

FACILITY COMMITTEE AGENDA

Michael McGinnis and Dave Donnan
Wednesday, July 17, 2024 – 3:00 P.M.

*If you need an accommodation to participate in this meeting, please call (530) 895-4711
Posted Prior to 3:00 PM Friday, July 12, 2024*

AGENDA

1. Call to Order

2. Public Comments

Members of the public may address the Committee at this time on any matter not already listed on the Agenda, with comments being limited to three minutes. The Committee cannot take any action at this meeting on requests made under this section of the agenda.

3. Naming and Donation Policy (Staff Report FA-24-011)

District staff will present a draft policy for review related to the naming of facilities and donation recognition.

4. Review Current Facility Names (Staff Report FA-24-012)

The Committee will review and discuss the facilities currently named.

5. Aquatic Facility Design Update (Staff Report FA-24-013)

District staff will provide an update on the Aquatic Facility Design.

6. Camp Lassen Discussion (Staff Report FA-24-014)

District staff will discuss a proposed business model related to programming at Camp Lassen.

7. Capital Improvement Projects (Staff Report FA-24-015)

District staff will provide updates on current capital improvement projects.

8. Directors' Comments

Opportunity for the Committee to comment on items not listed on the agenda.

9. Adjournment

Adjourn to the next scheduled Facilities Committee Meeting.



BOARD OF DIRECTORS

Facility Committee

STAFF REPORT

DATE: July 17, 2024
TO: Board of Directors
FROM: Annabel Grimm, General Manager
SUBJECT: Donation and Naming Facility Policy

BACKGROUND

At the October 2023 Regular Meeting, updates to the Donation and Naming Facility Policy were presented to the Board. The Board requested the Facility Committee review this policy and information related to how other agencies enact this type of policy.

DISCUSSION

District staff are requesting guidance on the pending updates to the Donation and Naming Facility Policy. Two topics that staff would like the Committee to consider are:

- Facilities/amenities named as a result of the naming rights being purchased by an organization, non-profit or trust to remain in effect for no longer than 5 years.
- Facilities/amenities named in tribute or memorial to remain in effect indefinitely.



POLICY #	Park and Facility Naming and Donation		
EFFECTIVE DATE	TBD	VERSION #	
DATE OF LAST REVISION	7/10/2023	NEXT REVIEW DATE	7/1/2028

APPLIES TO	
Division	Districtwide
Sub-Division	Administration

VERSION	REVISION DATE	DESCRIPTION OF CHANGE/SUPERSEDE	AUTHOR
1	July 2012	Initial	Unknown
2	7/10/2023	Updates	Holli Drobny

RATIONALE

These guidelines are intended to establish rules and procedures for naming District facilities, including parks, recreation facilities, sections of facilities, or rooms within the facilities. This policy also applies to the naming of park benches, picnic tables, and other community property as deemed appropriate.

TERMS AND DEFINITIONS

TERM	DEFINITION
Parks	Open space areas used for public recreation, which are owned and managed by the District.
Facilities	Buildings or amenities owned and managed by the District to conduct District business.
Specific Features	Amenities that could be located within a park or as part of a facility. Specific features may include, but are not limited to, athletic fields, gymnasiums, meeting rooms, picnic shelters, groves, walkways, trails, ball fields, tennis and basketball courts, aquatic facilities, and playground equipment.

PROCEDURE

The Board of Directors of the District has sole and absolute discretion in naming the District's parks and facilities, accepting donations, and in the placement of plaques, markers, and amenities at any of the District's parks or facilities. In exercising its discretion, the Board may consider the following criteria and guidelines.

The following procedures for naming a park, facility, or specific feature shall be used by the board:

Commented [HD1]: Black text is from CSDA sample policy.

Policy # 2215

- 1) The board will evaluate the merit of each suggested park, facility, or specific feature name according to criteria outlined in this policy. The general manger, staff, or designated committee shall make recommendations to the board for their final approval.
- 2) When appropriate, the District may solicit help from and/or suggestions of historical societies or other groups having a specific knowledge, when considering a name to highlight an area's geographic or historical significance.
- 3) To stimulate public interest and to obtain additional suggestions, the District may include a contest or competition involving the public as part of the selection process to name a park, facility, or specific feature. However, only suggestions which meet these policy guidelines should be considered.
- 4) Groups or individuals may submit nominations for naming a park, facility, or specific feature in writing on a form provided by the District, or in a letter that contains all pertinent information including the reasoning for the name being recommended.

Naming

Park naming or renaming approved by the District will be final and cannot be revisited or changed for a period of five years unless determined to be inappropriate.

Commented [HD2]: Red text is information that I added.

Parks – parks shall be named as follows:

- To reflect the geographical location.
- To reflect the historical features of the land on or around the park.
- To reflect the significant or unusual natural features of the land on or around the park.
- After a significant individual(s).
- To recognize a significant monetary contribution from an individual or organization.

Commented [HD3]: CSDA's outline does not address organizations, just individuals.

Facilities – facilities shall be named as follows:

- To reflect the services provided in the facility.
- To reflect the geographical location.
- After a significant individual(s)
- To recognize a significant monetary contribution from an individual or organization.

