



**Spokane Park Board  
Development and Volunteer  
Committee meeting**

**3 p.m. Thursday, March 17, 2022**

WebEx virtual meeting

Fianna Dickson – Marketing & Communications

**Committee members**

- X Bob Anderson – Committee chair/Park Board
- X Jennifer Ogden – Park Board
  - Gerry Sperling – Park Board (absent/excused)
- X Kelly Brown – DVC Citizen Advisory Committee representative
- X Christina VerHeul – Community representative
- X Julie Biggerstaff – Community Assembly representative
- X Rick Romero – Community at-large representative

**Staff members**

Garrett Jones  
Fianna Dickson  
Jonathan Moog  
Pamela Clarke

**Minutes**

1. **Call to order** – The meeting was called to order at 3:02 p.m. by committee chair Bob Anderson. See list above for attendance. The group welcomed its newest member Rick Romero who retired from the city in 2016 as the utilities director. The committee expressed their appreciation on having Rick join the committee.
2. **Public comment**
  - A. None
3. **Action/discussion items**
  - A. DVC membership update – Bob Anderson presented an update on the DVC membership. Currently, all vacancies have been filled with the exception of a Park Board representative position.
  - B. DVCAC membership update – Fianna Dickson presented an update on the DVCAC membership. While the Friends of Centennial Trail are not in a position to provide a representative on the DVCAC at this time, they plan to readdress the situation in about a year. Andy Boyd, who represents the Friends of Spokane Golf, is the newest member of the committee. Lee Williams also recently joined the committee. She represents the Friends of Coeur d'Alene Park and is a member of the Browne's Addition Neighborhood Council. There are three vacancies on the DVCAC at this time (for two business leaders and one partner organization).
  - C. [Possible list of sponsorship naming opportunities](#) – Fianna Dickson presented an [overview](#) of a proposed list of sponsorship naming opportunities. This inventory list is meant to identify

park property locations and programs available for naming sponsorship. If the list is approved by the Park Board, a staff team will take the following next steps: 1) determine what assets make sense to coordinate in-house, and which are best suited for a professional sponsorship sales consultant (or similar); and 2) draft a Request for Proposals (or similar) for a professional consultant to build and sell packages, solicit potential sponsors on Parks behalf, and provide expertise on pricing, structure and approach.

- 1) **Parks sponsorship, donations, and naming policy** – Fianna explained the naming of parks, facilities and features will fall under the existing parks sponsorship, donations, and naming policy which was updated 2017. She provided an explanation of the current policy and its purpose. Policy relates to naming parks, facilities, and features, such as “Acme Park” and “Acme Field,” and does not relate to naming an event, program or project, such as “Acme Skate Night.” City Charter stipulates the Park Board may designate any park and structures by name. Park Board approval is required when assets have a contract dollar value greater than \$20,000 and/or the contract duration is longer than five years. Any location that is already named would not be available, unless Park Board desires to re-name it. Jon Moog referenced the “greater than three-year” criteria. Fianna explained they will be certain this stipulation follows current city policy relating to contract term duration.
- 2) **Sensitive to over commercializing park spaces** – Jennifer Ogden assured the group the Park Board is sensitive to not commercializing Parks more natural spaces. She explained the board will be certain to maintain a protective eye regarding those areas. She doesn’t envision these areas will be included in the inventory list for potential naming. All naming recommendations will require Park Board approval.
- 3) **Transparent mechanism** – Garrett Jones explained the importance of having a process where everyone has the opportunity for naming a facility. This calls for a transparent process where any corporation and organization, who desires to be part of the process, readily have that opportunity.
- 4) **Purpose for offering naming rights** – Julie Biggerstaff asked about the reasoning/purpose for offering naming rights. Fianna explained when there are events and projects which align with an organization/business’ purpose and goals, it gives them the opportunity to support Parks so taxpayers’ dollars may be used in other areas. Garrett added that this approach offers a level of consistency to the naming process and allows Parks to leverage its various partnerships in the community to provide more services to the citizens. He explained Parks cost of operations is not sustainable without those outside partnerships.
- 5) **Capital verses operational costs** – Rick asked if the naming rights and sponsorship support are designed to cover capital projects or operational costs, or both. Garrett explained it would depend on the type of asset and whether it is an existing feature or a new one.
- 6) **Request to recommend** – Staff requested the proposed list of assets be presented to the Finance Committee for consideration.

