



Spokane Park Board Land Committee
3:30 p.m. Wed., Aug. 02, 2023

In-person: Liberty Park Library Conference Room,
402 South Pittsburgh Street, Spokane WA 99202

WebEx virtual meeting:

Call-in: 408-418-9388; Access code: 2481 748 3187
Al Vorderbrueggen – Operations Director

Committee Members:

Greta Gilman – Chair
Sally Lodato
Hannah Kitz
Kevin Brownlee

The Land Committee meeting will be held in-person in the **Spokane Public Library at Liberty Park, Conference Room - 402 South Pittsburg Street, Spokane, WA 99202** and virtually via WebEx at 3:30 p.m. Wednesday, Aug. 02, 2023. Committee members, staff, presenters and the public still have the option to participate virtually via WebEx during all meetings.

The public may listen to the meeting by calling 408-418-9388 and entering access code **2481 748 3187**, when prompted.

Written public comment may be submitted via email or mail. Comments must be received no later than 11 a.m. Aug. 02 by email to: spokaneparks@spokanecity.org or mail to: Spokane Park Board, 5th floor City Hall, 808 West Spokane Falls Blvd., Spokane, Washington 99201. Submitted public comments will be presented to committee members prior to the meeting.

AGENDA

Call to order – Greta Gilman

Public comment – Greta Gilman

Action Items:

[Proposed revisions to Sponsorships, Donations, and Naming Recognition Policy](#) – Fianna Dickson

Discussion Items:

[Beautification Proposal for lower Lincoln Park shelter/firepit structure](#) – Josh Morrisey

Unfinished Business Items:

1. Avista charging stations
2. Candy Rogers playground naming (see action #1)
3. Surplus property
4. Partnerships policy status
5. Private access through park property (see unfinished business #4)

6. Other

Standing Report Items:

Adjournment

Agenda Subject to Change

AMERICANS WITH DISABILITIES ACT (ADA) INFORMATION: The City of Spokane is committed to providing equal access to its facilities, programs and services for persons with disabilities. Individuals requesting reasonable accommodations or further information may call, write, or email Risk Management at 509.625.6221, 808 W. Spokane Falls Blvd, Spokane, WA, 99201; or mLOWmaster@spokanecity.org. Persons who are deaf or hard of hearing may contact Risk Management through the Washington Relay Service at 7-1-1. Please contact us forty-eight (48) hours before the meeting date.

Spokane Park Board

Briefing Paper



Committee	Land	Committee meeting date: August 2, 2023	
Requester	Fianna Dickson	Phone number: X6297	
Type of agenda item	<input type="radio"/> Consent <input type="radio"/> Discussion <input type="radio"/> Information <input checked="" type="radio"/> Action		
Type of contract/agreement	<input type="radio"/> New <input type="radio"/> Renewal/ext. <input type="radio"/> Lease <input checked="" type="radio"/> Amendment/change order <input type="radio"/> Other		
City Clerks file (OPR or policy #)	LGL 2011-0031		
Master Plan Goal, Objective, Strategy (click for link to adopted plan)	Goal L., Objective 1 - pursue additional funding sources	Master Plan Priority Tier: (pg. 171-175)	First
Item title: (Use exact language noted on the agenda)	Proposed revisions to Sponsorships, Donations, and Naming Recognition Policy		
Begin/end dates	Begins: 08/10/2023	Ends:	<input checked="" type="checkbox"/> 06/01/2525
Background/history:			
<p>The Sponsorship, Donation, and Naming Recognition policy was developed in 2011 and updated in 2017. With an idea of rotating policies through for review every 5 years or so, it is about the right time to review the policy to note any changes desired by the Park Board. A small workgroup comprised of 2 Park Board members and 2 staff drafted the suggested red revisions. Discussed briefly at Land committee in June.</p>			
Motion wording:			
Motion to approve the proposed amendments to the sponsorship, donation, and naming recognition policy			
Approvals/signatures outside Parks: <input type="radio"/> Yes <input checked="" type="radio"/> No			
If so, who/what department, agency or company:			
Name:		Email address:	Phone:
Distribution:			
Parks – Accounting			
Parks – Sarah Deatrich			
Requester: Fianna Dickson			
Grant Management Department/Name:			
Fiscal impact: <input type="radio"/> Expenditure <input type="radio"/> Revenue			
Amount:		Budget code:	
Vendor: <input type="radio"/> Existing vendor <input type="radio"/> New vendor			
Supporting documents:			
<input type="checkbox"/> Quotes/solicitation (RFP, RFQ, RFB)	<input type="checkbox"/> Contractor is on the City's A&E Roster - City of Spokane	<input type="checkbox"/> UBI:	Business license expiration date:
<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)	

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

EFFECTIVE DATE: JULY 14, 2011

REVISION EFFECTIVE DATE: OCTOBER 12, 2017

Note: Draft revisions in red reflect March 2023 discussions

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

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

Any naming must be to the benefit of enhancing the space, as a first priority. The Parks Master Plan, approved by the Park Board, will guide all investments.

Existing facilities and features within a named park are generally assumed to have the same name (i.e. the shelter at Franklin Park, the playground at Logan Peace Park, the ballfields at Friendship Park). As a guiding rule, re-naming of spaces is not allowed unless determined by the Park Board. New facilities and features will be named through a process initiated by Parks & Recreation in alignment with the policy.