Criteria for naming a park or facility after an individual

- 1) The individual to which the park or facility will be named after must have made a significant contribution to the park or facility by:
 - a) Donating land,
 - b) Making a large financial contribution, or
 - c) Contributing substantially to improving the quality of life in the District. This could relate to involvement with parks and recreation or other community involvement.
- 2) The park or facility may also be named after a person from the community who died in the line of duty serving the local city, state, or United States of America.
- 3) Each park or facility may be named after selected individuals in their honor as desired and appropriate.

Criteria for Naming/Creating a Memorial in an Individual's Name

- 1) A donor may request that a park, facility, or specific feature in the park or facility be named after, or in memorial for, a specific individual.
- 2) The individual to which the park, facility, or specific feature may be named after must have made a significant contribution to the park or facility by:
 - a) Donating land,
 - b) Making a large financial contribution, or
 - c) Contributing substantially to improving the quality of life in the District. This could relate to involvement with parks and recreation or other community involvement.
- 3) If the name or memorial is made in terms of a specific facility, the specific facility should be a non-living, low maintenance improvement, which should serve a purpose to the District, for example, a picnic table or bench with a plaque. All costs of the specific facility shall be the responsibility of the donor. The donor may submit information and recommendation to the general manager regarding the relevant history of the person to be memorialized, the type of improvement desired, and the verbiage requested, if any. Final decisions regarding the specific features, including, but not limited to, materials, equipment, location, and labor, shall be made by the District.

Approval of the Individual's Name

- 1) If the District is naming a park, facility, or special feature after an individual, or in memorial to an individual, the District shall get approval from the individual (if living) or their family (if the individual is deceased and the family is available).
- 2) The intent of naming the park, facility, or special feature is for permanent recognition. Therefore, any request of the District to rename an existing park, facility, or specific feature should be subject to examination so as to not diminish the original justification for the name.

Accepting Donations

Monetary Donations, Amenity, Physical Property and/or other Non-Monetary Donations offered to the District in honor of an individual or organization and/or to add, enhance or improve a park and/or facility may be accepted at the sole discretion of the Board. Donations will be considered on an individual, case-by-case basis and assessed for potential conflict of interest and alignment with the District's mission and values.

When making determination regarding acceptance of such donations, the Board may consider the following, as applicable:

1. The donation and any attached conditions should support the District's Master Plan and/or long-range plan for the park and/or facility at which it is intended.
2. The donation and any attached conditions should promote the mission and goals of the District.

Commented [HD4]: Purple text is from previous CARD policy

Policy # 2215

3. The donation and any attached conditions should support the District's objective of providing community-wide services and/or opportunities.
4. Any addition, improvement or enhancement to a park and/or facility as a result of the donation and any attached conditions should be economically feasible for the District.
5. Physical property donations should be of adequate size, with geological characteristics suitable for park and/or facility development. Development of such donations should be economically feasible for the District.

If the Board accepts a donation, the donated item will become the property of the District. Where applicable, design and installation standards will be determined by the District, with costs to be borne by the donor, at the discretion of the Board.

An individual or an organization may submit monetary donations in the following tiers with the associated benefits:

Up to \$5,000

- Public recognition through social media or a press release.
- Acknowledgement on donor wall or plaque.

\$5,001-49,999

- Public recognition through social media or a press release.
- Acknowledgment through installation of a memorial such as bench, picket, or brick.

\$50,000 and up

- Public recognition through social media or a press release.
- Acknowledgment through the naming of a park, amenity, or facility.

Veterans Name Plaques

Name Plaques in honor of, or in memory of, an individual to be placed under the Veterans Memorial Plaque within the District may be permitted if the following criteria is met:

1. The individual was a service member killed in the line of duty;
2. The request is submitted by a member of the individual's family, or if proposed by someone other than the individual's family, the person or group making the proposal must be able to assure the Board of Directors that the proposal has the official approval of the individual's family.
3. The individual was a resident or active member of the Chico community for a significant length of time.

If approved, the name plaque must follow the same design as the other name plaques currently placed under the Veterans Plaque.

Removal

The District reserves the right to remove and/or relocate donated amenities, markers, or plaques when they interfere with site safety, maintenance, or construction activities, or they become unsightly due to vandalism or age. The District will make every attempt to contact the donor prior to removal or relocation. In certain situations, such as safety or emergency, the notification may be made after relocation or removal.

Policy # 2215

Authority: General Manager, Board of Directors

Author (print and sign)

Date

Annabel Grimm
General Manager

Date

Approved by the Board of Directors on: _____



NAMING GUIDE
DAVIE COUNTY COMMUNITY PARK

BRANDING

DAVIE COUNTY

AN INVESTMENT IN DAVIE COUNTY RECREATION AND PARKS IS AN INVESTMENT IN YOUR BRAND.

Whether you want to reach the parents of young children, active seniors who want to keep their minds sharp, or other adults who are connected to the community, you can share your message with local and regional audiences by teaming up with Davie County Recreation and Parks.



INNOVATION

- Fostering Creative Minds
- Encouraging Cutting Edge Ideas
- Empowering High-Potential Talent
- Embraces Out-of-the-Box Thinking

STEWARDSHIP

- Advocates for Parks and Open Spaces
- Harnesses Conservation
- Builds Sustainable Relationships

QUALITY OF LIFE

- Strives to Promote Mental, Physical, and Emotional Wellbeing
- Attentive to Community Needs
- Dedicated to Excellent Customer Service

The success of our mission is based on the core values that embody the attributes that have led the Davie County community to become a place all individuals can come to live, work and play!