**Motion #1:** Jennifer Ogden moved to approve the list of sponsorship naming opportunities as presented.

Bob Anderson seconded.

Motion passed with unanimous consent (6-0 vote)

- D. DVCAC meeting update – DVCAC chair Kelly Brown provided an overview of the Feb. 24 DVCAC meeting. DVCAC members shared what support and needs their friends groups are seeking. Some of the expressed needs included suggestions on software for volunteer tracking, event coordination and online sign-up, fundraising and donor management. The committee plans to develop a “projects needs’ list for the DVC’s consideration. The next DVCAC meeting is scheduled for 5 p.m. March 24 via WebEx.
- E. DVCAC project presentations – During a recent DVC prep meeting, which included Bob, Jennifer, Garrett and Fianna, the group discussed how the DVCAC may serve as a pathway connecting citizens/friends groups with the Park Board. Bob explained the process involves citizen/friends groups presenting proposed projects to the DVCAC who will review and present to the DVC for review and consideration. The DVC will then provide assistance, support and direction to facilitate in implementing the projects. When appropriate, larger projects may come through the DVC and to other Park Board subcommittees for approval and support.
- 1) Process – Christina VerHeul asked if a threshold has been determined for which projects should come before the DVC. While no specific guidelines have been established, Bob explained it would probably include the more complex events or when there are funding needs.
  - 2) Focus on goals and priorities – Garrett suggested groups that have an interest in presenting to the DVCAC should focus on goals and priorities, as opposed to taking a deep dive into detailed projects. He wants to be certain there is not duplication of processes regarding existing projects and partnerships.
  - 3) Lines of communication with neighborhood councils/friends groups – Julie asked if there was an opportunity for Parks to come to various neighborhood councils or friends groups to explain their processes. Garrett explained a staff lead is assigned to each of the larger, more formalized groups. Those staff leads attend the groups’ standing meetings. As member of the DVC, Julie has the opportunity to serve as a conduit between the Community Assembly and the DVC. In addition, Lindsey Shaw serves as the Community Assembly representative on the DVCAC.
  - 4) Regional representation – Jennifer explained there could be friends groups formed which represent more than one park or neighborhood. They could represent a region or district.
4. **Next meeting** – No date was announced. The committee agreed they would like to establish the DVC as a standing committee with a consistent monthly meeting time beginning April. A meeting poll will be emailed to DVC members to determine a standing meeting time.
5. **Adjournment** – The meeting was adjourned at 3:53 p.m.

# Spokane Park Board

## Briefing Paper



<b>Committee</b>	Development & Volunteer		
<b>Committee meeting date</b>	March 17, 2022		
<b>Requester</b>	Fianna Dickson	<b>Phone number:</b> 625-6297	
<b>Type of agenda item</b>	<input type="radio"/> Consent <input type="radio"/> Discussion <input type="radio"/> Information <input checked="" type="radio"/> Action		
<b>Type of contract/agreement</b>	<input checked="" type="radio"/> New <input type="radio"/> Renewal/extension <input type="radio"/> Amendment/change order <input type="radio"/> Other		
<b>City Clerks file</b> (OPR or policy #)			
<b>Item title:</b> (Use exact language noted on the agenda)	List of sponsorship namng opportunities		
<b>Begin/end dates</b>	Begins:	Ends:	<input type="checkbox"/> Open ended
<b>Background/history:</b> This list is meant to identify all of the places and programs available for naming sponsorship. If the list is approved by the Park Board, a staff team would take the following next steps: <ul style="list-style-type: none"> <li>• Determine what assets make sense to coordinate in-house, and which are best suited for a professional sponsorship sales consultant (or similar)</li> <li>• Draft a Request for Proposals (or similar) for a professional consultant to build and sell packages, soliciting potential sponsors on our behalf, and providing expertise around pricing, structure, and approach (expectations and parameters to be determined)</li> <li>• Policy reference: Sponsorship, donations, and naming policy (updated 2017)</li> </ul>			
<b>Recommendation:</b> Make any edits to list, and recommend list to Finance Committee			
<b>Approvals/signatures outside Parks:</b> <input type="radio"/> Yes <input type="radio"/> No If so, who/what department, agency or company: Name: _____ Email address: _____ Phone: _____			
<b>Distribution:</b> Parks – Accounting Parks – Pamela Clarke Requester: Fianna Dickson Grant Management Department/Name: _____			
<b>Fiscal impact:</b> <input type="radio"/> Expenditure <input type="radio"/> Revenue Amount: _____ Budget code: _____ Budget neutral			
<b>Vendor:</b> <input type="radio"/> Existing vendor <input type="radio"/> New vendor <b>Supporting documents:</b> <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Quotes/solicitation (RFP, RFQ, RFB)  <input type="checkbox"/> Contractor is on the City's A&amp;E Roster - City of Spokane  <input type="checkbox"/> UBI: _____ Business license expiration date: _____         </div> <div> <input type="checkbox"/> W-9 (for new contractors/consultants/vendors)  <input type="checkbox"/> ACH Forms (for new contractors/consultants/vendors)  <input type="checkbox"/> Insurance Certificate (min. \$1 million in General Liability)         </div> </div>			