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
Park Board Rules - Section 14. General Operating Policies and Procedures, Ruling and Appeals

4.0 DEFINITIONS

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

- 4.1 "Advertising" - a form of marketing that is paid for by an individual or organization to attract the public's attention to a particular product or service.
- 4.2 "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 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 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 **similar** 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, **community organization**, or other entity purchase the right to name a park asset **or program**, typically for a defined period of time of 3 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 features" – 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, **which may include naming**. Sponsorships will generally be a year or shorter 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 delivery 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 (i.e. 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 on-going maintenance and operation of a particular park or recreational, sport, entertainment or cultural

- 5.3.3 facility. Recognition opportunities are negotiated with the agreement. 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, **naming**, 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, **and must be deemed age-appropriate**
 - 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, **naming**, gifts and donations may come with unintended consequences and need to receive careful consideration. On occasion, the Division **or Park Board** may need to reject an offer under circumstances including, but not limited to: the potential sponsor 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 defined period of time having regard to the ~~value and the life of the asset involved-~~ contribution.
- 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 logo by the sponsor in their own 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, and/or 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 ground breaking 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 Permanency of the sign is limited to the ~~life of the asset-~~
~~terms of the contribution.~~
 - 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 will 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 will 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 demonstrates some 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, 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 (i.e. the Activity Guide) and social media, passes or special access to events, product sampling, 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 AND RE-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 (i.e. "Acme Park" or "Acme Field" or "Acme Fountain"). They do not apply to the associated naming of an event, program or project (i.e. "Acme Skate Night" or "Acme Softball Tournament"); those are temporary program name associations in accordance with the annual sponsor opportunities.

Existing facilities and features within a named park are generally assumed to have the same name (i.e. the shelter at Franklin Park, the playground at Logan Peace Park, the ballfields at Friendship Park). As a guiding rule, re-naming of spaces is not allowed unless determined by the Park Board. New facilities and features will be named through a process initiated by Parks & Recreation in alignment with the policy.

- 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 of 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 (i.e. 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 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 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

(i.e. 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: **Note: Identify easy vs. more complex tiers?**
 - 9.4.1 New trees, tree replacement, or seasonal planting beds;
 - 9.4.2 New or replacement park benches, picnic tables, BBQ 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. 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 upon 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 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:

City Attorney

Date

Director of Parks and Recreation

Date

Beautification Proposal for Lower Lincoln Park's Shelter/Firepit Structure

[Franklin Elementary Alternative Parent Participation Learning Experience \(APPLE\)](#) is a Spokane Public School option program housed within Franklin Elementary. Franklin APPLE families are developing an educational program for the 2023-24 school year, focusing on a theme related to "The Arts". Our goal is to incorporate enrichment activities throughout the year that engage and enhance the elementary art curriculum, providing opportunities to learn about many different artists and creative art forms, ideally from artists local to the region. In developing these opportunities, we also are striving to identify activities in which *all* Franklin Elementary students could participate, not only those in the APPLE Program.

Over the past several years Spokane has made great strides increasing exposure to art and amplifying the talents of local artists through public murals. In late 2022, APPLE families explored the possibility of involving students in a public art project, with one idea being a community mural. After some online research to figure out where to start, we realized that our idea was not unique, and many local schools and youth programs have contributed and/or participated directly in public mural development around Spokane. Recent examples can be found here: [Excelsior Youth Center](#); [Garfield Elementary APPLE](#); [Innovation High School](#); [North Central High School](#). These examples provided encouragement regarding the feasibility of such a project.

We felt that creating a public mural within walking distance of Franklin would allow all Franklin students an opportunity to participate in some stage of its creation. Having a mural in a location that students would see every day, knowing that they helped to bring it to life, would also foster senses of accomplishment and pride in beautifying a local public space. Additionally contributing to a public artwork could increase the student's connection to the local community where they live and learn, all while providing hands-on, experiential learning about public works art and Spokane artists.

This brought us to think of local public spaces such as Lincoln Park. Lincoln Park is an invaluable outdoor resource that Franklin families enjoy year-round, and Lower Lincoln Park sits less than two tenths of a mile from the school and within walking distance to most Franklin student's homes. The park is used for field trips and also for APPLE community events. We've identified the shelter/firepit structure as a possible space for a public mural (see photos below). The inconspicuous concrete shelter is tucked into the base of the hill that connects Upper and Lower Lincoln Park and is mostly unused, based on our personal observations while using the park with our children. We hypothesize creating a beautiful piece of public art that compliments the landscape and undisturbed nature of Lincoln would help to bring more use, vibrancy, and community connection to this section of the park.

As part of our research and development for this project, we connected with a local muralist, Matt Smith. He relayed a wonderful story that has furthered our commitment to this project. As a third grader, his elementary class took a trip to Lincoln Park and each student was assigned a small area of the very same shelter where they were allowed to paint their own work of art. He said this experience "was so memorable" and what made him "want to paint murals later in life." To bring this gift of an experience to a new generation, we would love to expand and allow all students at Franklin the opportunity to participate in the development and painting of a mural at Lincoln Park.

Plan:

Our plan, if approved, would include working with local artists to develop a design for a public mural (that would allow student participation in the painting) over the 2023-24 school year. We have already

reached out to Spokane Arts for assistance with connecting us to local artists who have experience working with elementary-aged children. Students would work with muralists on ideas for the mural design. The design will go through any necessary approvals. Once the structure is prepped, the artist would sketch the mural onto the structure and APPLE families would help students to paint sections of the mural (perhaps one classroom at a time) in the late Spring 2024. We would aim to complete it by early June 2024 so that it could be “unveiled” before the school year ends.

Cost:

\$400 - 800 cement paint, painting supplies, surface preparation

\$800 - \$2000 mural artist compensation

Franklin APPLE Program fundraises to support programs and academic enrichment activities and will have some funds to cover this project. However, we will seek any additional funding opportunities to help defray the costs.

Photos Lincoln Park Shelter/Fire Pit Structure