NAME YOUR NEW DAVIE COUNTY COMMUNITY PARK

“Presented by” status:

- “Presented by” status with name and logo placement on all promotional media: posters, flyers, print ads, press releases, email blasts, patron receipts, website and social media sites
- Presenting sponsor sign at park entrance - placed until project completion
- Listing in tri-annual Recreation Program Guide
- Name of business or organization placed on all way-finding park signage

Grand Opening:

- Custom framed photo of ground breaking delivered to your office
- Custom Park Tour for a group of 15 at our park
- Use of business name in all promotional materials and media coverage relating to ribbon cutting ceremony
- First right of refusal for Park naming rights and sponsorship opportunities

Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Complementary use of the facility once per year
- Complimentary tickets to select events (10)
- Subscription to monthly e-newsletter
- Sponsor name or logo on printed event tickets
- Opportunity to be introduced to the public or hold a raffle at any event
- Customized booth space (10x20) in sponsor areas at all major events

As we begin to erect this new recreational facility, we are opening this park up for you to project your passion onto our local treasure by allowing an organization, business, individual, or foundation to purchase naming rights to the most prestigious piece; its name.

Naming rights for the new park have a commitment period of up to five (5) years, with an installment of payments, agreed upon by a selected body, spanning the entire period of commitment.

Commitment:

Determined between Sponsor and DCRP.





impact builder

\$125,000

“Presented by” status:

- Name and logo placement in all promotional media referring to specific amenity: posters, flyers, print ads, press releases, email blasts, website and social media sites
- Listing in tri-annual Recreational Program Guide
- Name of business or organization placed on amenity signage
- Top billing banner placement on amenity

Grand Opening:

- Custom framed photo of ground breaking delivered to your office
- Custom Park Tour for a group of 10 at our park
- Use of business name in all promotional materials and media coverage relating to the ribbon cutting ceremony

Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Complementary use of the facility once per year
- Complimentary tickets to select events (10)
- Subscription to monthly e-newsletter
- Sponsor name or logo on printed event programs per amenity
- Opportunity to be introduced to the public at sponsored amenities events
- Customized booth space (10x20) in sponsor areas at major events



game changer

\$50,000

Advertisements:

- Name and logo placement in all promotional media referring to specific amenity: posters, flyers, print ads, email blasts, website and social media sites
- Listing in tri-annual Recreational Program Guide
- Name of business or organization placed on amenity signage

Grand Opening:

- Custom framed photo of ground breaking delivered to your office
- Custom Park Tour for a group of six at our park
- Use of business name in all promotional materials related to the ribbon cutting ceremony

Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Complementary use of the facility once a year during operational hours
- Five complimentary tickets to select events
- Subscription to monthly e-newsletter
- Sponsor name or logo on printed event programs per amenity
- Customized booth space (10x10) in sponsor areas at major events

Park Amenity Naming Opportunities

Enriching the quality of life for all of Davie County one community member at a time.

Price listed is per amenity.



**play
maker**
\$25,000

Exclusive Impact Builder | \$125,000

One-time payment, 5 year benefits

Game Changer | \$50,000

5-year investment plan (2 available)

Play Maker | \$25,000

5-year investment plan (4 available)

Sponsorships | \$1,000

Annual Commitment

Advertisements:

- Name and logo placed in promotional media referring to specific amenity: posters, flyers, email blasts, website and social media sites
- Listing in tri-annual Recreational Program Guide
- Name of business or organization placed on amenity signage

Grand Opening:

- Custom framed photo of ground breaking delivered to your office for display
- Custom Park Tour for a group of four at our park
- Photos taken with representatives at ribbon cutting

Community Engagement:

- Opportunity to provide promotional materials at programs and events
- Subscription to monthly e-newsletter
- Sponsor name and logo on printed event programs for sponsored amenity
- Customized booth space (10x10) in sponsor areas at major events



sponsorships
\$1,000

- Listing on website and social media sites
- Subscription to monthly e-newsletter
- Listing on some promotional materials for preferred amenity
- Logo placed on park publications referring to a preferred amenity
- Banner Placement at amenity location (4x6)
- Booth space (10x10) at one Department sponsored event

Park Amenity Naming Opportunities

Project your passion onto one of our amenities! Purchasing naming rights for a field, playground, staging area, trail, amphitheater, or multipurpose rooms allows you to claim a space in memoriam, in commemoration or in honor of your growing business or personal venture.

Naming rights last a maximum of five years. The value of an amenity is estimated based on its location, use, visibility, construction, cost, and other factors. Benchmarks were adopted and policies enacted after careful review of nationwide research.

Active Multipurpose Rooms

Help maximize our indoor recreation center's potential with versatile room spaces designed for arts, conferences, fitness, homework/computer studies, teen room and community rentals.

Alumni Plaza Bocce & Horseshoes

The Alumni Plaza, situated behind the stadium grandstand features two bocce courts and horseshoe pits. Designed for accessibility, competition and leisure, these amenities provide a safe space for families of all ages and abilities to play.