# Potential Assets Available for Naming Sponsorships

DVC, March 2022

# Overview

- ▶ This list is meant to identify all of the Park assets available for naming sponsorship
  - ▶ Places
  - ▶ Programs
  - ▶ Projects
  - ▶ Equipment
- ▶ Not all would be named, but gives us a list of options
- ▶ Naming of places and features would follow the Sponsorship, Naming, and Donation policy (updated 2017)

# Naming of a Park, Facility, or Feature

- ▶ Policy relates to naming parks, facilities, and features (i.e. “Acme Park” “Acme Field” or “Acme Fountain”)
  - ▶ City Charter, Section 48, Park Board may designate by name any park and structures thereon
- ▶ Policy does not relate to naming of an event, program, or project (i.e. “Acme Skate Night” or “Acme Softball Tournament”)
- ▶ Criteria and process for naming are outlined
- ▶ Park Board approval required when assets have a contract dollar value >\$20,000 and/or >5 years in duration
- ▶ Any place that is already named would not be available, unless Park Board desires to re-name it.

# Possible Next Steps

- ▶ If a list is approved by the Park Board, a staff team would take the following next steps:
  - ▶ Determine what assets make sense to coordinate in-house, and which are best suited for a professional consultant
  - ▶ Draft a Request for Proposals (or similar) for a professional consultant
    - ▶ provide expertise around pricing, structure, and approach
    - ▶ build & sell packages
    - ▶ solicit potential sponsors on our behalf
    - ▶ (expectations and parameters to be determined)



Questions?  
Thank you





**Potential Parks & Recreation Assets**  
**Available for Naming Sponsorship**  
Updated: March 9, 2022

#### Overview

- This list is meant to identify all of the places and programs available for naming sponsorship.
- Any place that is already named would not be available, unless Park Board desires to re-name it.
- If the list is approved by the Park Board, a staff team would take the following next steps:
  - Determine what assets make sense to coordinate in-house, and which are best suited for a professional sponsorship sales consultant (or similar)
  - Draft a Request for Proposals (or similar) for a professional consultant to build and sell packages, soliciting potential sponsors on our behalf, and providing expertise around pricing, structure, and approach (expectations and parameters to be determined)
- Policy reference: Sponsorship, donations, and naming policy (updated 2017)
- Agreement references: MOU with Spokane Parks Foundation for the Campaign for Riverfront Spokane (expires Nov. 2022). Numerica Skate Ribbon & SkyRide naming agreement.

## Places

#### Sports fields or courts

- Soccer
- Football
- Softball/Baseball
- Tennis/Pickleball
- Futsal
- Basketball (those not sponsored by Hooptown USA)

#### Facilities within parks

- Pools
- Splash pads
- Ponds
- Bridges
- Picnic shelters
- Benches/tables
- Drinking fountains
- Community gardens or flowerbeds
- Playgrounds
- Pathways
- Pavers
- Meadows
- Trails and trailheads

#### Specialty parks

- Skate parks
- Dog parks
- Disc golf and youth disc golf courses

#### Specific assets in parks

- Finch Arboretum conference rooms inside the Woodland Center
- Corbin Art Center classrooms or porch
- Shadle Park performance stage
- Redband Park river put-in
- Manito Park loop drive
- Merkel RV lot
- Merkel BMX track
- Merkel Synthetic Turf Fields
- Camp Sekani parking area

#### Park Operations

- Complex
- Conference rooms

#### Golf

- Courses (course would maintain the name, but add after name, "Presented by")
- Patios
- Pavers
- Sponsor items could include flags, sticks, tee markers, range balls/targets, score cards

