



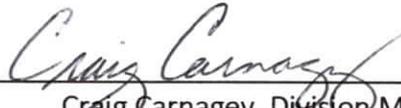
Donation Guidelines

Adopted June 26, 2020

THE MANAGER OF THE PARKS AND OPEN SPACE DIVISION OF THE CITY OF EUGENE
ORDERS AND DIRECTS THAT:

I have reviewed the guidelines contained herein pertaining to donations in support of Parks and Open Space Division goals in the City of Eugene. I find these guidelines to be consistent with the goals and policies of the Parks and Open Space Division of Public Works and other adopted City policies. Therefore, these guidelines are hereby adopted to be used by staff in the application and administration of donations and donation requests.

Dated this 26th day of June, 2020



Craig Carnagey, Division Manager
Parks and Open Space Division
Public Works Department

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INTRODUCTION

The City of Eugene Parks and Open Space Division (POS) recognizes the enormous value of direct community support. This support of time, money, property and individual expertise leverages tax dollars and helps the parks system provide vital spaces and services that improve the quality of life in Eugene.

These guidelines help ensure that donors are treated equally, contributions are recognized in ways that support park resources and values, gifts do not encumber the City with cost or liability in excess of the benefit provided, and that the gift is in keeping with the mission, policies, and philosophy of the City.

DEFINITION OF A DONATION

For the purpose of these guidelines, a donation is a transfer of assets from a person or organization to the Parks and Open Space Division where no goods or services are expected, implied or forthcoming for the donor. Donations usually take the form of cash, material, supplies, services, furnishings or real property. Donations may be made toward the purchase, installation and maintenance of park furnishings and other amenities in commemoration of another person, event or organization.

APPLICATION OF GUIDELINES

These guidelines shall apply equally to donors. Exceptions to these guidelines may be made only through a pre-determined donation program, fundraising campaign or partnership agreement developed and administered by, or in cooperation with, POS.

GENERAL DONATION CRITERIA

Donations shall be consistent with the following criteria:

- a) Donations typically must support the needs of a specific park or facility in compliance with an adopted plan or other written guideline regarding use, management or improvement of the park or facility.
- b) Preference will be given to donations that follow a prioritized list of approved projects and programs as defined by POS and donations that address equity in the parks system.
- c) In the absence of an adopted plan or prioritized list of approved projects for a particular location, donation requests must demonstrate consistency with the customary use and best knowledge of future use of the desired location, as determined by parks staff review.
- d) Donations shall include the true cost of donated items including staff time, labor, materials, and permits used in procurement and establishment of the donation. In addition, an endowment contribution for maintenance may be required as deemed necessary by POS.
- e) Corporate donations are encouraged but shall not constitute an endorsement of or by POS. Donations implying or suggesting commercial advertising or solicitation will typically not be accepted.

DONATED ITEM EVALUATION CRITERIA

Potential donated projects, features, facilities, art or creations, objects, artifacts or materials (henceforth “items”) shall be evaluated by POS according to the following guidelines:

- a) Donated items shall be considered only if there is an appropriate and safe location for placement.
- b) Donated items shall be made of durable, high-quality materials and construction, and shall be in good condition to allow proper installation and long-term function.
- c) Donated items must be free of inherent hazards or any other characteristics that could potentially cause harm or injury.
- d) In considering donated items for specific sites, future plans for each site must be considered, including improvements, renovations, conversions or other changes in use.
- e) Donated items must be free of donor-imposed encumbrances, except as agreed to in writing by POS.
- f) Donated items must be deemed in keeping with the character of the specific park or facility with consideration to scale, materials, subject, and style of the item and in relation to the physical site, its uses, and its users.
- g) Donations should not require additional maintenance and or routine care outside POS’ normal service levels.

TREE AND PLANT MATERIALS

Donations of trees or plant materials are generally not accepted. Donations to support City of Eugene tree and plant programs or operations are welcomed and can be discussed with Parks and Open Space staff to identify current needs.

RECOGNITION OF DONATIONS

It shall be the goal of POS to recognize all donations in one or more forms according to these guidelines. In order to protect park resources, values and the experience of park users, methods of recognition and utilization of contributions shall fully respect the function, public values, needs, master plans and priorities of park property and facilities. Such recognition and utilization of contributions shall be appropriate to the character of each individual park, shall not detract from park users’ experiences or expectations or impair the visual properties of the park environment, shall not be perceived as advertising or commercializing the park, and shall not create a feeling or perception of proprietary interest.

In the interest of equal treatment of donors, recognition of donations shall be made in accordance with standardized giving levels, with a preference for recognition of all donations to be made by direct acknowledgment to the donor (e.g. letter of acknowledgment) and other off-site recognition, and to minimize on-site forms of recognition. Exceptions may be granted in special circumstances with the approval of the Parks and Open Space Division Manager. In all forms of recognition, a donor’s wishes for anonymity shall be respected.