COMMITTED GAME CHANGER:
Davie County Community Foundation

Amphitheater and Civic Green

The amphitheater is a focal point for the park and will host many live entertainment and theater arts events throughout the year. The civic green features a shelter and oval walkway as part of the park trail system.

Ballfield

A versatile 310° athletic ballfield can facilitate league play and general recreation programming. Baseball, kickball, softball, and whiffleball are all viable program options just to name a few.

Dog Park

Make fur-ever friends by providing a safe, attractive and well-maintained play area for pooches large and small.

Inclusive Playground

Your donation gives children of all ages and abilities and their families with a very special playground, creating heart-warming memories and impacts for years to come.

Indoor Gymnasiums

There are two indoor gymnasiums that will host a plethora of sports leagues, clinics, specialty camps and many other recreational activities. From sun-up to sun-down the gyms will see use year round.

Splashpad

The largest Vortex Splashpad in North Carolina totaling 7,350 square feet will find its home in our community park! Your donation will provide featured components that drive children and adults to visit and have the time of their life.

Stadium with Multiuse Field

The old Davie High School stadium brought the Davie community together for many years. Those same sights and sounds of the old stadium will continue with its new look and many opportunities for athletic and community events.

Trail System

You can help our Davie Community by preserving and restoring open space and providing opportunities for leisure and physical activity to improve fitness and mental health. Trail sponsorships offer stewardship opportunities which are excellent for business team building.

COMMITMENT FORM: DAVIE COUNTY RECREATION AND PARKS

Name/Company as you would like it displayed: _____

Contact/Representative: _____ Phone: _____

Mailing Address: _____ Mobile: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Website URL: _____ Facebook Page: _____

Description of Sponsor Business: _____

DCRP respects your privacy. Therefore your direct business contacts will be kept confidential.

Naming Right for DC Community Park

Pick Your Park Amenity:

- Inclusive Playground
- Splashpad
- Amphitheater and Civic Green
- Indoor Gymnasiums
- Stadium with Multiuse Field
- Ballfield
- Alumni Plaza Bocce & Horseshoes
- Trail System
- Dog Park
- Active Multipurpose Rooms

Park Shelters:

- Small
- Medium
- Large

Pick a Commitment Level:

- Impact Builder \$125,000
- Game Changer \$50,000
- Play Maker \$25,000
- Sponsorships \$1,000



Your gift is tax deductible! Use our Federal tax ID number: 56-6000295

Email us your form at RecTeam@daviecountync.gov

Forms can be mailed or delivered in person to: Davie County Recreation and Parks
Davie County Community Park
151 Southwood Drive
Mocksville, NC 27028

*At the end of the day,
it's not about what you have
or even what you've
accomplished.*

*It's about who you've lifted up,
who you've made better.*

It's about what you've given back.

- Denzel Washington



DAVIE COUNTY RECREATION & PARKS

336.753.TEAM (8326)

www.daviecountync.gov/dcrp

Sponsorship Policy

INTRODUCTION

The Washougal Parks Department is a division of the City of Washougal Public Works Department. The parks services are primarily funded by the City’s general fund. In recent years demands upon such funds have increased with no increase in staffing, a trend that is expected to continue. To maintain and enhance the city’s park and recreation system in these challenging times, one of the alternate funding sources being pursued is sponsorship.

WASHOUGAL PARKS DEPARTMENT MISSION STATEMENT

The parks of Washougal will be places that can be enjoyed by all the public. The Washougal Parks Department will provide areas for social interaction, play, peaceful enjoyment, and quality of environment. A system of trails connecting neighborhoods and parks will give citizens access to a variety of facilities – playgrounds, swimming areas, boating facilities, recreation spots, and historic sites. Washougal Parks Department’s goal is to provide a safe, enjoyable, and relaxing facility that preserves the land.

POLICY STATEMENT

It is the policy of the City of Washougal to actively seek sponsorships for its events, services, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase Washougal’s ability to deliver services to the community and/or provide enhanced levels of service beyond basic services from the City’s general fund.

In appreciation of such support, it is the policy of the Washougal Parks Department to provide sponsors with suitable acknowledgement of their contributions with the following goals attributed to such recognition:

- shall adhere to the aesthetic values and purpose of Washougal’s parks, facilities, and services.
- shall not detract from the visitor’s experience or expectation
- shall not impair the visual qualities of the site
- shall not be perceived as creating a proprietary interest.

GUIDING PRINCIPLES

SPONSORSHIP PROPOSALS

The following principles form the basis of the organization's consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the subject facility or park, and its master plan (if available).
2. Sponsorships cannot be made conditional on Washougal Parks Department's performance.
3. The mission of a sponsorship organization should not conflict with the mission of the Washougal Parks Department.
4. Sponsorships promote a health, recreation, or sports-oriented image to the community.
5. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
6. Individual sponsors should not limit the Washougal Parks Department's ability to seek other sponsors.
7. Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
8. An evaluation of the potential sponsor which shall not be limited to:
 - Products/services offered
 - Company's record of involvement in environmental stewardship and social responsibility
 - Principles of the company
 - Sponsor's rationale for its interest in the Washougal Parks Department
 - Sponsor's expectations
 - Sponsor's timeliness and/or readiness to enter into an agreement