#### Riverfront Park

*\*Indicates Park Board has already approved naming (2019)*

- U.S. Pavilion\*
- U.S. Pavilion conference rooms\* (1 SkyRoom, 2 meeting rooms) (Family name only)
- U.S. Pavilion terraced seating\* (10) (Family name only)
- Numerica Skate Ribbon party room\* (Family name only)
- Looff Carrousel animals\* (54) (adoption recognition only, not naming of animals)
- Looff Carrousel party rooms\* (4) (Family name only) & patio
- Boardwalks at Red Wagon Meadow or Looff Carrousel
- Clock tower stairwell & observation deck
- Dog park\*
- Plazas & overlooks
- Picnic shelters\* (North, Post St.)
- Meadows
- Bridges
- Butterfly\*

- Engraved pavers & fence tags\*
- Art markers

## Programs, Projects & Equipment

### Recreation

- Scholarship program
- Category sponsor, like Outdoor, Wellness & Enrichment, etc.
- Program sponsor, like Mobile Rec, TRS Powderhounds, youth golf, open gym volleyball, etc.
- Leagues or tournaments, like e-sports or adult athletics
- Winter grooming
- Aquatics swimming lessons, lifeguard training, free swim days
- Aquatics events like family nights or Youth Fishing Frenzy
- Adaptive equipment
- Outdoor recreation equipment (SUPs) & trailers (SUP, wine tour, kayak)
- Aquatics pool covers and funbrellas
- Transportation van
- Cornhole targets
- Recreation Activity Guide or Summer Camps Guide printing & distribution

### Riverfront Park

- Community Engagement programs, like Storytime at the Carrousel, free yoga & spin classes
- Community Engagement category, like Health & Wellness
- Light up the Night holiday tree walk & trail of lights
- Spring or Winter Market
- NYE and 4<sup>th</sup> of July Fireworks
- Ice Skating lessons, DJ nights, Cheap Skate nights, etc.
- Event venue grant program
- Community concerts

### Maintenance

- Annual garden planting program
- Adopt-a-park program
- Water conservation “water wise” replacement project area
- Goat grazing project area
- SpoCanopy tree planting project
- Art maintenance project
- Interpretive sign project

## Other/Misc.

- Banners at Merkel & SE Sports Complex sports fields

- Volunteer appreciation program
- Employee uniforms

10/27/17  
**AGENDA SHEET FOR PARK BOARD MEETING OF:** Oct. 12, 2017



Submitting Division  
Parks & Recreation

Contact Person  
Leroy Eadie

Phone No.  
625-6204

LGL 2011-0031

Department: ☒ Finance ☐ Operations ☐ Recreation/Golf ☐ Riverfront Park

Committee: ☒ Finance ☐ Golf ☐ Land ☐ Recreation ☐ Riverfront ☐ UFTC

Type of contract: ☐ New ☐ Renewal ☐ Amendment ☐ Extension ☒ Other

Beginning date: 10/12/17 Expiration date: \_\_\_\_\_ Open ended ☒

CLERKS' FILE \_\_\_\_\_  
 RENEWAL \_\_\_\_\_  
 CROSS REF \_\_\_\_\_  
 ENG \_\_\_\_\_  
 BID \_\_\_\_\_  
 REQUISITION \_\_\_\_\_

**AGENDA WORDING:**

Approve the Sponsorships, Donations and Naming Recognition Policy revisions

RECEIVED

OCT 26 2017

CITY CLERK'S OFFICE

**BACKGROUND:**

(Attach additional sheet if necessary)

The original policy from 2011 has been updated to better serve the needs of both Parks and Recreation, and community supporters. Key changes include a reorganization for improved clarity and highlights in gray.

**RECOMMENDATION:**

Finance Committee approves to offer to the Park Board.

**ATTACHMENTS:** Include in packets. See back of Agenda Sheet for specific supporting document requirements.

Revision of policy, changes marked by gray highlights. + Change on dir to 10.3.1

**SIGNATURES:**

Requester - Leroy Eadie

Dept. Manager

Director of Parks & Rec - Leroy Eadie

Parks Accounting - Megan Qureshi

Legal Dept. - Pat Dalton

**DISTRIBUTION:**

Parks: Accounting

Parks: Pamela Clarke

Budget Manager: Tim Dunivant

Requester: \_\_\_\_\_

PARK BOARD ACTION:

APPROVED BY SPOKANE PARK BOARD

President

Oct. 12, 2017

<b><u>Fiscal Impact</u></b>	<b><u>Budget Account</u></b>
<b>Expenditure:</b> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;">0</div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div>	<div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div>
<b>Revenue:</b> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;">0</div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div>	<div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; width: 100%; margin-bottom: 5px;"></div>

