

# **Guidelines for Donation, Memorial and Sponsorship Contributions**

**Adopted by Parks and Recreation Commission  
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Commission on 04/01/10**

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# **Guidelines for Donation, Memorial and Sponsorship Contributions**

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## **1. INTRODUCTION**




The Parks and Recreation Division depends upon and values the widespread public support it enjoys from hundreds of volunteers who regularly give time, money, property, and individual expertise to San Mateo County Parks. These volunteers work through foundations, corporations, non-profit organizations, service clubs, and as individuals, to augment park programs that are annually budgeted by the County Board of Supervisors.

The following guidelines have been approved by the Staff and the Parks and Recreation Commission. The intent is to ensure that philanthropic traditions are fostered, that donors are treated equitably and appropriately, and that contributions are recognized in ways that do not decrease park resources and values. The Director of Parks and Recreation has the responsibility for implementing these guidelines and policy.

**DIVISION DONOR AND SPONSOR RECOGNITION POLICY:** It is the policy of the San Mateo County Parks and Recreation Division to provide suitable acknowledgment of donors' contributions. In order to protect park resources, values, and the visitor experience, recognition and utilization of contributions shall fully respect the dignity, needs, Master Plans, priorities, and focus of the various parks. Such recognition and utilization of contributions shall not detract from the visitor's experience or expectation, impair the visual properties of the park environment, be perceived as advertising or commercializing the character of the park setting, or create a feeling or perception of proprietary interest.

**DIVISION GUIDELINES:** These guidelines have been developed to ensure that all donors and sponsors, including park tenants, concessionaires, cooperating associations, lessees, employees, operators, friends and docent groups, support groups, user groups, advocacy groups, and all others, are treated equitably and appropriately while recognizing their contributions in ways that do not diminish the values and purpose of the parks. Because of the sensitivity of many park resources and clientele which can be affected by donor or sponsor recognition, it is important that an appropriate level of oversight be practiced by the Director of Parks and Recreation and his staff to guarantee equitable treatment of sponsors and the appropriate utilization of contributions.

**GUIDING PRINCIPLES:** The following basic principles form the basis for the guidelines:

-  Contributions must support the needs of the Division or specific park in conformance with the park's Master Plan, and in accordance with a prioritized list of approved projects and programs as defined by the Director of Parks and Recreation and reviewed by the Parks and Recreation Commission.
-  In all forms of recognition, the donor's wishes for anonymity shall be respected.
-  It is preferable to express appreciation for contributions by direct acknowledgment to contributors rather than by forms of recognition to be displayed in the park.

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- 🌲 Where a physical form of in-park recognition is appropriate, temporary forms are preferred.
- 🌲 Recognition related to cultural and natural resources has special sensitivities. Sponsorship or recognition shall not intrude on the special characteristics of the area.
- 🌲 Corporate donations are encouraged but may not suggest the endorsement of the San Mateo County Parks and Recreation Division nor give the impression to park visitors of advertising, commercialization or solicitation.
- 🌲 All forms of recognition, except for special events, shall be subordinate in all aspects to the character of the surroundings and shall not detract from the park's values or the park's interpretive message.
- 🌲 Recognition shall not interfere with routine park use.
- 🌲 Programs such as "Adopt-a-Trail" or "Adopt-a-Park" should conform to these guidelines.
- 🌲 Naming for County parks, facilities or features is restricted. See Appendix A Policy.
- 🌲 Donors of individual exhibited artifacts will be acknowledged through listings on Donor Boards.
- 🌲 Park tenants, including concessionaires, cooperating associations, lessees, and other park partners, including the San Mateo County Parks and Recreation Foundation, friends groups, user groups, advocacy groups and all others are expected to follow these guidelines as they relate to on-site recognition.
- 🌲 The Parks and Recreation Division is responsible for maintenance and repair of park facilities, and so must consider replacement cost for plaques and other forms of acknowledgment subject to damage when developing on-site recognition. Priorities for replacement and repair of such property are determined by the Director and the Unit Supervisor, based solely upon public need.

### **2. FORMS OF ON-SITE RECOGNITION**

2.a. Donor Books/Computer Terminal Displays -- Donor books kept on display or computer terminals with recognition databases that can be accessed by the public at visitor centers are ways to record donors and make their names available to the public without a proliferation of in-park recognition. Donor books related to a one-time, high profile effort may be kept available for public viewing for a period of time and then put into the park archives.

2.b. Temporary Signs -- Temporary signs (such as those used to acknowledge donors during construction activities, which include recognition of a sponsor's financial support for a contract period) should inform, be of appropriate design and scale and make clear the Division is recognizing the donation by placing the Division first. Signs should carry a brief interpretive

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message. Figure 1 is an example of an appropriate temporary sign. The signs should be professionally produced, consistent with park design standards. Temporary signs should only be placed during the contract period, and for no more than 30 days thereafter.

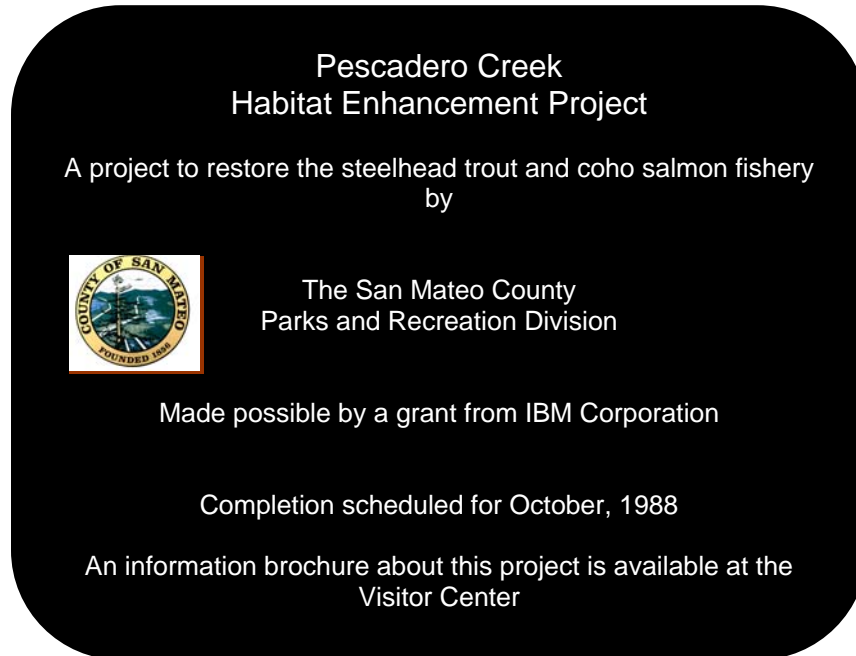


Figure 1. Example of a Temporary Sign.

