



**City of Spokane Park Board
Land Committee Meeting**

3:30 p.m. Wednesday, Aug. 02, 2023
Hybrid in-person and WebEx virtual meeting
Al Vorderbrueggen – Park Operations Director

SUMMARY

Committee members

X Greta Gilman – Chair
X Hannah Kitz (arrived 3:33)
X Sally Lodato
X Kevin Brownlee

Other Park Board members

Jennifer Ogden

Parks staff

Al Vorderbrueggen
Jason Conley
Nick Hamad
Fianna Dickson
Josh Morrisey
Jennifer Papich
Kris Behr

Guests

Rae-Lynn Barden
Cara Halldin
Jeff Lambert

SUMMARY

- The committee passed the following action items which will be presented to the Park Board for consideration and approval:
 - Proposed revisions to Sponsorships, Donations, and Naming Recognition Policy (September 14 meeting) – regular agenda item
- A beautification proposal for lower Lincoln Park shelter/firepit structure was presented by Josh Morrisey
- Several items of unfinished business were discussed, including the Avista charging stations, Candy Rogers playground naming (covered in the action item), surplus property, partnerships policy status and private access through park property.

The next regularly scheduled Land Committee meeting is set for 3:30 p.m. Wed. Sep. 06, 2023.

MINUTES

The meeting was called to order at 3:31 p.m. by committee chair Greta Gilman.

Public Comments: None

Action items:

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

1. A workgroup was formed (Gerry Sperling and Kevin Brown from Park Board and Fianna and Al Vorderbrueggen from Parks staff) to research revisions to the policy, developed in 2011 and revised in 2017. Kevin presented two minor edits included in the [redlined version](#).
 - a. Differentiate between “naming” and “renaming”. Most park facilities are already named, typically with the name of the park property, therefore, to “name” a specific facility would actually be considered a “rename”.
 - b. Differentiate between programs and facilities. The potential for program naming was previously implied but not defined, which has now been elaborated on in this current revision.
 - c. Jennifer Ogden questioned if memorializing was discussed. Kevin confirmed it was addressed in the red-lined version. He also pointed out that smaller memorials, such as benches, would continue to go through Park Operations, per section 8.2, unchanged. Hannah Kitz questioned section 9.4. Fianna explained that workgroup suggests eliminating this confusing section from the policy and making it procedural. Al suggested moving this action item to the September Park Board meeting as Kevin will be absent for the August meeting. Greta agreed.

Motion #1 – Greta Gilman moved to recommend Proposed revisions to Sponsorships, Donations, and Naming Recognition Policy

Sally Lodato seconded. The motion passed unanimously (4-0 vote).

The committee agreed to present this recommendation as a regular agenda item on the September 14 Park Board meeting agenda.

Discussion Items:

1. [Beautification Proposal for lower Lincoln Park shelter/firepit structure](#) – Josh Morrisey
 - a. Cara Halldin with Franklin Elementary Alternative Parent Participation Learning Experience (APPLE) and Rae-Lynn Barden with Franklin Parent Teacher Group shared their interest in working with Spokane Arts to develop a mural where children would be involved in planning, designing and painting the concrete shelter. They would like to pair this with the 2023-24 school year APPLE program focusing on art. The goal is to beautify an area that is used by all the children involved and Lincoln Park is within walking distance of most Franklin Elementary children. Josh interjected that the kids would be working with artists to guide and give direction. Al also pointed out that graffiti “artists” would be less likely to target a beautiful mural. Cara indicated Garfield Elementary did something similar with Spokane Arts a few years ago in the Garland district. Nick Hamad pointed out that Park Board does not want any improvements to the conservation areas of Lincoln Park until the Natural Lands Management Plan is approved, however, this is specifically for Lower Lincoln Park, which already exists in the developed area of the park. Before presenting to the full board, Al will ask Operations staff for input.
2. 2024 Budget – Al Vorderbrueggen
 - a. This will be brought back in Sept. as an action item with some edits. Everything outside of golf

courses and Riverfront Park is included. Apart from salary/wages and personnel benefits, there are no changes to the proposed budget. He is estimating an increase of \$235,464 which is on the high side.

- b. Reservations and expenditures remain relatively stable. Most revenue is generated by park reservations with weddings being the most profitable. Dawn Frey has been doing a great job showcasing Spokane Parks as a beautiful wedding destination. Many neighborhood events, however, are covered under a no-cost memorandum of understanding. Al said that there appears to be less vandalism when neighborhoods are allowed to use the parks for events at no cost. Revenue is also generated from memorials. Nick interjected there is a ballot measure planned to increase Operations revenue by 50%. Al would eventually like to double the amount of time Operations staff spends in each park per week, which should help curtail and reduce vandalism and graffiti. Whereas most of the expenditures result from facility repair, either from vandalism or age. Greta asked about irrigation upgrades to save on utility expenses. Al explained that there are plans to upgrade smaller areas, however for a while, those initial 5-10% cost savings are being absorbed by the installation cost as well as a 3% utility rate increase.

Unfinished Business:

1. Avista charging stations – Avista approached Parks hoping to install electric vehicle charging stations in various parking lots. Legal wanted to see certain parameters addressed, including strict Park hours, which was not well received by Avista. Jason will be meeting with Avista in a few weeks and anticipates a request for an exemption to the Park hours rule. Without adherence to hours, he doesn't think this will be a good fit. This item will most likely not move forward.
2. Candy Rogers playground naming – The family is working with West Central Community Center and there is nothing further to explore on this subject.
3. Surplus property – Nick Hamad stated the Master Plan recommends evaluating surplus property and establishing a policy as such. The Master Plan also recommends doing this as part of policy which approaches partnerships, easements and general land management. The goal was to work on this in 2023 but the dog park item took longer than expected. Hopefully this policy will be ready within the next year.
4. Partnerships policy status – This goes with item #3.
5. Private access through park property - this goes with item #3.

Standing Reports: None

Adjournment: The meeting was adjourned at 4:16 p.m.

The next regularly scheduled Land Committee meeting is set for 3:30 p.m. Wed. Sep. 06, 2023.

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"/> W-9 (for new contractors/consultants/vendors)		
<input type="checkbox"/> Contractor is on the City's A&E Roster - City of Spokane	<input type="checkbox"/> ACH Forms (for new contractors/consultants/vendors)		
<input type="checkbox"/> UBI:	Business license expiration date:	<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