☐

Existing vendor

☐

New vendor – If so, please include vendor packet

☐

**Supporting documents:**

☐

Quotes/Solicitation (RFP, RFQ, RFB)

☐

Contractor is on the City's A&E Roster City of Spokane

☐

Spokane Business registration expiration date: \_\_\_\_\_

☐

W-9 (for new contractors/consultants/vendors) ACH Forms

☐

(for new contractors/consultants/vendors) Insurance

☐

Certificate (minimum \$1 million in General Liability)

CITY OF SPOKANE  
PARKS AND RECREATION DIVISION  
ADMINISTRATIVE POLICY AND PROCEDURE

ADMIN 1400-11-07  
LGL 2011-0031

**TITLE: SPONSORSHIPS, DONATIONS, NAMING RECOGNITION OF PARKS  
AND RECREATION AREAS OR FACILITIES**

EFFECTIVE DATE: JULY 14, 2011

REVISION EFFECTIVE DATE: OCTOBER 12, 2017

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### 1.0 GENERAL

Spokane Parks and Recreation is a Division 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 parks and recreation system, Spokane Parks and Recreation is actively seeking to establish revenue streams and resources that will increase Parks' 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.

### 2.0 DIVISIONS/DEPARTMENTS AFFECTED

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

### 3.0 REFERENCES

City Charter - Section 48. Park Board - Powers



## 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 "Division" - Spokane Parks and Recreation Division
- 4.3 "Department Directors" - senior Parks and Recreation management directly under the Director of Parks and Recreation or the Executive Officer who have responsibility for parks and recreation departments.
- 4.4 "Historical or 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.
- 4.5 "Individual and Family Giving" – A donation garnered from members of the general public who desire to contribute financially to the Division, for which there may be some mutually agreed upon recognition benefit. Donations are typically driven by fondness or affection for Parks and Recreation, desire to memorialize self or loved ones, or in support of the Division mission.
- 4.6 "Interpretive sign" - a sign within a park that interprets natural, historic and/or cultural features.
- 4.7 "Logo" - a symbol or name that is used to brand an organization.
- 4.8 "Marketing" - all forms of promotional efforts to attract the public's attention to a particular product or service. Marketing opportunities offered to sponsors are specific to each sponsorship and detailed in the agreement in accordance with City laws and Division policies.
- 4.9 "Memorials and tributes" – plaques, benches, trees or other elements designed to honor an individual and/or in recognition of a contribution.
- 4.10 "Naming rights" – A financial transaction and form of advertising whereby a corporation or another entity purchases the right to name a park asset, typically for a defined period of time of three to 20 years, with the intent to promote its brand or market its programs and services.
- 4.11 "Park" – Division property designated as a park.

- 4.12 "Park asset" – Physical Division amenities, features and facilities identified by the Park Board as an opportunity for naming rights or individual and family giving.
- 4.13 "Park facilities" - buildings, outdoor fields, recreation, sports or entertainment facilities in which structured and unstructured activities are provided.
- 4.14 "Park feature" – fountains, artwork, amenities and similar.
- 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 "Program sponsorship" – A payment or in-kind service by a business to support a program, activity or special event of the Division in return for certain recognition benefits. Sponsorships will generally be a year or less in duration and not associated with a permanent park asset.
- 4.17 "Recognition benefits" – Opportunities provided to the sponsor or donor as an incentive or appreciation for charitable donations.
- 4.18 "Sign" - a structure that is used to identify a specific park, to convey directions/rules to park users, and/or to inform about a project or attraction. May be temporary or permanent.
- 4.19 "Sponsorship or donation agreement" - the legal instrument that sets out the terms and conditions agreed upon by the parties.

## 5.0 POLICY

- 5.1 It is the policy of Spokane Parks and Recreation Division 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 Division'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 Division to provide suitable acknowledgement and recognition of these contributions. The recognition shall adhere to the aesthetic values and purpose of the Division's parks, facilities, and services, and to the recognition guidelines outlined in this policy.
- 5.3 Sponsorships and donations will be considered for the following broad

types of activities:

