees and other plant species must be determined by the City Arborist, in conjunction with Parks and Recreation Department Director and maintenance staff, to be compatible with the general or specific conditions of a proposed location, including climate, soil, solar aspect, air quality, drainage, wind, and other factors.

c) Location

Donated trees and other plants shall be installed at each park site in accordance with each park's respective concept design, master plan, or as defined by special donation programs. All locations require the prior approval of the City Arborist, in conjunction with Parks and Recreation Department Director to ensure compatibility with utilities, irrigation, and other technical or functional factors. Modification of locations may be necessary following site investigation. The following general location criteria shall be considered:

- i. Trees and other plants shall be located to provide shade, shelter, wind breaks, physical definition of park areas and facilities, and visual interest. Where possible, trees and plants shall serve multiple functions.
- ii. Trees and other plants must be located where existing, automated irrigation is available unless drought resistant. Existing irrigation must be compatibly zoned for the type of tree or plant donation.
- iii. Trees and plants shall be located to preserve existing open spaces, unless otherwise specified in an approved concept design or master plan.

d) Recognition for Donations

Donated plant material shall be recognized with off-site forms of recognition only. Special programs, may allow for exceptions.

e) Tree Donation Maintenance and Duration

Donated trees located in special program sites will be maintained by the City Arborist, in conjunction with Parks and Recreation Department staff for a maximum period of three (3) years from the date of planting. During that establishment period, trees in special program sites will be replaced if stolen, vandalized, or are found by Parks and Recreation Department staff to be in a non-reversible decline in health. No agreement will be made by the Department regarding pruning, grafting, or specialized treatment of donated trees. The Parks and Recreation Department will accept no responsibility for maintenance or replacement of donated trees that are not watered by an automated irrigation system.

Various species of trees exhibit different growth patterns, including periods of dormancy, and may react negatively to environmental stress factors beyond the control of the City Arborist or the Parks and Recreation Department staff. If a tree shows potential for a healthy recovery, Department staff may elect not to remove and replace the tree in favor of close monitoring for continued health.

f) Plant Donation Maintenance and Duration

No agreement will be made by the Parks and Recreation Department for the replacement of donated, living plants with the exception of trees. Donated plants other than trees that decline or die at any time after installation may or may not be replaced, as determined by Parks and Recreation Department staff to be in the best interest of the public.

g) Notice of Change or Removal

Due to continually changing and evolving landscaping needs in parks, any donation of trees or other plant material shall be made with the understanding that it may become necessary in the future to remove donated items from specific locations. Notification of the donor regarding changes will be made only if a donation is marked by on-site recognition.

h) Special Circumstances

Typically, donated trees and other plants that need to be dug and transported will not be accepted. Exceptions may be made in cases where the plant has high historic value and a reasonable chance of surviving transplant shock.

i) Quality of Materials

All plant donations that have been approved shall be pre-inspected for quality by Parks and Recreation Department staff prior to delivery if possible, or upon delivery prior to installation. Plant materials that are root-bound, have been held over, are in otherwise poor condition or exhibit poor growth characteristics, or that do not meet City standards, will not be accepted.