

CITY OF SPOKANE PARKS AND RECREATION DEPARTMENT ADMINISTRATIVE POLICY AND PROCEDURE	ADMIN
TITLE: SPONSORSHIPS, DONATIONS, NAMING RECOGNITION OF PARKS AND RECREATION AREAS OR FACILITIES	
EFFECTIVE DATE:	
REVISION EFFECTIVE DATE: N/A	

DRAFT 6-13-11 BARB

1.0 GENERAL

- 1.1 Spokane Parks and Recreation is a department of the City of Spokane whose services are primarily funded from the City's general fund. In recent years, demands upon these funds have increased a trend that is expected to continue.

To maintain and enhance the City's park and recreation system, Spokane Parks and Recreation is actively seeking to establish revenue streams and resources that will increase its ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

This policy will provide opportunities for the private sector to invest back into the community.

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2.0 DEPARTMENTS/DIVISIONS AFFECTED

This policy and procedure shall apply to the Spokane Parks and Recreation Department.

3.0 REFERENCES

City Charter – Section 48. Park Board – Powers
Park Board Rules – Section 14. General Operating Policies and Procedures,
Ruling and Appeals

4.0 DEFINITIONS

For the purpose of this policy, the following definitions apply:

- 4.1 “Advertising” – a form of marketing that is paid for by an individual or organization to attract the public’s attention to a particular product or service.
- 4.2 “Corporate Slogan” – a word or phrase that may be attached to a corporate name or logo, e.g., Spokane--Near Nature, Near Perfect.
- 4.3 “Department” – Spokane Parks and Recreation Department.
- 4.4 “Division Managers” –senior Parks and Recreation Department management directly under the Director of Parks and Recreation who have responsibility for parks recreation facilities and services.
- 4.5 “Gifts and Donations” – the provision of in-kind goods and/or money for which no benefits are sought.
- 4.6 “Geographic Significance” - Pertains to landowners that owned or lived on properties within the present or historic Spokane boundaries.
- 4.7 “Historical / Prominent Individuals / Families/Groups” - Individuals, families or groups that have a historical connection to the City’s heritage or have in some way made significant contributions to the Spokane community.
- 4.8 “Interpretive Sign” – a sign within a park that interprets natural, historic, and/or cultural features or athletic field.
- 4.9 “Logo” – a symbol or name that is used to brand an organization.
- 4.10 “Marketing” – all forms of promotional efforts to attract the public’s attention to a particular product or service.
- 4.11 “Marketing committee” - led by Communications Coordinator.
- 4.12 “Memorial Cenotaph(s)” - Individuals whose names are listed on war memorials who have given their lives on behalf of their country.

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- 4.13 "Memorials and tributes" – plaques designed to honor an individual and/or in recognition of a contribution to Parks and Recreation areas.
- 4.14 "Park facilities"– buildings, outdoor fields, recreation, sports or entertainment facilities in which structured and unstructured activities are provided.
- 4.15 "Plaque" – a flat memorial plate containing information that is either engraved or in bold relief that may be affixed to a park asset or displayed in a public place as a form of recognition.
- 4.16 "Proposer" - individual or organization proposing a sponsorship, donation, memorial or naming rights opportunity to the Department.
- 4.17 "Recognition Benefits" – opportunities given to the sponsor to have its name/logo appear on park property or materials for a specified period of time.
- 4.18 "Resident" - An individual or family that lived or lives in the City of Spokane.
- 4.19 "Sign" – a structure that is used to identify a specific park, to convey directions to park users, and/or to inform them of the relevant regulations and other pertinent information.
- 4.20 "Significant Donation" - A large donation providing over sixty percent (60%) of total cost of a project.
- 4.21 "Sponsorship" – financial or in-kind support from an individual or corporation for a specific service, program, facility, park or event in return for certain benefits.
- 4.22 "Sponsorship or Donation Agreement" – the legal instrument that sets out the terms and conditions agreed upon by the parties.
- 4.23 "Temporary Sign" – a sign that is erected for a known period of time, usually not exceeding twelve (12) to eighteen (18) months.

