

# Greater Boca Raton Beach & Park District Donation and Memorial Policy

## **Policy Statement:**

The purpose of the Donation and Memorial Policy is to provide guidelines to those that have an interest in making financial and/or other contributions and for the naming of landmarks within Greater Boca Raton Beach & Park District (“District”) owned parks and facilities.

## **Reason for Policy:**

The District’s Donation and Memorial Policy is a guideline for the District to use to accommodate requests for donations and naming rights. These guidelines are meant to help donors and the Board of Commissioners to request and approve donation and naming rights requests smoothly and efficiently. This policy does not address sponsorships or advertisements.

## **Definitions:**

**Donations:** A donation of property, goods (materials), or funds generally with no expectation of return.

**Donor:** A person who donates property, goods (materials), or funds voluntarily.

**Major Donations:** A donation of property, goods, or funds generally with no expectation of return that exceeds an amount of \$25,000.

**Landmark:** The piece of property and/or facility element that is being named. Items include but are not limited to pathways, benches, rooms, pavilions, playgrounds, etc.

**Naming:** The permanent name agreed upon by the District at its sole discretion with input from the donor via a resolution and memorandum of understanding between the District and the donor for a given landmark.

## **Guidelines for Use:**

### ***General Principles***

In considering proposals for the naming of landmarks, the following will be considered prior to the approval by the District:

- Ensure that landmarks are easily identified and located.
- Assure the quality of the title/name, so that it will serve the purpose of the District in a permanent manner.
- Encourage public participation and input to fully represent the best interest of the park or facility being considered

### ***Background Research***

For landmarks that are proposed to be named for an individual or family, Naming Rights are contingent upon successful completion of background research by District staff authorized

with a release form signed by the applicant.

The District reserves the right to rename any park or facility if the person or organization for whom it is named turns out to be disreputable (has engaged in conduct that does not depict high moral standards and/or has been convicted of crimes that caused great harm to others.)

### ***Memorials/Tributes***

The District respects the desire of individuals to commemorate special events or the lives of loved ones, living and deceased with a Memorial or Tribute. However, while the District recognizes that many individuals have made contributions to community life, it is not possible to recognize all of them with named memorials. To that end, if the proposed gift/donation is a Memorial or Tribute or a non-commercial request to name a public space or other item, the District shall consider the following criteria, as may be appropriate to the particular donation.

- The proposed gift/donation must have timeless qualities and make a statement of significance for future generations.
- Whether any increased use of the park or public area resulting from the placement of the memorial or tribute is appropriate to the surrounding context and uses.
- Whether the design of the gift/donation is solely representative of the person or event being commemorated or is of broader community appeal.
- Whether the proposed gift/donation has a functional component.
- Whether the individual or group is associated with the building, park, or other public facility at issue.
- In and of themselves, contributions of land or money for public facilities shall not be considered sufficient justification for naming or renaming facilities after individuals, in tribute of or in memory of.

### ***Donation***

The donor will request naming rights for a landmark and will properly submit a request to the Executive Director. Once the request is submitted it will either be approved or denied by the Executive Director and/or Board of Commissioners depending on the donation dollar amount and if the criteria mentioned above is followed.

### ***Major Donations***

Any donation larger than \$25,000 is considered a major donation. Recognition of this donation will be considered by the Board of Commissioners. Guidelines for naming a park or facility at the request of a donor will include one or more of the following:

- Land for the park was deeded to the District by the donor.
- Contribution by the donor of a minimum of 50 percent of the construction costs associated with developing the park or facility.
- A contribution by a donor to allow for a significant cost reduction in upgrading/expanding on existing facility within a park.
- Contributions towards the ongoing maintenance of a park or facility.

- Follow the criteria for naming in tribute of or in memorial of outlined above.

Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the guidelines as stated above.

### ***Federal Grants***

Money from federal grants will not impact naming rights, private citizens may put forward names for consideration. The name in question does not have to be included in the grant proposal.

### **Naming Opportunities:**

- Buildings and structures owned by the Greater Boca Raton Beach & Park District.
- Property that includes but is not limited to recreational structures, open space, parks, benches, trees, walkways, playgrounds, pavilions, and picnic tables.
- Any donations shall be entirely of a voluntary and charitable nature.

### **Requests for Naming of Landmarks:**

All requests for the naming of a landmark shall be made in writing to the Executive Director.

Requests should contain the following information:

- The proposed name and landmark.
- Specific reasons for the proposed name and why it should be considered.
- If proposing to name a landmark after an outstanding person, include documentation of that person's significance and good reputation as recognized by the City, State, or Nation.
- In order for a landmark to be named after an outstanding person, that person must be deceased or a family name.
- Follow the criteria for naming in tribute of or in memorial of outlined above.

### **Term/Expiration of Naming Rights:**

The duration of the naming rights may be permanent, or a term expiration may be established. An example would be if a park bench needs to be replaced the naming rights for that bench may expire. Another example would be if a contract for a certain period of time was established and as soon as the contract expires the naming rights would as well.

### **Assessing and Approving Naming Requests:**

Upon notification of a donation or memorial request, the Executive Director will review the request for adherence to this policy. The Executive Director will present all requests that meet the requirements of this policy to the Board of Commissioners for final approval. Passage of the request will require a majority vote by the District Board of Commissioners.