2.c. Park Newsletters -- Articles or other mention of donor names in park newsletters provide recognition of donors and can explain to the public what can be accomplished through donations. Such articles can also result in interest in making donations.

2.d. Interpretive Programs -- Occasionally, a donor is integrally related to the park or the existence of the park. In such cases, it might be appropriate to mention the donor's contribution during selected interpretive programs. It might also be appropriate to mention the donor support where the donation is directly related to what is being interpreted, such as creek restoration, or exotic plant removal.

2.e. Credit Lines -- Appropriate recognition for contributions and donated items may be allowed at the discretion of the Director on items such as printed materials, audio visual materials and newsletters. Donor name and corporate logos may be included, if such recognition is limited to a short credit line at the end of such material. "Service Marks", advertising, promotions, or corporate slogans will not be permitted.

2.f. Recognition Boards/Walls -- The Director may approve the placement of donor boards or donor walls in visitor centers or other appropriate places, provided the walls or boards are not the first thing visible upon entering the facility, are consistent with professional design standards,

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and do not detract from other interpretive displays. Such boards/walls should use a format that allows recognition through placement of small plaques or other markers than can be changed without major effort.

The boards might include a section or column recognizing different categories of donations (e.g., volunteers, memorial gifts, donation of exhibit or archive materials, donors of funds, etc.) as appropriate.

Recognition markers shall be removed within 10 years, with the exception of the pre-existing programs discussed below. Donations of a very significant nature may be worthy of the greater recognition periods. The Director and Commission should review the recognition periodically and remove or retain it as appropriate. Donors should be sensitively advised that donor boards are not intended to be permanent and may be removed at any time, particularly when the facility is being renovated or if there are problems of vandalism or other maintenance concerns. For approved recognition boards or similar devices, the Director shall have established in advance and have on file an implementation plan which includes the intended location, design, and time frame, and which comprehensively addresses the procedures and criteria to be followed. These shall include consistent criteria for donor boards, including minimum standards for recognition (amount of money, number of hours volunteered, etc.).

2.g. Permanent Plaques -- Permanent plaques will be permitted only with the approval of the Director and Commission and should be proposed only for exceptional contributions (of time, money, land, etc.) of long-term benefit to the parks. Permanent recognition plaques should be placed only in developed areas of the park in conjunction with existing facilities (e.g., visitor center, parking area, environmental education building) and consolidated to the maximum extent possible, preferably within interior spaces. Under no circumstances should they be placed in natural zones, be affixed to cultural or natural resources, or placed in cultural zones where they would intrude on the historic character of the area.

2.h. Semi-Permanent Signs -- Single-purpose recognition signs should be avoided. Directional, interpretive, and informational signs should be considered as locations for donor recognition. Recognition should be secondary to information the sign is designed to convey. For instance, the trail directional sign might incidentally recognize that the trail was constructed through the donor's efforts. Similarly, interpretive displays might note that particular features such as overlooks or other facilities are available through the generosity of specific donors or volunteers. The recognition shall not dominate the sign either by scale or color, and shall not be superior in any way to the park message. Standard earthen colors, lettering sizes, and, for sponsorship programs, consistent size, design and use of program logo shall prevail. See Figure 2 for an example of an appropriate semi-permanent sign.

Sign recognition, like permanent plaques, shall be proposed only for significant contributions (of time, money, land, etc.) of long-term benefit to the Parks and Recreation Division. Signs should be placed only in developed areas and preferably inside an existing public structure. Signs should not be placed in a natural area or affixed to cultural resources. No commitment for sign maintenance shall be made for more than five years.



Figure 2. Example of a Semi-Permanent Sign.

2.i. Sponsorship Program -- Sponsorship Programs (such as the Adopt-a-Park or Adopt-a-Trail programs) are a recognized method for obtaining necessary funding and/or services in exchange for regularized acknowledgment on a signboard. These programs should be governed by individual Division-wide programs, consistent with sign standards and approved by the Director. In a sense, these programs are not recognition in that they are limited term service agreements designed to acknowledge the sponsor. Nonetheless, the standardized recognition provided by these programs must otherwise conform to these guidelines in design, placement and sensitivity. It is also important to remember that soliciting or negotiating sponsorships may conflict with existing arrangements, and all such efforts must be coordinated with the Director.

2.j. Other Publications -- In order to serve various unit needs to distribute information which enhances visitor use of the parks, items such as publications, activity calendars, park maps, or tide books may include the underwriting sponsor's limited announcements.

### **3. MEMORIALS/COMMEMORATIVE WORKS/MEMORIAL GIFTS**

It is not appropriate to use County parks to memorialize individuals unless there is a transcendent relationship between the park and the individual. The test of such a relationship is whether the individual has an appropriate place in the interpretive program as a person integral to or instrumental in the history of the park. In general, an individual should have been deceased for at least five years before the Division can make an objective judgment about the significance of that person's role.

Memorial donations (gifts made in memory of a person) may be recognized in the same way as other gifts. Donors of memorial gifts may be thanked with off-site forms of recognition, or on a donor board in an area set aside for memorial gifts that meet the criteria for that form of recognition. Such listings on a donor board should be subject to the same time limitations as other gifts. The recognition of memorial donations should not include the donor's name. It can

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list the name of the person in whose memory the gift is given and a date, but not include the honoree's dates of birth and death, military service, degrees or other honors. Refer to Figure 3 as an example of a suitable memorial plaque for a bench, or scaled appropriately, for use on a donor board.