5.0 POLICY

- 5.1 It is the policy of Spokane Parks and Recreation Department to actively seek sponsorships, charge fees for advertising and to accept donations and gifts where appropriate, for its events, services, parks, equipment and facilities. The purpose of such is to increase the Department's ability to

deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

- 5.2 In appreciation of this support, it is the policy of the Department to provide suitable acknowledgement of these contributions. The recognition shall adhere to the aesthetic values and purpose of the Department's parks, facilities, and services.
- 5.3 The recognition shall not detract from the visitors' experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

6.0 PROCEDURE

6.1 Sponsorships, Gifts and Donations.

6.1.1 The following principles and guidelines form the basis of the Department's consideration of sponsorships, gifts and donations; and have been established to ensure all considerations are treated equitable.

6.1.2 Sponsorship, gift and donation proposals:

- a. must directly relate to the intent of the facility or subject park, and its master plan.
- b. cannot be made conditional on Department performance.
- c. will not be accepted from organizations whose mission conflicts with the mission of the Department.
- d. will provide a positive and desirable image to the community.
- e. will provide benefits commensurate with the relative value of the sponsorship.
- f. can not exceed ten percent (10%) of the operating costs associated with the proposal and of the overall lifetime value unless an endowment is included.
- g. from individuals can not limit the Department's ability to seek other sponsors.
- h. will not compromise the design standards and visual integrity of the park or facility offered.

- i. will be evaluated individually and shall include, but not be limited to:
 - a. products / services offered;
 - b. sponsor's record of involvement in environmental stewardship and social responsibility;
 - c. principles of the sponsor;
 - d. sponsor's rationale for its interest in the Department;
 - e. sponsor's expectations; and
 - f. sponsor's timeliness and/or readiness to enter into an agreement.

6.1.3 Proposals that exceed the Director of Parks and Recreation's authority will be approved by the Park Board. The Director's authority level is ?????.

Comment [CB1]: The director's level changes every year.

6.1.4 Categories for the following broad types of activities:

- a. Events – financial or in-kind support for an event organized by the Department on park property.
- b. Park Facility – financial or in-kind support associated with the design, construction and/or on-going maintenance and–operation of a particular park or recreational, sport, entertainment or cultural facility.
- c. Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program.
- d. Equipment—the Department's catalogue of specifications will identify

6.2 Recognitions.

Recognition will be based on the following principles:

6.2.1 In recognition of a contribution, preference will be given to providing a form of recognition that is not displayed within parks.

- 6.2.2 Recognition shall not suggest in any way the endorsement of the sponsor's goods or services by the Department, or any proprietary interest of the sponsor in the Department.
- 6.2.3 Any physical form of on-site recognition shall not interfere with visitor use or routine recreation or sports facility or park operations.
- 6.2.4 The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message.
- 6.2.5 All sponsorship, donation or naming rights agreements will be for defined period of time having regard to the value and the life of the asset involved.
- 6.2.6 Naming of facilities within a park facility is permitted providing it follows the following procedures and guidelines have been established to ensure all are treated in an equitable and appropriate manner and that in recognizing support, the values and purpose of a particular Parks facility is not diminished.
- 6.2.7 Benefits will be provided at a level of recognition and will specify costs commensurate with the contribution.
- 6.2.8 Acknowledgement of support preferences will be given to off-site forms of recognition that may include one or more of the following:
 - a. A thank you letter.
 - b. Publicity through the Department website, newsletters, and/or media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
 - c. Events such as a press conference, photo opportunity, ground breaking or ribbon cutting ceremony.
 - d. Mayoral and/or Park Board President acknowledgement at civic functions.
 - e. Commemorative items such as a framed picture or plaque.
 - f. Acknowledgement on printed materials such as recreational program catalogs.
 - g. On-site Recognition to be provided, types of recognition may include:

- Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or an event.
- Interpretive sign, which may include the use of logos.
- Permanent plaque or sign (permanency is limited to the life of the asset).

