

## **Parks and Recreation Services Policies and Procedures**

Policy Title: **Parks and Recreation Sponsorship and Naming Policy**

### **1.0 INTRODUCTION**

The City of Ann Arbor gratefully accepts and encourages gifts and donations from private individuals, businesses, community organizations, and public entities that are given to support the Parks and Recreation system. This gift policy covers gifts that are related to sponsorship and naming opportunities.

### **2.0 PURPOSE**

The purpose of the Parks and Recreation Sponsorship and Naming Policy is to establish and set guidelines and standards for the sponsorship and naming of vehicles, major recreational programs or events, landscape features, or buildings within the Parks and Recreation system.

### **3.0 POLICY**

It is the policy of the City of Ann Arbor:

3.1 To encourage and facilitate public and private gifts, bequests, and such contributions that enhance, beautify, improve, supplement, support, or otherwise benefit the Parks and Recreation system.

3.2 To accept public and private gifts that are consistent with the following terms:

3.2.1 To accept gifts that are consistent with the mission, policies, and goals of the Parks and Recreation system, current park master plans, existing facilities and amenities, the most current comprehensive Parks and Recreation Open Space Plan and recreation facility programs.

3.2.2 The City recognizes that actual or perceived conflicts of interest might arise in relation to contributions from individuals, foundations or corporations. Therefore the City will not accept contributions that:

- Create significant actual or perceived damage to the Parks and Recreation systems mission, public image or reputation.
- Create significant actual or perceived damage to the City of Ann Arbor's mission, public image or reputation.

3.2.3 The City will not accept contributions from individuals, foundations or corporations that:

- Have a history of environmental abuse or regulatory noncompliance, unless the corporations are engaged in a credible effort to change past practice.
- Expect significant publicity for the contribution beyond the normal sponsorship and naming recognition described in this policy.

- Expect award of any proposed work in connection with City in exchange for the contribution.

If the City learns of the existence of any of these disqualifying conditions with respect to a particular donor at any time prior to receipt of a contribution by the donor, it will withdraw its solicitation request.

If the City learns of the existence of any of these disqualifying conditions with respect to a particular donor after that donor's contribution has been received, it will return the contribution if reasonably possible.

#### **4.0 SPONSORSHIP CONTRIBUTION & RECOGNITION**

4.1 A sponsorship contribution is considered as a "sponsorship" if it is restricted to provide relatively short-term (usually two years or less) support for programs or events, or for the maintenance of existing equipment (e.g. a vehicle) or physical structures (e.g. operating costs of a pool). The City may provide public recognition of individuals or businesses that provide sponsorships in one or more ways, including through plaques or signs affixed to buildings that identify the donor as a sponsor, along with methods of acknowledgement noted in the Parks and Recreation Gift Policy under section 4.0.

When soliciting for and accepting sponsorship contributions the City will be guided by the following principles:

- All sponsorships must relate to and be consistent with the mission, policies, and goals of the Parks and Recreation system.
- Sponsorship benefits must be commensurate with the relative value of the sponsorship, as determined by City staff.

If Parks staff has concerns that a proposed sponsorship donor may be controversial, prior to accepting the sponsorship donation they shall afford the Community Services Area Administrator the opportunity to comment on any such donor. The decision of the Community Services Area Administrator is final.

#### **5.0 NAMING CONTRIBUTION & RECOGNITION**

5.1. A contribution involves a naming if the donor would be recognized by having a vehicle, major educational program, landscape feature, or building named after the donor in recognition of a significant gift that will provide long-term or permanent support or pay for a major capital improvement.

5.2. Requirements Applicable to All Naming.

With any naming, the proposed name will not:

- Create significant actual or perceived damage to the Parks and Recreation systems mission, public image or reputation.

- Create significant actual or perceived damage to the City of Ann Arbor's mission, public image or reputation; the determination of what is significant shall be in the sole judgment of the City.
- Result in undue commercialization of the property or violation of any Park rule or regulation.

### 5.3 Additional Requirements for Contributions That Involve Naming All or Any Portion of a Building.

#### A. Approvals Required:

When naming is contemplated for all or any portion of a building (including any significant addition to an existing building), the following applies.

i. Approval by Community Services Area Administrator. Before soliciting any potential donor for a contribution in connection with which such a naming opportunity will be offered, the Community Services Area Administrator or designee will be notified of such proposal. The Community Services Area Administrator or designee, acting within the scope of the Administrator's authority, shall either: (A) approve or disapprove administratively of the proposed solicitation and naming based on the standards set forth in this Policy; (B) establish special procedures for evaluation and approval or disapproval of the proposed solicitation and naming, or (C) tentatively approve the proposed solicitation and naming and direct that the proposed solicitation and naming be subject to the requirements contained in subsection ii, immediately below.

ii. Approval of PAC and City Council. Before making any binding commitment to name a building or permanent structure for a particular donor or accepting any donation offered on condition of such naming the following must occur: (A) obtain the recommendation of PAC and (B) receive approval from City Council. The decision of City Council is final.

#### B. Other Requirements.

A naming donation must cover at least 60% of the capital construction costs associated with a new building, a building renovation, or a significant addition to an existing building.