The recognition of new memorial donations should not include the donor's name. It should simply list the name of the person in whose memory the gift is given, but not include the honoree's date of birth and/or death, military service, degrees or honors, but may include the year the donation was made. Where any on-site memorial name is deemed appropriate by the Director, the recognition shall be secondary or subordinate to names which describe purpose or application, and are of natural, historic, or cultural significance or a name in common usage. Any individual deemed significant enough to merit such a memorial should be considered for interpretation in the park's program. Refer to Figure 3 as an example of a suitable memorial plaque for a bench, or scaled appropriately for use on a memorial wall or board.

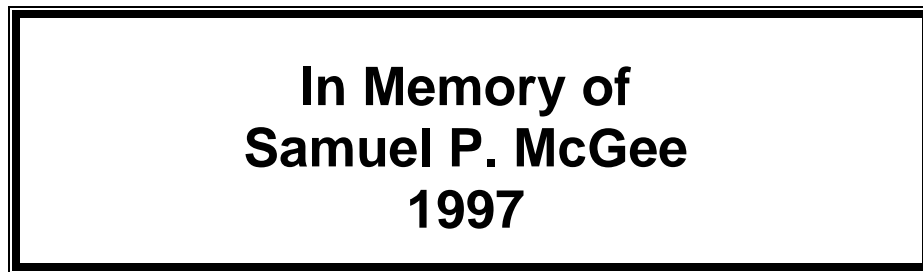


Figure 3. Example of Appropriate Memorial Plaque. Six 12" x 3" for Bench Mounting.

#### **4. CATALOG PROGRAMS**

In an effort to raise funds or acquire necessary park-related equipment, catalog programs may be developed which offer, for an established fee (which should include necessary administrative costs), a variety of items such as picnic tables, benches, vehicles and building materials which help potential benefactors consider what their donation may acquire. Before such programs are established they are to be reviewed and approved by the Director for content, method of programs, and conformance to these guidelines. It is preferred that recognition take the form of off-site recognition or the use of a donor board. In an effort to raise funds or acquire necessary park-related equipment, catalog programs may be developed which may offer a price list and description of a variety of items including necessary administrative costs.

#### **5. NAMING PARK FACILITIES AND SITES**

Naming of features or facilities is governed by the same restrictions as memorialization and commemorative works, including not naming anything for a living person. In addition, geographic place names must follow the policy under Appendix A. Park facilities or structures intended for public use will not be named for individuals, corporations, foundations or other entities except pursuant to legislation. However, park facilities not intended for public use such

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as administrative structures or maintenance shops may be named in recognition of a donor when the donor has funded the full cost of the facility or structure.

### **6. RECOGNITION ON DONATIONS OF ITEMS AND ARTIFACTS**

Often donations are made of specific items to be used in the park. It is preferred that off-site forms of recognition be used to acknowledge such donations, in order to prevent the proliferation of obtrusive signs and visual clutter. However, in extraordinary circumstances (such as with donations of exceptional nature or of substantial value or scale), recognition may be inconspicuously and appropriately done in a manner that does not detract from the image of the Parks and Recreation Division or the appearance of the donated item and is otherwise consistent with other directives, rules, and regulations.

Recognition of artifacts displayed in parks, even with the most appropriately placed exhibit labels, adds to the visual clutter of the display and distracts the visitor from the object at hand, and/or the interpretive message. Gifts of artifacts may be recognized by letters of appreciation, publicity, events, awards, gifts of commemorative items, donor works, or computer terminal displays. Recognition within the interpretive material may be allowed when the donor is closely associated with the artifact or park unit (for example, as discoverer or founder). Under ordinary circumstances, the donor of artifacts will not be recognized on exhibit labels.

### **7. RECOGNITION ASSOCIATED WITH SPECIAL EVENTS**

Special events are a recognized fund raising activity for many organizations and a popular source of recreation for a large portion of the population. Special events fall into two categories: non-Divisional events allowed under special permit and events in which the Division is at least a co-sponsor. (Other co-sponsors may be nonprofit organizations, associations, corporations, or combinations thereof, that support the County Parks and Recreation objectives.)

For non-Divisional events, signs or banners may be placed within the park only in close proximity (both in time and location) to the event. Unobtrusive directional signs may be used to guide participants to an event that is well within a park's boundaries.

Where donations or sponsorship of a special event will require some form of on-site recognition, and to ensure against any appearance of endorsement, a pre-event written agreement shall spell out the responsibilities of the parties and any conditions on the offering or acceptance of the gift. This documentation may be a special event permit, a Memorandum of Understanding, an exchange of letters or other written material that documents the relationship. Sponsors may be permitted a hospitality area at special events.

In order to provide recreational opportunities, corporate or organization sponsors may be recognized by limited use of logos and names on event facilities, signs, and literature at all such special events, at the discretion of the Director. The size, scale, and location of corporate logos and names should not dominate the event facilities or area. Under no circumstances shall corporate logos and or names be displayed in a manner which would in any way suggest the endorsement by the Division or the County.

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### **8. OTHER**

8.a. Use of Corporate Logos -- As County parks are not considered venues for advertising, it is appropriate to minimize the impact of corporate names, logos, and slogans upon the park environment and their visitors. The use of corporate names or logos to acknowledge donations may be permitted in conjunction with special events, and on printed materials, audiovisual materials, newsletters, or in recognition of donations as otherwise described in this guideline in conformance with paragraph 2.e. Advertising slogans should not be displayed, with the exception of display during commercial filming operations under authority of a valid permit.

8.b. Special Privileges -- Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges, other than specified benefits that may be available to all members of a class of donors, as authorized by the Division and administered by Division and/or the San Mateo County Parks and Recreation Foundation. Any requests by such parties shall be subject to the same criteria as a request by any member of the public (e.g., special use permit.) This does not prohibit appropriate donor recognition ceremonies.

8.c. Endorsements -- Standards of ethical conduct issued by the Division, and the County of San Mateo, and conflict of interest statements, prohibit county employees from using or permitting the use of their position, title, or authority to endorse any products, service or enterprise. However, the standards allow exceptions when the endorsement is given by the Division as recognition for support of the Division's mission. The following forms of endorsement are allowable.

Letter or Public Statement -- Private individuals or organizations often engage in activities that contribute clearly to the Division's mission, including, but not limited to, the donation of funds, supplies, services, or through their efforts to encourage others to donate. In appropriate cases, the Director or appropriate designee may issue a letter or public statement commending and endorsing the person's or organization's efforts.