- 5.3.1 Event Sponsorship - financial or in-kind support for an event organized by the Parks Division on park property. Depending on the details of the agreement, the sponsor's name may or may not be directly linked to the event (e.g., a title sponsorship), and the sponsor may have a variety of temporary marketing opportunities.
  - 5.3.2 Park Facility or Feature - financial or in-kind support associated with the design, construction and/or ongoing maintenance and operation of a particular park or recreational, sport, entertainment or cultural facility. Recognition opportunities are negotiated with the agreement.
  - 5.3.3 Program Sponsorship - financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program. Recognition of the sponsor could be associated directly to the program, or other marketing opportunities could be available, depending on the terms of the agreement.
  - 5.3.4 Memorials or Tributes – plaques, trees or similar in honor of a person or persons, with recognition benefits outlined in the proposal and agreement.
- 5.4 All sponsorships, gifts, donations, naming recognition, memorials, tributes and plaques shall be formalized legally in writing through a Sponsorship or Donation Agreement, and signed by a representative from each party.
- 5.4.1 The agreement should include a clear statement of the purpose, financial value, benefits associated including specific recognition and marketing opportunities, total costs, maintenance and replacement, each party's roles and responsibilities, and term and termination provisions.

## 6.0 GUIDING PRINCIPLES

The following principles form the basis of the Division's consideration of sponsorships, gifts and naming requests, and have been established to ensure all considerations are treated equitably.

- 6.1 Sponsorship, gift and donation proposals:
  - 6.1.1 Must directly relate to the intent of the facility or park, and its master plan or business plan.
  - 6.1.2 Cannot be made conditional on Division performance.
  - 6.1.3 Will not be accepted from organizations whose mission conflicts with the mission of the Division.
  - 6.1.4 Will provide a positive and desirable image to the community.
  - 6.1.5 Will provide benefits commensurate with the relative value of the sponsorship.
  - 6.1.6 Cannot limit the Division's ability to seek other sponsors.
  - 6.1.7 Will include an operating endowment or operating donation if the gift requires a level of service, maintenance or service

beyond current staffing levels.

6.1.8 Will enhance the design and visual integrity of the park/facility.

6.1.9 Will be evaluated individually and shall include, but not be limited to: products/services offered; sponsor's record of involvement in environmental stewardship and social responsibility; principles of the sponsor; sponsor's rationale for its interest; sponsor's expectations; and sponsor's timeliness and/or readiness to enter into an agreement.

## 6.2 Ethical Considerations

6.2.1 Sponsorships, gifts and donations may come with unintended consequences and need to receive careful consideration. On occasion, the Division may need to reject an offer under circumstances including, but not limited to: the potential sponsor contemporaneously seeks to secure a contract, permit or lease; the potential sponsor seeks to impose conditions that are inconsistent with the Division'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.)

## 7.0 RECOGNITION OF SPONSORSHIPS AND GIFTS

7.1 The following principals will guide the recognition:

7.1.1 The recognition shall not detract from the visitors' experience or routine use, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

7.1.2 All forms of recognition must meet Division design and maintenance guidelines.

7.1.3 Recognition shall not suggest in any way the endorsement of a sponsor's goods or services by the Division, or any proprietary interest of the sponsor in the Division.

7.1.4 All sponsorship, donation or naming rights agreements will be for a defined period of time having regard to the value and the life of the asset involved.

7.1.5 Benefits will be provided at a level of recognition and will specify costs commensurate with the contribution, as outlined in an annual plan by the Division.

7.1.6 All sponsorship marketing materials must be approved by the Division's Communication Manager.

7.1.7 The Division's Communication Manager must approve the use of the City's or Parks and Recreation's logos by the sponsor in their business publications.