RECOGNITION OF SPONSORS

The following principles form the basis of the organization's recognition of sponsors:

1. The Washougal Parks Department appreciates all sponsorships that enable it to further its mission.
2. In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within parks.
3. Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by the Washougal Parks Department, or any proprietary interest of the sponsor in the City of Washougal.
4. Any physical form of on-site recognition shall not interfere with visitor use or routine community center/park operations.
5. 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. All sponsorship agreements will be for defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
7. Naming of events and/or facilities within a park in recognition of a sponsor is permitted, providing such names are subordinate to the name of the park.
8. Where naming/renaming of a parkland is negotiated as a sponsorship benefit, the local homeowners association will be notified of the proposal. The sponsorship proposal will be considered by the Washougal Parks Board of Commissioners. The Board shall:

- Review the proposed request for its adherence to the policies of Washougal Parks & Recreation.
- Ensure that supporting information has been authenticated.
- Take into consideration the comments of the relevant homeowners association(s).
- Board consideration of the request will be pursuant to the Sponsorship Process outlined in this policy.

PROCEDURES & GUIDELINES

These procedures and guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the health and recreational purpose of a particular community center and/or park is not diminished. The guidelines and procedures contained within this policy do not apply to gifts and/or grants for which there is no benefit or recognition.

SPONSORSHIP CATEGORIES

Sponsorships are appropriate for the following broad types of activities:

- Events or Programs – financial or in-kind support for an event organized by Washougal Parks Department on Washougal or partnered property. An example of a sponsorship under \$10,000 is funding a children's play activity at an event. An example of a sponsorship over \$10,000 is funding the entire event.
- Park/Facility Development – financial or in-kind support associated with the design and construction of a particular park or recreational or cultural facility. Projects within this category will be typically be of a one-time nature. An example of a sponsorship under \$10,000 is funding a bench, bleacher, or trail. An example of a sponsorship over \$10,000 is funding an entire park or large feature, such as a ballfield.

TYPES OF RECOGNITION

Sponsors will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

- A thank you letter.
- Publicity through the City of Washougal's website, newsletters, and/or social media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
- Events such as a press conference, photo opportunity, groundbreaking or ribbon cutting ceremony.
- Acknowledgement at civic functions Mayor, City Manager, and/or City Counselor.
- Commemorative items such as a framed picture or plaque.
- Register of sponsors that is accessible to the public either online or at the City of Washougal administrative offices and community centers.
- Acknowledgement on printed materials such as recreational and environmental program catalogs.
- Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at a community center or the City of Washougal administrative offices.
- Where on-site recognition is 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).
- Naming of a particular facility within a park where the sponsorship covers the majority (>60%) of the cost of the particular facility, structure, or land acquisition.

DETERMINING TYPES OF RECOGNITION

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.

DETERMINING DESIGN STANDARDS FOR VARIOUS TYPES OF RECOGNITION

Design and Location of Temporary Signs, Plaques, Sponsorship Boards: Recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative, or interpretive nature. The sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color. Sponsorship boards should be designed with a format that allows for the recognition of sponsors using small, removable name plates, plaques or tiles so sponsor details can be added or removed easily. Parks & Cemetery Program Manager shall determine approval of a sponsor's name and/or logo on signs and plaques.

The siting of signs and plaques shall be determined between the Parks & Cemetery Program Manager and/or the General Operations and Maintenance Manager.

Design and Information Requirements for Website: The City of Washougal's web development team shall determine the design and information to be posted on the City of Washougal's website and social media as it relates to sponsor recognition.

SPONSORSHIP PROCESS

All unsolicited sponsorship proposals shall be referred to the Parks & Cemetery Program Manager, who shall be responsible for their evaluation and processing for review by the Parks Board of Commissioners as to whether the proposal should be rejected or accepted and forwarded to the Washougal City Council.

1. Applicant completes a proposal application outlining asset for sponsorship, proposed name and meaning behind it, dollar amount, requested duration of sponsorship, proposed logo/signage design, sign location, special installation information, and formula used for calculating value.
2. The Parks & Cemetery Program Manager reviews the proposal for completeness and forwards the document to the Public Works Analyst. The Analyst reviews the formula which the Applicant used to calculate value.
3. The proposal is then submitted to the Board of Commissioners for review at the next meeting.
 - a) The Park Board of Commissioners may recommend changes to the proposal that assist with initial approval.
 - b) Proposals under \$10,000 may be rejected by the Board if they do not match the guiding principles of the sponsorship program and the mission or the Washougal Board of Commissioners. The decision of the Board is final. Approved proposals under \$10,000 are processed administratively by City staff.
 - c) Proposals over \$10,000 are forwarded to the City Council for review with either a

recommendation to approve or reject the proposal. City Council's decision is final.

Approved proposals over \$10,000 are processed by City staff after approval.

4. Applicants whose proposals are approved will be required to complete a sponsorship agreement.
5. The Parks & Cemetery Program Manager and/or the General Operations and Maintenance Manager install the proposed sponsorship recognition.

TERMINATING SPONSORSHIPS

The City of Washougal reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of Washougal Parks Department. Decisions to terminate a sponsorship shall be made by the City Manager or designee.