Divisional Endorsement in Divisional or Non-public Support Organization Literature -- If an organization is engaged in fund raising under an approved agreement with the Division, the organization's fund raising literature and public statements may include a quotation from the Director (or other County officials) commending the organization's efforts and endorsing the fund raising activity.

Divisional Recognition in an Organization's Self-advertising and Promotion -- Any entity may reference the Division's commendation, certificate, plaque or other form of recognition from the Division in its own advertising, promotions or other activities that are intended to promote good will or enhance corporate name recognition. In these instances, care should be taken to ensure that the impression is not given that the Division has endorsed a product or service offered by the entity.

8.d. Employee Recognition/Memorials -- Use the same criteria as in sections 3, 5 and 6. It is not the intent of this guideline to prohibit the use or display of employee recognition such as

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“Employee of the Month” plaques, where such displays are part of a formal program and otherwise conform to these guidelines.

### **9. EXISTING NON-CONFORMING ON-SITE RECOGNITION**

Existing plaques and other recognition that do not conform with this policy should be considered for phase-out. In the process of bringing the parks into compliance with these guidelines, sensitivity toward donors must be exercised. It is important that the San Mateo County Parks and Recreation Division and any other entities acting on its behalf, such as the Parks and Recreation Foundation, maintain commitments and past contractual agreements, and recognize that some existing recognition, such as plaques and benches, may have achieved a level of historic or cultural importance of their own. In addition, care needs to be taken to avoid damaging our community relations for the sake of achieving compliance.

### **10. CONTRACTURAL OBLIGATIONS**

The Director should develop written standards to form the basis for contractual obligations of their specific donor programs (such as recognition boards in visitor centers or bench plaques), which carry out these guidelines. These standards should include provisions for contractual agreements with donors that describe the Division’s responsibilities for maintenance, time frames for removal, et cetera. It should be made clear in the contract that the Parks and Recreation Division is under no legal obligation to maintain in place or replace signs, plaques, structures or dedicated resources if they are vandalized, lost, stolen or are otherwise destroyed, or need to be relocated as a result of necessary park operations. The responsibility of the Division for maintenance or replacement of memorial signs, plaques or donated resources themselves is the same as its responsibility for maintenance and replacement of other divisional property. Priorities for maintenance or replacement of such property rest with the administrative discretion of the Director, unless, as part of the contractual arrangements, the donor has made provisions for maintenance and/or replacement.

### **11. MONITORING**

For a period of two years following acceptance of these guidelines, the Director and the Parks and Recreation Commission shall appoint a monitoring committee to review their implementation. Within six months from the end of the two year monitoring program (July 2000) the committee shall submit a report to the Director and the Parks and Recreation Commission, which sets forth its findings with recommendations for changes or additions to the program that meet operational needs.

### **12. REPORTING**

The Director shall report to the Parks and Recreation Commission, on a semi-annual basis, the results of implementing the donor recognition policy and guidelines. Such report shall cover, as appropriate, the amounts and nature of gifts and contributions received, the nature of recognition given, relationships with donors and potential donors, any problems of administering the

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program, reactions from the public – especially park users, and recommendations for improvements.

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### GLOSSARY

**Advertising** -- The activity of attracting public attention to a non-County Park related product, function or business, by paid announcements in print or any other media.

**Catalog Program** -- An itemized list of equipment, features, park furniture, or other items which are offered as inducement for donors or memorials.

**Commercialization** -- The application of any donation method, activity, program, project, sign, structure or other item which exploits the intrinsic values of park resources or park setting primarily for financial or promotional gain at the expense of park quality.

**Commission** -- Refers to the San Mateo County Parks and Recreation Commission.

**Countywide program** -- A program which transcends an individual unit or district of County Parks.

**Director** -- The Director of Parks and Recreation, or his/her designated representative.

**Donor** -- An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of County Parks.

**Interpretive Panel** -- A semi-permanent sign whose primary purpose is to present information about a place or concept which will help to improve the viewer's understanding about that subject.

**Logo** -- Either a name or symbol used for the purpose of easy recognition.

**Plaque** -- Generally a small, flat, regular shaped memorial plate or slab that conveys information in bold relief or engraving.

**Recognition** -- The official act of acknowledgment of acceptance.

**Semi-permanent sign** -- A sign which, by design, is intended to remain without essential change in its status, condition, or place.

**Service mark** -- A word, phrase, symbol, design or combination thereof, which identifies and distinguishes the source of a service.

**Sign** -- A display structure using lettering or symbols which bears a posted notice, designation, direction, command, or is used to identify, communicate or interpret.

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**Special Event** -- The short term use of Divisional lands or facilities for such purposes as sporting events, historical pageants, fiestas, musical concerts, weddings, receptions, banquets, non-profit organization fundraising activities which are compatible and in keeping with the classification of the specific park unit.

**Sponsor** -- The entity promoting and taking responsibility for an action. In the case of a co-sponsor, sponsorship would be a joint function.

**Sponsorship programs** -- A service in which, for the exchange of funds and the contractual obligation for the maintenance or operation on a nonprofit basis of a unit, area or facility, the Parks and Recreation Division agrees, for a limited time, to erect an appropriate sign in acknowledgment of the sponsorship. Examples include Caltrans' Adopt-a-Highway Program, the Coastal Commission's Adopt-a-Beach Program and the Division's Adopt-a-Park and Adopt-a-Trail programs.

**Temporary sign** -- A sign which, by design, is placed during construction activities and for no more than 30 days thereafter.

**Volunteer** -- An individual or entity who performs or offers to perform a service, obligation or helpful work of their own free will without remuneration or recompense.

**APPENDIX A**

**POLICY**

**CLASSIFICATION AND NAMING UNITS, FEATURES, GROVES, AND TRAILS OF  
THE SAN MATEO COUNTY PARK SYSTEM**

The following procedure will be used to identify, classify, and name units of the County Park System:

1. Unit Project Name -- A unit project name may be used by the Parks and Recreation Division throughout the initial phase of site selection, planning, and acquisition of a unit to be added to the County Park System. The project name, so far as possible, will be based on the criteria outlined in Paragraph 3 below.