6.3 Decision Process on Type of Recognition.

6.3.1 Financial or in-kind sponsorship levels.

- a. Levels under \$10,000 shall be made by the Communications Coordinator and the Division Manager overseeing the location where the recognition will be placed.
- b. Levels up to the Director's limit, approval shall be made by the Director of Spokane Parks and Recreation, unless it involves naming of a park facility in which case the Naming Recognition procedures will apply. In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.
- c. Levels over the Director's approval limit approval shall be made by the Park Board, unless it involves naming recognition within a park facility in which case, the Naming Policy procedures will apply. In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

6.4 Determining Design Standards for Various Types of Recognition.

6.4.1 Signs and Plaques.

- a. Recognition shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. In such circumstances the sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color.
- b. The Marketing Committee shall determine approval of a sponsor's name and/or logo on signs. Likewise, the

Marketing Committee shall also approve the design and content of plaques.

- c. The placement of temporary signs and plaques shall be determined between the Marketing Committee and the appropriate Division Manager.
- d. In the event of consensus not being reached, the Director of Spokane Parks and Recreation decision shall be final.

6.4.2 Standards for design and information requirements for website will be established by the Marketing Committee, in consultation with the Web Manager, and shall determine the design and information to be posted on the Department's website as it relates to sponsor recognition.

6.5 Process For Recognition of Sponsorships, Gifts and Donations.

6.5.1 All sponsorship, gift and donation, opportunities shall be developed under the guidance of the Marketing Committee.

6.5.2 The marketing committee, in consultation with all Division Managers, shall develop an on-going accrual plan that includes a prioritized sponsorship opportunities list for the purpose of solicitation.

6.5.3 This list shall be approved by the Department senior management team and subsequently communicated to the Spokane Parks Foundation by the Director of Parks and Recreation to facilitate an integrated approach to the procurement and management of sponsorships and gifts / donations by the two organizations.

6.5.4 All unsolicited sponsorship proposals shall be referred to the Marketing Committee who shall be responsible for their evaluation and the provision of a recommendation to the appropriate authority level as outlined below as to whether the proposal should be accepted or rejected.

6.5.5 Proposals less than \$10,000.

- a. Shall be handled by Division Managers in consultation with the Communications Coordinator. To ensure a consistent and coordinated approach, prior to approaching a potential sponsor, the Division Managers shall:

- Consult with the Marketing Committee as to the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.
- Submit the sponsorship proposal to the appropriate Division Manager for approval.
- Division Managers will liaise with the Communications Coordinator to execute the necessary sponsorship agreement and benefit recognition provisions.
- Ongoing administration of the sponsorship agreement and the management of the sponsor's relationship shall be the responsibility of the relevant Division Manager.

6.5.6 Proposals over \$10,000 – Director's Limit.

- a. Proposals over \$10,000 up to the Director's limit shall be the responsibility of the Communications Coordinator, who shall be responsible for preparing, evaluating, and managing sponsor relations for these sponsorships.
- b. Accepted sponsorship, gift and donation, offers shall be the subject of a sponsorship agreement. A contract template of such an agreement is attached.
- c. The Department reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement result in a conflict with this policy or if the agreement is no longer in the best interests of the Department. Decisions to terminate an agreement shall be made by the Director of Parks and Recreation.

6.5.7 Ethical Considerations.

- a. Sponsorships, gifts and donations may come with unintended consequences and need to receive careful consideration.
- b. On occasion, the Department may need to reject an offer under circumstances including, but not limited to, the following:

- The potential sponsor seeks to secure a contract, permit or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with the Department's mission, values, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a conflict of interest or policy (e.g., sponsorship from a tobacco company, political organization).
- The potential sponsor is in litigation with the City of Spokane.

6.5.8 Monitoring and Performance Reporting.

- a. Fundamental to improving the management and performance of the Department's sponsorship activities is the need for an effective program of review and reporting. Accordingly, the following performance indicators have been established and will be reported upon annually to the Park Board:
 - Number of active sponsorships; and
 - Dollar value of active sponsorships.