GIVING LEVEL STANDARDS

Recognition of donations shall occur according to the following giving level standards, except as described in Appendix B, Standard Commemorative Bench Program. Each giving level may include one or more forms of recognition from lower giving levels where appropriate. Standards may be refined or modified through a pre-determined donation program, fundraising campaign, partnership agreement, or grant program developed and administered by, or in cooperation with, POS. The dollar amounts below represent cash or equivalent appraised in-kind donation value.

\$1,000 and under	Letter of recognition
\$1,000 - \$20,000	Off-site recognition
\$20,000 - \$50,000	Temporary sign
\$50,000 - \$100,000	Integrated sign
\$100,000 and above	Plaque or permanent marker

METHODS OF RECOGNITION

Off-Site Recognition

New and innovative methods of off-site recognition will continually be developed to honor the generosity of community donors. Examples include:

Letter of Recognition - A letter of recognition and thanks will be sent to all donors. The letter will acknowledge the amount of the gift, the donor, special circumstances that apply, and the date of acceptance. The letter will serve as evidence of the gift for the purpose of the donor's tax records. The letter will not attempt to value non-monetary gifts.

Newsletters – Articles about donors, donation projects or other mention of donor names in POS annual Picture Your Parks Newsletter, mailed to over 80,000 homes, and inclusion in the POS monthly E-news provide direct and community-wide recognition of contributions. Articles may include detailed descriptions of projects and accomplishments that can help the community recognize the value of donations and public-private partnerships.

Social Media – POS social media channels may be used to recognize donors. These channels include Facebook and Instagram.

On-Site Recognition

In order to prevent the proliferation of signs and visual clutter in the park environment and increased maintenance needs, off-site forms of recognition are preferred. When a physical form of on-site recognition is appropriate, temporary forms are preferable. Approved on-site recognition may be considered only in a manner that does not detract from the values, goals and objectives of POS or the appearance or function of the donated item, and that is otherwise consistent with donation guidelines. All on-site recognition shall be subordinate to and harmonize with the characteristics of a park or facility and surroundings, and shall not inhibit routine park maintenance, use and enjoyment or detract from the park's values or interpretive message. All on-site recognition is designed and placed by POS and follow POS graphic design standards. Corporate tag lines or marketing messages are not permitted.

Temporary Signs – Temporary signs may be used to acknowledge donor contributions on-site during a project period (i.e. construction period, or the duration of a specific event or project - see Figure 1). Temporary signs shall be uniform, of appropriate design and scale, and clearly

indicate both POS and the donor's contributions. Signs may carry a brief project-related or interpretive message. Temporary signs shall be placed during the project period (e.g. construction period) and for no more than 90 days thereafter. However, phased or long-term projects and grant-funded projects may require appropriate exceptions, as determined by the Parks and Open Space Division Manager.

Integrated Signs – Recognition of donor contributions may be considered on certain directional, interpretive and informational signs. For instance, a trail head map or sign may also recognize a donor's significant contributions towards the construction of the trail. Similarly, interpretive displays may note that particular features such as overlooks or other facilities exist through the generosity of specific donors or volunteers. Recognition shall be clearly and substantially subordinate to the sign's intended message or information and shall be consistent with park sign design standards. Single-purpose recognition signs shall be avoided.

Sign recognition, like permanent plaques, may be proposed only for significant contributions (of time, money, land, etc.) that provide exceptional, long-term benefit to a park or facility, as determined by POS staff. Signs shall be located in developed areas and preferably on or inside an existing structure. Typically, signs may not be placed in a natural area or affixed to cultural resources. No commitment for sign maintenance for more than five years will be made by the City.

Donor Boards – Donor boards must be part of a pre-defined donation program sponsored or co-sponsored by POS. Placement of a donor board recognizing multiple donors may be permitted in appropriate locations provided the board is subordinate to, and in keeping with, the character of the park, is consistent with park sign design standards, and harmonizes with other features (e.g. interpretive displays).

Donors boards are not intended to be permanent and may need to be removed at any time due to future renovations, persistent vandalism, maintenance issues or other unforeseen circumstances.

Permanent Plaques – Permanent plaques may be permitted only with the approval of the Division Manager and may be proposed only for significant contributions (of time, money, land, etc.) providing exceptional, long-term benefit to a park or facility, as determined by parks staff. Permanent recognition plaques shall be placed only in developed areas in conjunction with existing facilities (e.g., visitor center, parking area, environmental education center, entry area, etc.) and shall be harmonious and integrated with the character and features of the park, as determined by parks staff.

NAMING

A complete naming policy is outlined in Appendix A of these guidelines.

PLACEMENT OF REMAINS

Placement of personal, human or animal remains, or other similar objects is expressly prohibited within the City of Eugene parks and open space system and shall not be approved or permitted.

EXISTING ON-SITE RECOGNITION

A range of donor recognition and memorials currently exist throughout the parks and open space system, some of which may not be in conformance with the current adopted guidelines. Out of respect for these donors and their families, existing on-site recognition established prior to February 2007 shall be allowed to remain until such time as they are removed or replaced in accordance with these guidelines.

