

## CITY OF PARKVILLE, MISSOURI

<b>Policy Title:</b>	Parks Donation		
<b>Policy Number:</b>	100-11	<b>Category:</b>	Board
<b>Effective Date:</b>	March 20, 2018	<b>Updates:</b>	

### INTRODUCTION

The City of Parkville recognizes and values the direct support of the community. Parkville parks are privileged to receive support from citizens who donate regularly to help ensure the park system continues to thrive and provide improved quality of life for residents and visitors alike.

The purpose of this policy is to establish standards and procedures for the acceptance, installation and maintenance of donated park improvements made from cash or property donation. Options for donations include, but are not limited to, park benches, trees, picnic tables, public art and other appropriate parkland amenities and accessories.

Guidelines established by this policy shall apply to all donations to the Parks Division of the Public Works Department. Standards established by this policy will apply to purchased equipment, installation, donation acknowledgments and long-term care of all donations.

### ACCEPTANCE CRITERIA

Donations must be consistent with the mission, policies and goals of the Parks Master Plan and not be limited by any special restrictions, impose budgetary obligations or increased maintenance responsibilities. City staff will determine whether donations meet these standards and fall within the scope of the 2016 Parkville Parks Master Plan. Staff reserves the right to decline donations deemed unsuitable.

Donation applications are accepted year-round. Once donations are approved, the donor will receive a letter of appreciation, a certificate and an invitation to the annual recognition observance. All donation funding must be in place before the donated item can be secured, installed or planted. Tree planting will be done in spring and fall.

City staff will only accept donations with the understanding that staff is in no way obligated to replace any item or park improvement in the event of theft, vandalism, damage or destruction by flood or any natural event.

### ACQUISITION OR PURCHASE

The City and community have an interest in ensuring that park elements purchased and installed be of good quality related to style, appearance, durability and ease of maintenance. City staff will be responsible for the purchase and installation of all park elements.

## **APPEARANCE AND AESTHETICS**

The City and community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Park elements and/or their associated donations should reflect the character of the park or facility.

## **ACKNOWLEDGMENT, DONOR RECOGNITION, AND NAMING RIGHTS**

An annual recognition ceremony will be held during the February Community Land and Recreation Board (CLARB) meeting to recognize donors from the previous year. For donations acknowledged with a plaque, the plaque will be placed on or near the donated item when possible. For donations received for \$10,000 or greater, facility or property naming rights may be granted to the donor. All naming requests and proposals shall be reviewed by CLARB. The duration of the naming rights will be evaluated on a case by case basis. In some scenarios, a term expiration may be established. For example, scoreboard naming rights may expire at the end of the working life of the scoreboard.

When naming a new park or recreational facility, the proposed name shall:

1. Engender a strong positive image;
2. Be appropriate having regard to the park or recreational facility location;
3. Have historical, cultural, or social significance;
4. Commemorate places, people or events that are of continued importance to the City region, state or nation, or:
5. Have symbolic value that transcends ordinary meaning or use as well as enhances character.

## **INSTALLATION AND MAINTENANCE**

Installation and maintenance is included with donation amounts. Donated items will be installed between the months of April and October. All items and its donor acknowledgement become City property. Accordingly, the City is responsible for maintenance for the expected life cycle of the donation. After the duration period, the City may choose to replace or remove the donated item.

## **DONATION REQUESTS**

The donation process may be completed by mail, in person at City Hall or on the City's website. Requests shall be submitted using the Parks Memorial and Donation application. All applications shall be reviewed in accordance with the procedures and guidelines addressed in this policy. Checks shall be made payable to City of Parkville. Unless specified, donations will be placed in the general Parks Donation Fund and used to best meet the current needs of the department.

## **METHODS OF RECOGNITION**

1. Letter of Recognition – A letter of thanks and recognition will be sent to all donors. The letter will acknowledge the donor, the amount of the donation, special circumstances that

may apply and the date of acceptance. This letter will serve as evidence of the donation for the purpose of the donor's tax records; it will not attempt to value non-monetary donations.

2. Commemorative Plaques – A commemorative plaque will be installed on memorial benches.
3. Annual Recognition Observance – The CLARB will recognize donors from the previous year at its February meeting.

**PROHIBITED**

1. Establishment of individual memorials/decorations.
2. Accessories like wreaths, shrubs, memorial flowers.
3. Donation of any kind made with political intent or favoritism.

**MEMORIAL AND DONATION SCHEDULE**

Donation	Recognition/ Acknowledgement
<p><b>Dog Park</b> – These donation options range from \$500 to \$2,000</p> <ul style="list-style-type: none"> <li style="display: inline-block; width: 45%;">• Ramps</li> <li style="display: inline-block; width: 45%;">• Fire Hydrants</li> <li style="display: inline-block; width: 45%;">• Tunnels</li> <li style="display: inline-block; width: 45%;">• Drinking Fountains</li> <li style="display: inline-block; width: 45%;">• Teeter-Totters</li> <li style="display: inline-block; width: 45%;">• Dog Waste Stations</li> <li style="display: inline-block; width: 45%;">• Hoops</li> <li style="display: inline-block; width: 45%;">• Memorial Bench</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of recognition and thanks</li> <li>• Commemorative bronze plaque installed on memorial bench</li> <li>• Recognition at Annual Donor Observance</li> </ul>
<p><b>Trees</b></p> <ul style="list-style-type: none"> <li>• Memorial Tree - High-quality 30 gallon tree (8-12 ft. tall, 2-2.5" caliper) planted and maintained (mulched, watered, and pruned) for its life span - \$470</li> <li>• Adopt Existing Tree - \$350</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of recognition and thanks</li> <li>• Certificate, location map, and photo of your tree</li> <li>• Recognition at Annual Donor Observance</li> </ul>
<p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li>• Native Wildflower/Grasses Planting - \$500-\$1,500</li> <li>• Bike Racks - \$500</li> <li>• ADA Recycled Square Picnic Table - \$3,000</li> <li>• 32 Gallon Trash Receptacle - \$800</li> <li>• Artwork*</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of recognition and thanks</li> <li>• Recognition at Annual Donor Observance</li> </ul>
<p><b>Park Projects -</b></p> <ul style="list-style-type: none"> <li>• Build Soccer Field in Platte Landing Park - \$100,000</li> <li>• Basketball/Tennis Court Refurbishment - \$50,000/court</li> <li>• Picnic Shelter - \$65,000-\$100,000</li> <li>• Baseball Field improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of recognition and thanks</li> <li>• Naming rights</li> <li>• Recognition at Annual Donor Observance</li> </ul>

\*Donations of art must be pre-approved by CLARB, with the location approved by the Parks Division of the Public Works Department.