2. Classification and Naming

2.a. Following the acquisition of and preparation of a resource inventory for a new unit of the County Park System, the Division will provide the Director with a recommendation containing the unit's permanent name and classification.

2.b. The type of classification shall be governed by existing County law, principally the County General Plan.

2.c. With regard to naming, the Department's recommendation will be based on the criteria outlined in Paragraph 3 below and any existing County regulations.

2.d. Upon receiving a recommendation for the classification and naming of a unit of the County Park System, the Director will select the time and place for holding a public hearing before the Commission for this specific purpose. The Director will ensure that the hearing is properly announced in accordance with existing County regulations in order that the classification and naming as adopted by the Commission may be recorded and made a part of a resolution for the Board of Supervisors action.

3. County Park System Unit Names -- In most cases, a unit should bear the name to which it has been accustomed due to location, association, history, natural features, or general usage. Changing the name of a classified unit is strongly discouraged. A unit may be named by the Commission in honor of a person living or deceased, or a group, organization or other entity which has rendered services of significance over a considerable period of time to the County Park System, the County of San Mateo generally, or the state and nation if appropriate. Reasonable consideration should be given to naming applications to determine whether an individual's merit can stand the test of time.

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4. Naming of Features Within Units of the County Park System -- On review of the Commission, the Director may approve the use of a name to identify a feature within a unit of the County Park System when this action is necessary or desirable for any reason, such as ease in identifying a feature for users of the system, preparation of maps, recognition of deserving individuals or groups, organizations or other entities. Names so selected may be altered or changed by the Director as conditions warrant. The approval of a map or the use of sign identifying a feature shall constitute the Director's approval and the recording of the Director's actions.

**APPENDIX B**

**COMMEMORATIVE BENCH DONATIONS**

1. BENCH DONATIONS -- The Department of Parks will accept donations for benches to recognize or memorialize individuals, groups, or significant historical individuals or events provided that such individuals or events were related to the park unit or local community, and provided that all other provisions of the Guidelines for Donation, Memorial and Sponsorship Contributions are met. The Director has the authority to approve or deny any bench donation based on the appropriateness of the donation to the park unit, the relationship between the park and the person, group or event to be honored or memorialized, and the effect of the donation on the natural features, aesthetics, historical and/or cultural nature of the requested location.

1. A. Bench donations commemorating commercial products, political parties, activist groups, or non-profit corporations involved in lobbying at any level of government, for profit corporations, or memorials containing endorsements of products or services, or that otherwise may be construed to be advertising or commercial promotion are prohibited.

1. B. Only one bench shall be dedicated to any single person, family, group, or historical person or event within the units of the San Mateo County Department of Parks, unless there is a compelling reason for additional dedications as shall be determined by the Director.

2. TYPES OF BENCHES -- Benches must be of a size, design and construction which, in the opinion of the Director, are complementary to the general architectural design, natural features, historical and/or cultural traditions of the park unit, the area within the park, in which it will be installed, and the nature and subject of the commemoration.

2. A. The benches should be limited to clear heart redwood. The sizes and styles of benches should be standardized throughout the Department, to reduce costs associated with obtaining and/or maintaining a large stock of diverse replacement parts or hardware.

2. B. Wooden benches should be constructed of clear heart redwood. All metal work should be finished with dark brown powder-coated paint.

2. C. All bench designs and specifications are subject to the review of the Park Superintendent and approval of the Director.

2. D. The Department will develop a list of approved bench styles and manufacturers for approval by the Director that can be selected by prospective donors. This information may be included in a donation or gift catalog developed by the Department.

2. E. Benches will have a brass-tone acrylic plaque no larger than 3" by 12" x 1/4" attached to the backrest of the bench on the second from the top rail by epoxy and/or concealed through-bolts. Alternatively, the plaque may be mounted in the center of the bench backrest when the bench is

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of solid construction. Plaques shall be inlaid into the wood or plastic members so that there are no projecting edges or corners to snag clothing or cause injuries.

2. F. Plaque wording should follow one of the following three formats:

In Memory of  
John Doe  
1998

In Memory of  
The Doe Family  
1998

Dedicated to  
John Doe  
1998

After adoption of standard plaque wording by the Commission, other wording may be approved by the Director on a case by case basis. In cases where non-standard wording is requested by the donor, the Director may decide that such changes are appropriate and provide one or more alternative compositions acceptable to the Department for the donor's selection.

The Director may submit the wording commemorating a historical event to the San Mateo County Historical Association for review and comment. The Director has the discretionary authority to accept, reject or edit the content of any commemorative plaque as he or she may deem necessary.

2. G. The Director may accept other types and configurations of benches at his or her discretion on a case by case basis, providing that there is a compelling reason for such variance from these guidelines.

3. LOCATION OF BENCHES -- Benches will be installed within the individual park units in accordance with the park's Development Plan, Master Plan or an approved list of suitable bench locations as developed by the Department.

3. A. Benches should only be located in those areas where they will serve as an appropriate resting place, i.e., at the summit of a steep trail, at an interval along a trail, walkway or esplanade, or at a scenic overlook or other vista point, etc. Benches should not provide the focal point of an area, rather they should offer a comfortable place to enjoy the natural, historical or other features by the area or park.

3. B. Benches should be placed at an interval appropriate to the park, or the specific area within the park. For example, benches placed around a turf area in an urban park could be spaced closer than those placed along a trail through a wilderness area. Generally, benches in a natural setting should be placed at an interval where only one bench at a time can be seen.

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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3. C. Benches should not be placed where they might attract traffic or activity that would damage natural resources, such as in a location to which visitors would make a new path through a pristine or sensitive area, or in a location at which litter might cause particular maintenance problems for a pristine or sensitive area. Benches should also not be placed where they may create an unsafe condition, such as offering a platform for children to stand on in order to climb a tree, or too close to walkways or other traffic lanes.

3. D. All benches should only be placed upon review of the Superintendent of Parks, and the approval of the Director for conformity with these guidelines, except that approved bench designs may be installed at sites on a list of approved bench locations by the Department without further review.

4. TERM OF DONATION -- Commemorative benches shall be maintained for a period of 10 years. After 10 years the original donor may rededicate the bench after contributing an additional minimum donation, for a second 10 year term. Should the original donor decline to rededicate an existing bench, or fail to notify the Department of an intent to rededicate an existing bench within 60 days of the expiration of the original ten year term, the bench site may be offered to the public for dedication or withdrawn from the commemorative bench inventory if desired by the Park Superintendent.