ETHICAL CONSIDERATIONS ASSOCIATED WITH SPONSORSHIPS

Sponsorships are an important way in which Washougal Parks Department can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration.

On occasion Washougal Parks Department may need to reject a sponsorship offer.

Circumstances under which this may occur include:

- The potential sponsor seeks to secure a contract, permit, or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with Washougal Parks Department's mission, health and recreation objectives, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a message in conflict with the health and recreation objectives promoted by city parks and sports facilities, e.g., a sponsorship from a tobacco company would infer endorsement of an unhealthy activity.
- The potential sponsor is in litigation with the City of Washougal.

MONITORING AND REPORTING SPONSORSHIP PERFORMANCE

Fundamental to improving the management and performance of Washougal Parks 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 Washougal Parks Board of Commissioners and Public Works Analyst for presentation to the City of Washougal Administration and Washougal City Council:

- Number of active sponsorships
- Dollar value of active sponsorships
- Number of sponsorship proposals declined by potential sponsors

PARKS AND RECREATION DEPARTMENT SPONSORSHIP POLICY

1. Introduction

Parks and Recreation is a department of the Town of Mammoth Lakes whose services are primarily funded from the Town's general fund. Demands upon services and subsequent costs continue to increase, a trend that is expected to continue for the future. To maintain and enhance the many camps, programs, events and amenities provided by the Parks and Recreation Department, the Town wishes to further enhance its ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the Town's general fund through sponsorship.

2. Policy Statement

It is the policy of the Parks and Recreation Department to seek sponsorships for its events, programs, parks, and valued amenities from individuals, foundations, corporations, non-profit organizations, service clubs, and other entities. The purpose of such sponsorship is to increase the department's ability to maintain facilities, deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the Town's general fund.

In appreciation of such support, it is the policy of the Parks and Recreation Department to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the Town's parks, facilities and programs. In addition, such recognition shall not detract from the user experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists between the donor and the Town.

3. Definition of Sponsorship

Sponsorship is an investment in cash and/or in kind, in return for access to exploitable business potential associated with an event or worthwhile cause.

4. Guiding Principles

The following principles form the basis of the Town's consideration of sponsor proposals:

- Sponsorship will relate to the intent/purpose of the facility, park or program being sponsored.
- Sponsorships will not result in any loss of Town of Mammoth Lakes jurisdiction or authority.
- The mission of a sponsor organization should not conflict with the mission of the Parks and Recreation Department.
- Sponsorships cannot be made conditional on the performance of the Parks and Recreation Department or Town of Mammoth Lakes.

- Sponsorships provide a positive and desirable image to the community.
- Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
- Individual sponsorships which do not limit the department's ability to seek other sponsors are preferred.
- Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
- An evaluation of the potential sponsor which shall include but is not limited to:
 - Consideration of any immediate or initial expenditure required in order to accept the sponsorship.
 - The potential and extent of the Town's obligation to maintain the sponsorship.
 - The community benefit derived from the sponsorship; and
 - The ethical appropriateness of the sponsorship.

Organizations are not eligible for sponsorship if they relate to any of the following:

- Companies whose business is substantially derived from the sale of alcohol (excludes businesses that serve prepared food on site), tobacco, marijuana, firearms or pornography.
- Organizations with noncommercial messages, such as religious or political institutions.
- Any business regarded as an "Adult" business.
- Any depiction which gives the appearance or impression that a product or business is endorsed or recommended by the Town or its officers, agents, or employees.
- Sponsorship that creates a conflict of interest or policy with the Town.

5. Sponsorship Categories

Sponsorships are appropriate for the following broad types of activities and required approvals:

- A. Events – financial or in-kind support for an event organized by the Parks and Recreation Department on Town-owned or managed property. Examples include: Community Easter Egg Hunt and Play Day or the Halloween Skate Party.
 - Approval: Parks and Recreation Director/Recreation Manager or designee
- B. Recreation Programs – financial or in-kind support that facilitates the ongoing delivery of a particular town-wide or site-specific recreation program. Examples include: Little Sluggers, Adult Curling League, Adult Soccer or Volleyball League or summer camps.
 - Approval: Parks and Recreation Director/Recreation Manager or designee
- C. Naming Rights - A significant sponsorship that will add considerable value to Mammoth Lakes' parks and recreation amenities. This level of sponsorship can include the naming of a new or existing park and/or recreation facility for a period of typically five years or more. This level could be contingent upon jurisdictional partner approval.

As a guideline, the threshold for considering the naming of a park and/or recreational facility will typically include one or more of the following:

- A contribution by the sponsor of an amount agreed upon by the Recreation Commission and approved by Town Council relative to the value of the recreation amenity.
 - Provision of a minimum 5-year agreement with the sponsor for the continued maintenance and/or programming of the recreation amenity.
 - Approval: Town Council, with recommendation from Recreation Commission.
- D. Community Sports Teams – Organizations or businesses may sponsor community adult/youth sports teams. The sponsorship of a community youth sports team is subject to the Sponsorship Policy, however, the sponsorship of a community adult sports team is not subject to the Sponsorship Policy.
- Approval: Parks and Recreation Director/Recreation Manager or designee

6. Authority Levels

The Town of Mammoth Lakes possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. Unless a sponsorship opportunity requires Town Council approval, the Town shall act through its Parks and Recreation Director, or designee(s). The Town reserves the right to refuse any offer of sponsorship.