6.6 Memorials and Plaques.

The following principles form the basis for the Department's consideration of memorial, plaque or tribute proposals and to help prevent proliferation of memorials, plaques and tributes:

- 6.6.1 Memorials, plaques or tributes should benefit the general public as a first priority with the benefit to the donor or honoree as a secondary goal.
- 6.6.2 An agreement will be consummated to include responsibilities related to the memorial or plaque including but not limited to:
 - a. Installation costs including on-going upkeep; and
 - b. Replacement or repair costs.
- 6.6.3 Acceptable proposals of memorials, plaques or tributes in Parks and Recreation areas are:

- a. New trees or tree replacement;
 - b. New or replacement park furniture as outlined in Gift Catalogue; and
 - c. New or replacement of facilities.
- 6.6.4 Accepted proposals will adhere to all other relevant guidelines and procedures as previously outlined.
- 6.7 Process For Memorials and Plaques.
- 6.7.1 All memorial and plaque requests must be in writing and shall be referred to the appropriate Division Manager.
- 6.7.2 The Division Manager is responsible for evaluation of requests and the provision of a recommendation to the Director of Parks and Recreation as to whether the proposal should be accepted or rejected.
- 6.7.3 Division Managers will liaise with the Communications Coordinator to execute the necessary agreement and benefit recognition provisions.
- 6.7.4 The Department reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement result in a conflict with this policy or if the agreement is no longer in the best interests of the Department. Decisions to terminate an agreement shall be made by the Director of Parks and Recreation. Circumstances include but may not be limited to the following:
- a. The sponsor seeks to impose conditions that are inconsistent with the Department's mission, values, policies, and/or planning documents.
 - b. A conflict of interest or policy arises during the agreement period.
 - c. The potential sponsor is in litigation with the City of Spokane.
- 6.8 Naming Parks and Facilities.
The following principles form the basis of the Department's consideration of naming or re-naming Parks and facilities:
- 6.8.1 The Director's recommendations for parks and facilities names will be based on and chosen from the following criteria:

- a. Historical / prominent individuals / families / groups.
 - To have a name eligible for nomination an individual or family must have been a resident of the City of Spokane and the individual must have been deceased for at least one calendar year.
 - Families or individuals will be informed of the Department's desire to commemorate them in the particular manner.
 - The duplication or repeat use of names will be avoided, where possible.
 - Staff will not place names of living nominees on an eligibility list.
 - Names of living nominees must be nominated or recommended in writing by a member of the Park Board.
 - Living political nominees must be retired from political life for at least five (5) years.
 - Other living nominees must have been deemed by Park Board and the community to have made an outstanding contribution to the City of Spokane.
- b. Geographic or historical significance of the specific location.
A suitable program or community related name which denotes an appropriate linkage to its function.
- c. In recognition of a significant donation where a sponsorship agreement covers the majority (over sixty percent (60%) of the cost of the particular facility or structure.

6.8.2 Renaming of a Park or Recreation Facility

No park or facility shall be renamed. Additional names may be added to the original name in accordance with the eligibility criteria set forth in this policy.

6.9 Process For Naming Parks.

- 6.9.1 Anyone wishing to propose a name for a park or facility must submit a written request to Director of Parks and Recreation.

- 6.9.2 All naming opportunities shall be developed under the guidance of the Marketing Committee.
- 6.9.3 The Communications Coordinator may meet with neighborhood representatives, other City government organizations (e.g. Historic Preservation, Planning Services), or organizations concerned with parks and/or park facilities in order to prepare a recommendation.
- 6.9.4 The Marketing Committee, in consultation with the Director and appropriate Division Manager shall forward naming recommendations to the chairperson of the appropriate Park Board committee and for action to the full Park Board.
- 6.9.5 Accepted proposals will adhere to all other relevant guidelines and procedures as previously outlined.
- 6.9.6 The Department reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement result in a conflict with this policy or if the agreement is no longer in the best interests of the Department. Decisions to terminate an agreement shall be made by the Director of Parks and Recreation. Circumstances include, but may not be limited to, the following:
 - a. The sponsor seeks to impose conditions that are inconsistent with the Department's mission, values, policies, and/or planning documents.
 - c. A conflict of interest or policy arises during the agreement period.

7.0 RESPONSIBILITIES

The Director of Parks and Recreation shall administer this policy.

8.0 APPENDICES

Sponsorship / Donation Agreement

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APPROVED BY:

City Attorney

Date

Director
Parks and Recreation

Date