During the ten year term, the Department will provide regular maintenance of the bench which may include staining the bench boards, repairing and replacing boards or hardware and the plaque. In addition to maintenance, the Department will make repairs that are necessary due to vandalism to the bench or plaque.

4. A. Benches with expired dedication terms shall have the board bearing the plaque replaced with a plain board until such time as another donor is found. The original plaque will be returned to the donor, or retained at the administrative office for a period of one year after expiration. If not claimed by the donor after one year, an unclaimed plaque may be recycled. Benches offered for rededication shall be refurbished and have a new plaque installed if necessary.

4. B. The maximum term for any single memorial bench is 20 years, after which the bench site shall be offered to the public for dedication.

4. C. All bench memorials donated prior to the original adoption of these Guidelines are subject to sunset after five years has passed from the date of adoption of these Guidelines. The donor will be invited to rededicate the commemorative bench. All such bench memorials may be renewed, or upgraded as provided for in Section 5. The Director, Parks Commission, or Board of Supervisors may waive the sunset provision of these Guidelines for any existing bench.


5. QUALIFYING DONATIONS -- The Director shall annually review and recommend the donation structure for dedicating commemorative benches. Generally, there shall be two levels of donations and one opportunity for re-dedication:

 There will be a minimum qualifying donation which provides a ten year term of dedication for a bench within a County park.

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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 Sustaining donations will provide for a 20 year term of dedication.

 To rededicate a bench, a reduced qualifying donation will cover an additional ten years of dedication.

The Director may annually review and adjust the required minimum donation for dedication of a bench, or alter or otherwise change the terms of dedication after notifying the Parks Commission. Any change will only affect bench donations made after such changes become effective.

### 6. RE-DEDICATION

After a period of ten years, the donor will be asked if they wish to continue their support of the commemorative bench. If the bench is abandoned by a donor, the Department of Parks reserves the right to maintain, re-dedicate, or remove the commemorative bench at its sole discretion. As a courtesy, donors would be notified of the intent to re-dedicate or remove a memorial and allowed a two-month grace period to rededicate the bench.

A rededication of the bench covers the costs of replacing bench boards and provides for ten additional years of maintenance and materials. The donor is also offered an opportunity to change the wording on the plaque.

## **Financial Process for Commemorative Bench Program Donations**

### I. New Commemorative Bench

After a donor and Supervisory Park Ranger have agreed upon a location from the approved available bench site list for installation of a commemorative bench and a letter has been received by the Financial Services Manager from the donor clarifying their understanding of the specific bench location, wording on the plaque and terms of the donation, payment can be submitted. The terms of the donation explain that the donation pays for the bench purchase, delivery freight, sales tax, plaque, and installation by County Park staff as well as ten years of maintenance of the bench. (Refer to Appendix B Commemorative Bench Donation)

The current minimum donation level for a new commemorative bench is \$3,500. This donation and any other Bench Program donations are deposited into the BENCH Program trust fund

When full payment for the bench donation has been received by check, money order or credit card, it will be deposited into the 04074 BENCH Program Trust Fund.

The Supervisory Park Ranger is then notified by the Financial Services Manager that the bench can be ordered. The bench is ordered by the Supervisory Park Ranger. Once the bench has been received and the packing slip has been approved for payment, the invoice is paid and charged to the BENCH Job Org.

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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Installation, labor and materials during the ten year maintenance period for the bench will also be charged to the BENCH Program Job Org. In addition, any repairs or replacement of parts due to vandalism will be undertaken by the Department.

Annually, the Financial Services Manager and Administrative Services Manager will collaborate to journal funds from the 04074 Trust Fund to the BENCH Program Job Org to reimburse the Parks General Fund Budget for bench installation or maintenance activity during the year.

### **II. Rededicated Commemorative Bench**

After ten years, a donor will be asked if he/she wants to dedicate the bench for an additional period of ten years at the reduced donation amount of \$3,000. The rededication donation will cover the cost of ordering and replacing the redwood bench boards and an additional ten years of maintenance and materials. At the beginning of the rededication, the donor can change the wording on the plaque.

If the donor does want to rededicate, he/she is given an opportunity to pay by check, money order or by credit card. The current minimum donation for a rededicated commemorative bench is \$3,000.

Once the new donation has been received, the Park Ranger will be asked to order a new set of redwood boards and attachment hardware from the manufacturer. The plaque will be removed and reinstalled on the new boards or replaced if in poor condition.

If the donor does not want to rededicate, there are two choices for the Department to consider.

- 1) The Department may want to remove the plaque and offer the bench site for a new commemorative bench.
- 2) The Department may want to remove the bench from potential commemorative bench dedication if the site is no longer suitable.

If the donor does not want to rededicate, the Department will remove the brass plaque and replace any board(s) on the bench. The plaque will be offered to the donor.

### **III. Commemorative Bench Program Tracking**

The Financial Services Manager will maintain a list of all dedicated benches and sites available for dedication. This list will be updated periodically. The Financial Services Manager will also coordinate correspondence such as thank you letters and re-dedication letters.

The Financial Services Manager will review and approve all expenditures from the BENCH Program Trust Fund.