7. Recognition of Sponsors

These guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the values and purpose of a particular community facility and/or park is not diminished. The guidelines contained within this policy do not apply to gifts, grants, and/or donations for which there is no benefit or recognition.

The following guidelines form the basis of the organization's recognition of sponsors:

- The Parks and Recreation Department appreciates all sponsorships that enable it to further its mission.
- In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within parks.
- Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by the Parks and Recreation Department, or any proprietary interest of the sponsor in the Town of Mammoth Lakes.
- Any physical form of on-site recognition shall not interfere with visitor use or routine camp, program, event and facility operation.
- 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, and is subject to

approval from the Town, and from the lessor of any Town facility located on land leased to the Town.

- All sponsorship agreements will be for a defined period of time relative to the value of the sponsorship and the life of the asset being sponsored.
- Naming of events and/or facilities within a park or community center in recognition of a sponsor is permitted providing such names are subordinate to the name of the recreation amenity.

8. Types of Recognition

Sponsors will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

- A thank you letter.
- Publicity through the Parks and Recreation Department website, social media newsletters, media releases, and any other applicable public outreach.
- Events such as a press conference, photo opportunity, groundbreaking or ribbon cutting ceremony.
- Mayoral and/or Commissioner acknowledgement at civic functions.
- Commemorative items such as a framed picture or plaque.
- Acknowledgement on printed materials such as recreation brochures.
- Inclusion of the individual's name or company name and logo on a sponsorship donor/recognition wall at a Parks and Recreation facility.
- Where on-site recognition is to be provided, types of recognition may include:
 - Temporary signs, which may include the use of logos, acknowledging a sponsor (to the extent permitted by the Town's sign ordinance)
 - Interpretive sign, which may include the use of logos (to the extent permitted by the Town's sign ordinance)
 - Permanent plaque or sign (permanency is limited to the life of the asset).
 - Naming of a particular recreation amenity on Town-owned or managed property

9. Determining Types of Recognition

Decisions as to the type of recognition including any signage, products or logo placement to be provided to a Level A, B and D sponsor will be determined by the Parks and Recreation Director/Recreation Manager or designee. Level C sponsorship recognition will be approved by Town Council with a recommendation from the Recreation Commission.

10. Sponsorship Agreement

All sponsorships shall be memorialized in a formal sponsorship agreement.

11. Sponsorship Process

All proposals for sponsorship must be submitted in writing to the Parks and Recreation Director/Recreation Manager or appointed designee.

12. Terminating Sponsorships

The Parks and Recreation Department reserves the right to terminate any sponsorship, should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy, or if the sponsorship is no longer in the best interests of the Town of Mammoth Lakes. Decisions to terminate a sponsorship shall be made by the Parks and Recreation Director/Recreation Manager or appointed designee.

13. Ethical Considerations Associated with Sponsorships

Sponsorships are an important way in which the Parks and Recreation Department can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration. On occasion the Parks and Recreation Department may need to reject a sponsorship offer. Circumstances under which this may occur include:

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

14. Monitoring and Reporting Sponsorship Performance

Fundamental to improving the management and performance of the Parks and Recreation 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 Recreation Commission and to Town Council as needed:

- Number of active sponsorships
- Dollar value of active sponsorships
- Number of proposals presented to potential sponsors
- Number of sponsorship proposals declined by potential sponsors

15. Definitions

For the purpose of this policy the following definitions apply:

Advertising – the activity of attracting the public's attention to a particular product or service.

Amenity - a desirable or useful feature or facility of a building or place.

Community Center – a building in which structured and unstructured recreational and cultural activities are provided.

Donations – the provision of in-kind goods and/or money for which no benefits are sought.

Interpretive Sign – a sign within a park that interprets natural, historic, and/or cultural features.

Facility – any building or structure that is located on property owned or managed by the Town of Mammoth lakes

Logo – a symbol or name that is used to brand an organization.

Park – open space owned or managed by the Town of Mammoth Lakes for recreational and/or natural resource values.

Park Resources – the natural and/or cultural landscape elements within a park.

Plaque – a flat memorial plate containing information that is either engraved or in bold relief.

Recognition Benefits – opportunities given to the sponsor to have its name/logo appear on park property or materials for a specified period of time.

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.

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.

Sponsorship Agreement – the legal instrument that sets out the terms and conditions the parties have agreed to.

Temporary Sign – a sign that is erected for a known period of time, usually not exceeding 12-18 months (to the extent permitted by the Town’s sign ordinance).



BOARD OF DIRECTORS

Facility Committee

STAFF REPORT

DATE: July 17, 2024
TO: Board of Directors
FROM: Annabel Grimm, General Manager
SUBJECT: Review Current Facility Names

BACKGROUND

At the October 2023 Regular Meeting, updates to the Donation and Naming Facility Policy were presented to the Board. While the District is currently working on updating this policy, the Board would also like to consider current facility names and discuss.