PARTNERSHIPS

POS may elect to enter into a partnership with other organizations for purposes of soliciting donations for a specific program, project or event. Partnerships represent a special relationship in which POS and partner organization(s) cooperatively pursue a common goal for community benefit supporting the mission of POS. A written agreement shall be drafted and signed by both parties prior to dedication of significant City resources such as funding or staff time. The agreement shall establish the goals, expectations, commitments and obligations, roles, time line, and specific outcomes, and other pertinent information for the partnership. Recognition of partner organizations' contributions shall follow guidelines for donor recognition as established in this document unless otherwise stated in the partnership agreement.

LOGOS

City parks are not considered appropriate venues for advertising and it is therefore desirable to minimize the use of corporate names, logos and slogans within the park environment. The use of corporate logos may be permitted in conjunction with approved special events. Corporate names (but not logos, tag lines or slogans) may be used for recognition. Corporate logos may only be used for very special large-scale fundraising efforts and it is up to the discretion of POS to determine their use. In all cases, corporate logos shall be unobtrusive and subordinate to the donation or event message, and shall not contain corporate tag lines or other marketing-oriented phrases.

SPECIAL PRIVILEGES

Making a donation or co-sponsoring a special event does not entitle the donor or sponsor to any special privileges, other than those described herein, in the park rules, or as authorized and administered by POS prior to acceptance of the donation. Any requests by such parties shall be subject to the same approval criteria as a request by any member of the public (e.g. special use permits).

MAINTENANCE AND DURATION

Note: Special maintenance stipulations exist for standard commemorative bench donations, see Appendix B, Standard Commemorative Bench Program

Donations made in a public space become the property of the public and will be maintained accordingly by POS under the administrative direction of the Division Manager. POS can offer no guarantee or obligation, legal or otherwise, to maintain or replace signs, plaques, materials, equipment, structures or other donated resources that are vandalized, lost, stolen or otherwise damaged or destroyed. However, maintenance of donated items may occur as follows:

The responsibility of POS for maintenance or replacement of donated resources serving a direct, broad public benefit shall be treated as equal to the responsibility for maintenance and replacement of other City property, at the discretion of the Division Manager, for a maximum of ten (10) years. Typically, POS

staff are able to respond to major damages, vandalism, graffiti or other maintenance needs as deemed appropriate by POS. Donors should be aware that staff are typically unable to carry out higher levels of care such as special cleaning, sanding, polishing, oiling, landscaping or other treatments. POS reserves the right to remove or relocate donated items or donor recognition when reasonably required as a result of necessary park operations.

The maintenance or replacement of donor recognition, except in association with signs or other materials providing direct, broad public benefit, shall be the financial responsibility of the donor. The City reserves the right to remove or modify donor recognition that is hazardous, damaged, in poor repair or that interferes with park operations.

At any point after the ten-year period described above, if the condition of a donated item requires extensive maintenance, repair, or removal, an effort will be made to contact the original donor(s). Donors will be given the opportunity to repair or replace the item at the actual cost at the time of maintenance. It is the responsibility of the donor(s) to notify POS of current contact information (i.e. change of address, phone and email) for the lifetime of the donation/ten-year maintenance agreement period.

POS reserves the right to remove or relocate donated items or donor recognition when reasonably required as a result of necessary park operations or redevelopment, repeated vandalism, public safety concerns, determination that the donation has reached the end of its functional lifetime, or other reasons in the public interest as determined by the Division Manager. If circumstances require POS to relocate a donation after its installation, the parties agree POS may relocate the donation to another appropriate location. Within the first 10 years of a donation's lifespan, POS will be responsible for removal and relocation costs. If practical, donation recognition shall be removed from deteriorated items and returned to the donor. If a donor cannot be reached, recognition material shall be retained by POS for a period of one year to be claimed by the donor. Unclaimed recognition may be recycled or discarded after one year.

DONATION REQUEST PROCEDURE

Members of the public may submit requests to donate to POS for consideration using a standard "Parks and Open Space Donation Request" form, unless otherwise specified through a partnership agreement or pre-determined donation program. Donation request forms are available online at www.eugene-or.gov/parks, at the Parks and Open Space Division office located at 1820 Roosevelt Blvd., Eugene, OR 97405, or by calling 541-682-4800.

A preliminary site visit and discussion between the donor and Parks and Open Space Division (POS) staff is often required. Typically, no design work, processing of permits or detailed research can be performed until a donation has been approved and items and/or donated funding are received by POS or the sponsor organization, or a signed agreement by the donor to deliver such by a specific date, has been received. If applicable, a final design must be approved in writing by POS staff prior to ordering, manufacturing or construction of any donation items or features. Completed or installed items or features that have not been approved in writing may not be accepted, may be removed or reasonable requests may be made to correct any unacceptable elements.

Donation requests will be reviewed by the Parks Development Coordinator with the assistance of other staff for consistency with these guidelines. Donation requests will be reviewed in a timely manner, typically within 30 days of donation request submittal. POS retains the right to accept or deny donation requests, except as described in *Appendix A, Naming Policy for Park Lands and Features*. Special requests or appeals may be submitted in writing to the Parks and Open Space Division Manager.