### APPENDIX C

#### FORMS OF OFF-SITE RECOGNITION

1. Thank-you Letters -- Every donor should promptly receive a letter of appreciation. The thank-you letter can be used as the Divisional letter of acceptance and to acknowledge special circumstances that might apply. It should acknowledge the gift, the donor, date of acceptance and, if cash, the dollar amount. The thank-you letter will also serve as evidence of the gift for the purpose of the donor's tax records, and should include the IRS identification number of the County of San Mateo and/or the San Mateo County Parks and Recreation Foundation. As such, it should completely describe the gift. It should not, however, attempt to value the gift. Depending on the nature and significance of the gift, it might be appropriate to have a thank-you letter also sent to the donor from the Director, the Commission, and Board of Supervisors.
2. Awards – The Director may develop an awards program subsequent to these guidelines to provide appropriate recognition of volunteers for donation of services.
3. Publicity – The Parks and Recreation Division may, at the Director's discretion, publicly recognize donors through press releases to newspapers, magazines, radio and television media, and articles in park and Divisional newsletters. Articles in the donor's media, such as their corporate newsletter or annual report, are also ways that recognition can occur. In all cases the donor's request for anonymity shall be respected.
4. Events – Higher profile recognition can occur through media events, press announcements, photo opportunities, ground breaking, ribbon cutting, meal functions or special recognition events. Other activities or forums with which the donor is involved, such as annual meetings/conventions of nonprofit organizations, can also be used. Some of these events may be held on-site in accordance with acceptable current park practices.
5. Commemorative Items Given to the Donor – Some items that might be presented to donors include certificates of appreciation, prints, photographs, paintings and plaques. A framed photograph or print of the park, with a small engraved plate or other form of inscription indicating the Division's appreciation, might bring the donor continuing enjoyment, and help to reinforce an affinity for the park. Such items might be sent to the donor, presented in a simple ceremony, or tied into media events or other activities.
6. Mementos – A book, park lapel pin, or other park or project-related memento might be appropriate as an expression of appreciation. These may also be presented in conjunction with other forms of recognition, depending on the nature and significance of the donation.

**APPENDIX D**

**ADVERTISING, ENDORSEMENTS, AND SPONSORSHIPS  
WITHIN THE SAN MATEO COUNTY PARKS SYSTEM**

No advertising or sponsorship of tobacco products or alcoholic beverages is permitted without the express approval of the Director. Alcoholic beverage sales at specific events by vendors is limited to beer and wine, under license issued by the Bureau of Alcoholic Beverage Control, State of California.

**APPENDIX E**

**WISH LIST PROGRAM**

**A. Program Description**

The Wish List Program is a prioritized annual list of lower cost equipment, supplies, and programs that a community donor could expect to see purchased or completed within a one-year time frame. The expected Wish List Program price range is between \$1,500 and \$25,000. The Program is composed of several different lists: Equipment and Supplies, Interpretive and Volunteer Programs, and/or Park Projects.

1. The Equipment and Supplies Wish List presents administrative or maintenance equipment or supplies needed by field or administration staff.
2. Interpretive and Volunteer Projects Wish List presents stand-alone short-term projects that can be accomplished with administrative, field staff and volunteers.
3. The Park Projects Wish List presents projects that rangers can do themselves or contract and supervise themselves. For example, a new fence, restroom, trail bridges, habitat restoration project, interpretive park signage, etc.

**B. Wish List Development and Review Process**

Any Park Ranger can submit a desired Wish List item for consideration to the Operations Park Superintendent through their District Rangers. Administrative staff can submit a desired Wish List item to the Administrative Services Manager or Financial Services Manager. The resulting wish list items will be compiled to create an Annual Needs Inventory that is reviewed bi-annually by the two Park Superintendents and Financial Services Manager and presented as a recommended prioritized list to the Director of Parks.



**Guidelines for Donation, Memorial and Sponsorship Contributions**

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**Prioritized Annual Needs Inventory  
(EXAMPLE)**

**District/Park:** \_\_\_\_\_

**Date:** \_\_\_\_\_

<b>Priority</b>	<b>Project or Item Name</b>	<b>Comments</b>	<b>Core Area</b>	<b>Estimated Cost</b>
1	Campfire center	For new campground	E	\$10,000
2	Utility vehicle	Gator/Mule/etc for housekeeping	F	\$6,000
3	Visitor center roof	Replace shakes w/comp	F,E	\$15,000
4	Restroom building	For new Day Use Area	F,R	\$200,000
5	Patrol PWC	Two with trailer	S	\$20,000
6	Fire safety gear	For prescribed burn program	P,S	\$4,000
7	Trail bridge	East Creek Trail, 40' long	F,R	\$5,000
8	Kiosk	Replace at east entrance	F,R	\$20,000
9	Entrance sign	Replace at main entrance	F	\$5,000
10	Playground equip.	For new Day Use Area	F,R	\$20,000
11	25 HP tractor	W/loader & landscape box	F	\$12,000
12	Trail bridge	East Creek Trail, 30' long	F,R	\$4,000
13	Shed	For sign storage	F,S	\$2,500
14	T-shirts	Volunteer incentives	E	\$500
15	Desktop computer	For Sector Office OA	All	\$1,000
16	DVD recorder	Archiving historic videos	E,F, P	\$200
17	Notebook computer	Interp. Programs & Training	All	\$2,000
18	VGA projector	Interp. Programs & Training	All	\$1,000
19	Trail bench	East Creek Trail	F,R	\$1,000
20	Greenhouse	Replace plastic panels	F,P	\$2,000
21	Generator	For emergency backup	F,S	\$3,000
22	Trail bench	West Creek Trail	F,R	\$1,000
23	Drinking fountain	Accessible/freeze proof	F,R	\$2,500
24	Digital camera	For photo monitoring	P	\$250
25				

Core Program Areas: E= Education/ Interpretation; F= Facilities; P= Resource Protection; R= Recreation; S= Public Safety

## Guidelines for Donation, Memorial and Sponsorship Contributions

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### C. Wish List

Each item submitted for inclusion on the Wish List needs to have a short description, photo or graphic (if appropriate), purpose, full cost and/or budget, and timeline. In addition, for projects, there needs to be a means of evaluation.

Example:

#### 1) Foot Pump Hydraulic Driver Kit

The County Park Electrician needs a foot-pump hydraulic driver kit to facilitate punching holes in metal. In particular, he will use it to punch holes for electric panels and boxes. The driver kit can punch holes from ½” to 4” which are optimum sizes for our needs. The kit’s foot pump operation frees up both hands which is far more efficient than using a hand-operated punch. The driver kit can also be used to punch holes ten times faster than using a hand wrench.



Slug-Buster™ Ram (Greenlee 07174)

Donation Requested: \$2,500

This wish list donation of \$2,500 includes purchase price, shipping/handling, and sales tax.

### D. Program Promotion

The Wish List can be shared with the community in several ways.

An on-line catalog of the Wish List will be posted on the Department of Parks website. This catalog will provide a short wish list item description, photo, minimum donation, and contact information.

A Wish List flyer will be posted at Park or Crystal Springs Regional Trail kiosks.