Location	Facility
Community Center	Jeff Carter Room
Community Park	Eddie Booth Field
	Frank Mertz Field
	Don Heffren Field
	John Barile Field
	Arron Ray Clark Memorial Field House
DeGarmo Park	Gailey Luther DeGarmo Park
	Veterans Field
	Jerry Hughes Field
Dorothy F. Johnson Center	Dorothy F. Johnson Center
Hooker Oak Park	Park named after Sir Joseph Dalton Hooker
	Ron Doryland Field
	Rex Murphy Field
	Sherwood Disc Golf Course
Meriam Park	Indigo Park
Nature Center	Kristie's Nature Lab
	Janeece Webb Living Animal Museum
	Howard S. Tucker Exhibit Hall
Rotary Centennial Park	Ann Willmann Playground



BOARD OF DIRECTORS

Facility Committee

STAFF REPORT

DATE: July 17, 2024
TO: Board of Directors
FROM: Annabel Grimm, General Manager
SUBJECT: Aquatic Facility Design Updates

BACKGROUND

Confluence Inc., the design firm retained by the District to design the Aquatic Recreation Facility, has been coordinating bi-weekly meetings with the design team and District staff. The project is progressing with significant amenity development focused on optimizing the scope and cost.

DISCUSSION

Recently, staff were made aware of a commercial project to build a climbing wall facility which is set to be completed well before the aquatics center. Based on the size and magnitude of that project, having a climbing wall in the aquatics center no longer made sense.

Removing that feature had other positive implications for the building and overall cost of construction. With the climbing wall out of the design, the buildings were able to be consolidated. The overall layout is now more efficient, allowing for a reduction in staffing needs. Other changes include consolidation of bathrooms and changing rooms, reducing pool deck areas, reduction in lazy river length, and eliminating the plunge pool.



BOARD OF DIRECTORS

Facility Committee

STAFF REPORT

DATE: July 17, 2024
TO: Board of Directors
FROM: Annabel Grimm, General Manager
SUBJECT: Camp Lassen Discussion

BACKGROUND

In April 2024, the opportunity for CARD to incorporate Camp Lassen, located at 21359 Scout Rd, Butte Meadows, CA, into its recreational offerings was presented to the Facility Committee. Since then, District leadership took a tour of Camp Lassen and reviewed the facilities and amenities. Representatives of Camp Lassen indicate the property might soon be on the market.

DISCUSSION

The property is expansive spanning over one hundred acres dating back to 1933. There's a large meadow with substantial environmental significance. The buildings and ropes course have been maintained primarily by passionate volunteers whose dedication is evident. That said, the campground is massive and too much for a few volunteers to manage. The buildings and infrastructure require a multi-million dollar investment.

There is significant opportunity with the property from camps, retreats, rentals, and environmental. However, the capital investment required makes this venture a challenging proposition. An alternative option has been proposed. A private investor may be interested in acquiring and upgrading the facilities and working with the District to operate the facility.

District staff are working on a business plan that incorporates recreational activities and commercial rental options to understand the facility.

Chico Area Recreation & Park District

Capital Improvement Plan

Budget Year	Category	Fund Source	Location	Description	Est Compl	Projected Cost		
2024	Existing	GF	ADA Compliance Upgrades	As per ADA Transition Plan	7/1/2025	135,000		
		GF	Community Park	Renovate Tennis Court Restroom	10/1/2024	62,000		
		GF	Community Park	Resurface Tennis & Pickleball Courts	10/15/2024	200,000		
		GF	District-wide	Irrigation Controller Upgrades (Phase 2)	9/15/2025	115,000		
		GF	Lakeside	Lakeside HVAC	2/15/2025	200,000		
		GF	Lakeside	Kitchen Renovation	2/15/2025	45,000		
		GF	Fixed Assets	Replace Leaf Sweeper	Complete	66,000		
		GF	Fixed Assets	Vehicle Replacement	Complete	60,000		
		GF	Fixed Assets	Vehicle Replacement	8/1/2024	70,000		
		GF	Fixed Assets	Landscape Tractor	8/15/2024	36,000		
		GF	Fixed Assets	Dump Trailer	8/1/2024	20,000		
		Existing Total						1,009,000
		New	DIF/Grants	DeGarmo Park	Soccer Fields, Parking & Bathroom	9/15/2025	10,000,000	
DIF/Grants	Aquatic and Rec Center		Build Center	9/1/2026	20,000,000			
Donation	Centennial Park		Playground Equipment	10/31/2024	92,000			
LLD	Baroni		New Tot Structure & Replace 5 - 12	4/15/2025	200,000			
NIF	Henshaw		Build Park	12/15/2025	3,500,000			
New Total						33,792,000		
2024 Total						34,801,000		
2023/24	Existing	GF	CARD Community Center	Roof & Exterior Repair/Painting	11/30/2024	200,000		
		GF	District-wide	Irrigation Controller Upgrades (Phase 1)	6/1/2024	115,000		
		GF/DIF	Community Park	Expand Maintenance Hub	4/15/2025	1,300,000		
		Grant/NIF/GF	Rotary Park	Replace 5-12 Play Structure	12/23/2024	155,250		
	Existing Total						1,770,250	
New	DIF/Grants	Aquatic and Rec Center	Aquatic Center Design Phase	2/1/2025	2,075,000			
New Total						2,075,000		
2023/24 Total						3,845,250		
Grand Total						38,646,250		

Budget Year	Category	Fund Source	Location	Description	Est Compl	Projected Cost
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