7.1.8 All signs must comply with city ordinance.

- 7.2 Forms of recognition: The Division wishes to work closely with each donor to provide recognition that is meaningful to the donor. Acknowledgement may include one or more of the following:
  - 7.2.1 A thank you letter.
  - 7.2.2 Publicity through printed materials, publications, the Division website, social media, media releases, and through the sponsor's channels. Design standards of the Parks and Recreation Division will apply.
  - 7.2.3 Events such as a groundbreaking or ribbon cutting ceremony, private group tour or photo opportunity.
  - 7.2.4 Mayor, City Council and/or Park Board member acknowledgement at civic functions.
  - 7.2.5 Designated seating at an event, passes to an event, waived fee for facility use, or similar.
  - 7.2.6 Commemorative recognition such as a memorial, plaque or tribute (see Section 9.0).
  - 7.2.7 On-site recognition such as a temporary or permanent sign.
    - 7.2.7.1 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.
    - 7.2.7.2 The Division Communication Manager shall determine approval of the sign/plaque style and design, and inclusion of a sponsor's name and/or logo.
    - 7.2.7.3 The placement of temporary signs and plaques shall be determined between the Communication Manager and the appropriate Department Director. In the event of consensus not being reached, the Parks and Recreation Director's decision shall be final.
    - 7.2.7.4 Permanence of the sign is limited to the life of the asset.
  - 7.2.8 Name association to an event, program or project.
  - 7.2.9 Naming of a facility, feature or park (see Section 8.0).
- 7.3 Determining the form of recognition
  - 7.3.1 Annually, sponsor/donor opportunities and recognition tiers should be developed and/or reviewed by the Communication Manager and/or consultants or staff designated by the Director in collaboration with appropriate Department Directors.
  - 7.3.2 Annually, recommended sponsor/donor opportunities and recognition tiers should be presented to and approved by the Director and the Park Board.
  - 7.3.3 In determining the type and extent of recognition benefits, current market research data and cost analyses will be used to determine the value for each tangible and intangible benefit offered.
  - 7.3.4 If a recognition plan involves naming of a park, facility or feature within a park, the naming procedures will apply (Section 8.0).
- 7.4 Sample of sponsor/gift opportunities and recognition tiers: Each

sponsorship is negotiated and tailored; however, a hierarchy of benefits is associated with varied levels of sponsorships. The following are examples of benefits that may be included at various levels:

- 7.4.1 Lower investments may offer banner placements, give-away opportunities, recognition without logo in publications and social media, mention in a press release, recognition in remarks at the event, and recognition on site signs.
- 7.4.2 Mid-level investments may offer the above in addition to logo placement or advertisements in publications/print materials (e.g., the Activity Guide) and social media, passes or special access to events, product sampling, and waived fees for facility use.
- 7.4.3 High-level sponsorships may include the above plus name association to an event or program, designation as the official sponsor of an event or program, permanent signs or plaques, or naming rights of a park, facility or feature.

## 8 NAMING OF A PARK, FACILITY OR FEATURE

The following principles form the basis of the Division's consideration of naming or re-naming parks, facilities and features within a park (e.g., "Acme Park" or "Acme Field" or "Acme Fountain"). They do not apply to the associated naming of an event, program or project (e.g., "Acme Skate Night" or "Acme Softball Tournament"); those are temporary program name associations in accordance with the annual sponsor opportunities.

- 8.1 In accordance with the City Charter, Section 48, the Park Board may designate by name any park and structures thereon.
- 8.2 The recommendations for park, facility and feature names will be based on and chosen from the following criteria:
  - 8.2.1 Historic events, places and people related to Spokane and the region
  - 8.2.2 Exceptional individuals who have positively impacted parks and recreation in Spokane and the region
  - 8.2.3 In commemoration of a group or individuals who perished or survived a tragic event or war
  - 8.2.4 A suitable program or community related name which denotes an appropriate linkage to its function
  - 8.2.5 Living nominees must have been deemed by Park Board and the community to have made an outstanding contribution to the City
  - 8.2.6 Living political nominees must be retired from political life for at least five (5) years
  - 8.2.7 In recognition of a significant donation covering one or preferably more of the following:
    - 8.2.7.1 Sixty percent (60%) or more of the cost of the particular park or facility, or one hundred percent (100%) of the feature
    - 8.2.7.2 Deeding to the City all of the land on which the park,

- facility or feature will be situated
  - 8.2.7.3 Some long-term endowment for the repair and maintenance of the donated park; facility or feature
  - 8.2.7.4 The provision of costs that will service program needs
- 8.2.8 The duplication or repeat use of names will be avoided, where possible.
- 8.3 Renaming of a Park, Facility or Feature
  - 8.3.1 Proposals to rename parks are not allowed unless Park Board determines a legitimate public interest to do so.
  - 8.3.2 Proposals to rename facilities or features will be considered in accordance with any naming rights agreements (e.g., a 10-year agreement for naming rights to "Acme Fountain.")
- 8.4 Process for Naming Parks, Facilities and Features
  - 8.4.1 Anyone wishing to propose a name for a park, facility or feature must submit a written request to the Director. The request should include a brief synopsis of the reasons for the proposed name.
  - 8.4.2 All naming opportunities shall be developed under the guidance of the Communication Manager and/or a designated consultant in collaboration with the appropriate Department Director.
  - 8.4.3 The Communications Manager or other Parks staff 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.
  - 8.4.4 For assets with an annual contract dollar value at or less than \$20,000/year and/or at or less than five (5) years in duration, decisions about naming rights will be made within the Division and appropriate Department, and will not require Park Board approval (only Park Board notification through the appropriate committee).
  - 8.4.5 For assets with an annual contract dollar value greater than \$20,000 and/or greater than five (5) years in duration, the naming rights proposal will be submitted to the Park Board through the appropriate committee for approval.
  - 8.4.6 Accepted proposals will adhere to the City Charter, and all other relevant guidelines and procedures as previously outlined.
  - 8.4.7 If a new park or facility is completed and no fitting suggestion for a name has come from the community or in association with a gift, the Park Board will select a name and may involve community outreach (e.g., nominations, contest, etc.).