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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The wish list flyer can also be mailed or emailed to Friends Groups, park support organizations, volunteers, berthers, or individuals who make repeated camping or picnic reservations.

Park staff can also mention these needs in conversation with Park visitors.

### **E. Wish List Donation Process**

When an individual or organization is interested in making a donation for one of the wish list items, they can contact the Financial Services Manager or any other staff mentioned on the website or flyer.

Any substitutions or offers to donate items not on the wish list must be discussed with Park Superintendents.

Once an individual or organization commits to making a donation for one of the Wish List items, they need to understand that we need the full amount of the suggested donation in order to purchase the equipment or underwrite the project. The donation can be made by check, money order or by credit card.

Any unrestricted donations made for administration, operations and maintenance, volunteer or interpretive programs are also welcome.

These cash or credit card donations are deposited and expended from the 04077 Trust Fund.

### **F. Donation Box Proceeds Can Also Fund Wish List Items**

In addition to promoting the Wish List through opportunities suggested in D. above, you can “save” your donation box proceeds to underwrite a Wish List Item.

### **G. Donation Acknowledgement**

Wish List donors can be acknowledged in several ways. They will all be thanked by a letter signed by the Director once their payment has been received. Their donation will be listed in the next Commission Report. And finally, their donation will be mentioned on the website by their name or anonymously if they prefer. If they have funded a program or project, their underwriting can be mentioned during an Interpretive or Volunteer Project.

### **H. Donation Tracking**

Once a donation has been received for a Wish List item, the Operations Park Superintendent will notify the appropriate administrative or field staff that the funds are now available for use. And once the funds have been received, the Financial Services

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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Manager will notify the Webmaster who can update the wish list item as “DONATED” and replaced by the next wish list item on the list.

**APPENDIX F**

**DONATION BOX PROGRAM AND POLICIES**

I. Donation Box Program Description

Donation boxes provide visitors with an opportunity and mechanism to contribute directly to a County park or trail. This philanthropy is voluntary and unsolicited. Donations are willingly made and are without restrictions other than they are to be used for County Park goals and objectives in that park or trail.

The Guidelines for Donation, Memorial and Sponsorship Contributions document does not specifically discuss donation boxes. The Guiding Principles within the document, however, say that: "Contributions must support the needs of the Division or specific park in conformance with the park's Master Plan, and in accordance with a prioritized list of approved projects and programs as defined by the Director of Parks and Recreation and reviewed by the Parks and Recreation Commission."

Donations deposited into a donation box within a park or trail will be deposited into the trust fund for that park or trail. The resulting funds can be used for approved projects on the prioritized annual list for that park or trail.

Donation boxes are now located at James V. Fitzgerald Marine Reserve, Mirada Surf, and Wunderlich County Parks and Sawyer Camp Trail. Future locations should include Coyote Point Recreation Area, Edgewood, Flood, Junipero Serra, Memorial, San Pedro Valley, Sanchez Adobe Historic Site, and Woodside Store.

II. Donation Box Locations

Donation boxes should be located in high foot traffic areas clearly visible to visitors. Ideal locations are at visitor centers, entrance/egress areas in parks or trailheads where people congregate. We should assume that visitors will be more inclined to donate after they have had a great visitor experience.

We might even use a donation box location for dual purposes. At Hawaii Volcanoes National Park, a small separate box holding free brochures is attached to the front of the donation box. The brochures attract visitors and make them notice the donation box and its purpose. They believe that the donation is more than what visitors would pay if there was a fee for the brochure.

III. Donation Box Signage

All donation boxes should have signage clearly informing the public how the money will be used by the park or trail and how they can contact us. This information serves as a defacto letter of tender for the donor. Without it, monies collected in a donation box must be considered miscellaneous revenues to the County General Fund.

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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Here are two draft examples:

**TO SAN MATEO COUNTY PARK USERS AND SUPPORTERS**



**YOUR GENEROUS CONTRIBUTION SUPPORTS  
SAN MATEO COUNTY PARKS, HISTORIC SITES AND TRAILS**

**THANK YOU!**

**FOR MORE INFORMATION ON WAYS TO SUPPORT COUNTY PARKS,  
CALL 650-363-4027 OR VIEW [WWW.SMCOPARKS.ORG](http://WWW.SMCOPARKS.ORG)**



**YOUR DONATION IS APPRECIATED. IT WILL BE USED TO FUND MAINTENANCE  
PROJECTS AND OPERATION OF THIS TRAIL.**

**TO LEARN MORE ABOUT OTHER WAYS TO HELP, CALL 650-363-4027 OR  
[WWW.SMCOPARKS.ORG](http://WWW.SMCOPARKS.ORG).**

**THANK YOU.**

We may want to change donation box signs periodically or occasionally. For example, we could have a generic sign created specifically for that donation box referring to that park or trail. But when we have an activity or project in mind, we could create a sign with photos of needed equipment or sketches of capital or habitat restoration projects. Not only are we updating the community about our planned projects, we are also raising money for them.

#### **IV. Donation Box List Development and Review Process**

Any Park Ranger can submit a desired Donation Box List item for consideration to the Park Superintendent through their District Rangers. Administrative staff can submit a desired Donation Box List item to the Administrative Services Manager or Financial Services Manager. The resulting wish list items will be compiled to create an Annual

## **Guidelines for Donation, Memorial and Sponsorship Contributions**

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Needs Inventory that is reviewed bi-annually by the two Park Superintendents and Financial Services Manager and presented as a recommended prioritized list to the Director of Parks.

### V. Donation Box Accounting

All donation box contributions are deposited at least weekly into the appropriate Trust Fund for that park or trail. When sufficient donations have been received in a particular donation box, a Ranger can purchase an approved wish list item; perform the work or contract for the work to be done.

### VI. Donation Box Acknowledgements

On the Department website, on the Gifts and Donations page, will be a section offering a description of how donation box proceeds are being used and specific examples of how donations in a Park or Trail are being or have been used. A photo of a donation box and sign can reinforce the action.

### VII. Donation Box Monitoring

The Financial Services Manager will track that the Park/Trail (donation box) trust funds are being used for approved projects on the annualized list. An Annual Report will be prepared for the Parks and Recreation Commission highlighting projects and programs underwritten by these donations.