## 9.0 MEMORIALS, PLAQUES AND TRIBUTES

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

- 9.1 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.

- 9.2 Inventory options vary by location and are dependent upon space and need. The Director or Assistant Director of Park Operations will review and approve all requests.
- 9.3 An agreement will be consummated to include responsibilities related to the memorial or plaque, including but not limited to: installation costs including on-going upkeep, and replacement or repair costs.
- 9.4 Proposals of memorials, plaques or tributes in parks and recreation areas may include:
  - 9.4.1 New trees, tree replacement or seasonal planting beds;
  - 9.4.2 New or replacement park benches, picnic tables, barbeque pit stands, drinking fountains, or trash receptacles;
  - 9.4.3 New or replacement picnic shelters, play equipment or water misting stations
- 9.5 Accepted proposals will adhere to all other relevant guidelines and procedures as previously outlined.
- 9.6 Process for Memorials, Plaques and Tributes
  - 9.6.1 All memorial and plaque requests must be in writing and shall be referred to the Communication Manager.
  - 9.6.2 The Communication Manager is responsible for evaluation of requests and the provision of a recommendation to the Director of Park Operations or appropriate Department Director.
  - 9.6.3 The Communication Manager will liaise with the appropriate Department Director to execute the necessary agreement and benefit recognition provisions.

## 10.0 PLANNING AND FULFILLMENT

- 10.1 Sponsor and donation recognition will be determined as outlined in Section 7.0.
- 10.2 Solicitation Planning
  - 10.2.1 The Communication Manager and any designated consultants, in consultation with the Division Director and appropriate Department Directors, shall develop an on-going accrual plan that includes prioritized opportunities for the purpose of solicitation.
  - 10.2.2 Sponsorships and giving opportunities are either initiated by the Division through a formal Request for Sponsors (RFS) process, initiated by the Division or their representative based on perceived potential interest of a specific sponsor/donor, or self-initiated by the potential sponsor/donor.
  - 10.2.3 Identified opportunities shall be approved by the Director and subsequently communicated to the Spokane Parks



Foundation to facilitate an integrated approach to the procurement and management of sponsorships and gifts/donations by the two organizations.

10.2.4 Selected Parks and Recreation staff, Park Board members, and elected officials may be tasked with soliciting sponsors in accordance with the plan and upon their willingness.

10.2.5 All unsolicited sponsorship proposals shall be referred to the Communication Manager or designated consultant who shall be responsible for their evaluation and the provision of a recommendation to the appropriate authority level.

#### 10.3 Fulfillment of Agreements

10.3.1 The Communication Manager shall liaise with the appropriate Department Director or their designee to execute the necessary sponsorship agreement and benefit recognition provisions.

10.3.2 Fulfillment of the promised recognition shall be the shared responsibility of the Communications Manager and the appropriate Department Director or their designee.

#### 10.4 Monitoring and Performance Reporting

10.4.1 It will be reported annually by the Communication Manager or designated consultant to the Park Board the number of active sponsorships/donations and their dollar value.

### 11.0 TERMINATION

The Division reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement that result in a conflict with this policy or if the agreement is no longer in the best interests of the Division. Decisions to terminate an agreement shall be made by the Director. Circumstances include but may not be limited to: the sponsor seeks to impose conditions that are inconsistent with the Division's mission, values, policies, and/or planning documents; a conflict of interest or policy arises during the agreement period; the potential sponsor is in litigation with the City of Spokane.

### 12.0 RESPONSIBILITIES

The Director of Parks and Recreation shall administer this policy.

### 13.0 APPENDICES


None

APPROVED BY: Pat Dalton

Director of Parks and Recreation

Date \_\_\_\_\_

~~Date~~

Attest:   
Spokane City Clerk (10/27/17)

