

Administrative Policy No. 5  
Yachats Donation & Recognition Policy

Introduction

The City of Yachats values the many monetary and non-monetary donations of individuals, foundations, corporations, nonprofit organizations, service clubs and other entities, and seeks to provide appropriate recognition for donations through this Policy. This Policy also recognizes that, unless exempted by the Parks & Commons Commission or the City Council, gifts, its purchase, installation, maintenance, repair or other costs incurred throughout the life of the gift, shall not incur any tax payer expense.

The City of Yachats, staff and citizens appreciate gifts and memorials for the City's parks, Commons, Library, Museum, programs and public spaces; and the altruistic contribution those gifts make in furthering the purposes for which these facilities and programs have been established. Donations come in many forms, including but not limited to plaques, art, park and trail amenities, trees, and other items generally referred to as "Gifts."

Guiding Principles

The following principles form the basis for the Donation & Recognition Policy:

- It shall be the City's policy to take into account the resources, function and experience for which various public facilities and programs are maintained when considering the appropriateness of donor recognition and the placement of Gifts.
- In all forms of recognition, the donor's wishes for anonymity shall be respected.
- It is generally preferable to express appreciation for contributions directly to the donors or sponsors rather than by forms of recognition to be displayed on City property, buildings or parks.
- Recognition of corporate donations or sponsorships must not in any way suggest an endorsement by the City of Yachats, nor give the impression of advertising, commercialization, solicitation, or of a proprietary interest in the facility.
- Recognition shall not interfere with routine City operations or use.
- Any donation that will reside on the grounds of the Library or the Museum must first be approved by the appropriate commission for those properties.
- The acceptance of Gifts(including but not limited to amenities, trees, signage, plaques or other items requiring maintenance or at risk of deteriorating for any reason) will generally be on the basis of a **10-year term** commencing on the date of installation. During the term, the City agrees to maintain typical wear and tear of the Gift. At the end of the 10-year term, and upon 10-year increments thereafter in perpetuity, the donor may seek P&C Commission

- approval to extend the term for an additional 10-years. Terms may not be longer than 10-years, and the renewal of the 10-year term must be made by written request or in person before the P&C Commission.
- At the end of each 10-year term, if no request for renewal of the term is made, the P&C Commission and/or the City Council may, at its full discretion, leave or move the amenity if in good repair, repair the amenity as appropriate at donors' expense, or remove the amenity with no further obligation to the donor.
  - Recognizing that many non-monetary gifts require on-going maintenance, repair and/or replacement, donors are requested to pay the following for non-monetary gifts:
    - a. Actual cost of gift and installation charges.
    - b. Estimated 10-year maintenance assessment.
    - c. General administrative/endowment contribution of 10% of the total of a+b.
  - Maintenance assessment fees (b. above) and general administrative/endowment contribution (c. above) are payable upon the City Council's approval of the request.
  - Should the gift's maintenance fee (b. above) exceed the estimate during any 10-year term, the donor will be held responsible for the costs of repair and or restoration.
  - Fees for the approval of all extensions of the 10-year term will require a new estimate of maintenance costs for the extended term, plus 10% of the maintenance costs for general administration.
  - The City may, at its discretion, adjust the administrative/endowment contribution rate.

Gifts of art, literature, photography, recordings, memorabilia or other items for display or historical archiving at the Little Log Church Museum or Yachats City Library, may be accepted directly under the terms and conditions determined by the Museum and/or Library Commissions, as appropriate. However, any donation determined to have ongoing costs (i.e. restoration, preservation, etc.) will require separate approval by the City Council.

#### Oversight

The Yachats Parks & Commons Commission ("P&C Commission") is responsible for reviewing requests for gift donations to be displayed in the Commons or other City property. The P&C Commission may reject, suggest changes or accept donation requests. Requests accepted by the P&C Commission will then be forwarded to the City Council for consideration and possible final approval.

The P&C Commission is essentially charged with ensuring that the donation is suitable and compatible with the character of Yachats, displayed in an appropriate venue, and that fees collected for the Gift will fully cover the cost of the gift for its duration, including administrative overhead and routine maintenance. The P&C Commission's assessment will consider the suitability of the item, the appropriateness of the location, maintenance factors and costs, along with any other factors involving the Gift. Every effort should be made to apply unique and artful designs in creating the Gift, with encouragement in the use of artists local to the general area.

The approval of Gifts are at the full discretion of the P&C Commission and the City Council.

### Forms of Recognition

#### **Off-site Recognition**

Thank you letters – Every donor shall receive a letter of appreciation from the Mayor or Chairperson of the appropriate Commission. Depending on the nature and significance of the gift, it might be appropriate to send a thank you letter from the City Council or Mayor. In many cases, this might be all that is required. The letter should acknowledge the gift, the donor, the date of acceptance, and for a monetary donation, the amount. The thank you letter shall also serve as evidence of the gift for the donor's tax records. As such, it should completely describe the gift. It should NOT, however, attempt to value a non-monetary gift.

#### **On-site Recognition**

Temporary signs – Temporary signs (such as those used to acknowledge donors during construction activities or restoration of a structure or site, or to recognize a sponsor's financial support for a contract period) should be informational, of appropriate design and scale, and make clear that the City of Yachats is recognizing the donation. They should inform readers and might contain a brief message about the nature of the project and the support provided by the donor. The signs should be sturdy, constructed of high quality materials, consistent with the design of other City signs, professionally done and in keeping with appropriate design standards. Signs shall comply with Municipal Code Standards and shall not exceed four (4) square feet. The donor's name and corporate logo (if any) may be used if they are subordinate to the sign's message.

Temporary recognition signs may be left in place only for the contract period, or in the case of "construction" signs, for no more than six months beyond completion of the actual work on the project.

#### **Recognition Boards and Walls**

Upon recommendation from the appropriate Commission, the City Council may approve the placement of donor boards or donor walls with City buildings, provided the boards or walls are not the first thing a visitor observes when entering the

building, are subordinate to the primary function of the facility, and are consistent with the professional design standards. Approval by the Commission or City Council will include setting the time for display of recognition. For example, temporary displays, such as “goal thermometers,” might be appropriate for the life of a specific capital campaign while longer-term boards and walls might be appropriate for significant gifts.

### **Permanent Plaques**

With the exception of pre-existing donor programs, permanent plaques are to be considered carefully and should only be used to recognize significant monetary or public service contributions to the City of Yachats.

### **Endowments**

Perhaps the surest way for a donor or sponsor to achieve long-term recognition is through an endowment. Endowments can be established to provide a permanent source of annual funding to support a variety of public facility and programmatic needs. The establishment of an endowment should be considered for inclusion in any major fundraising campaign to provide for future operations, maintenance and repair costs, especially those associated with major capital improvements. Entities wishing to endow should be encouraged to enter into discussions with the appropriate Commission or City Council to determine the provisions and limitations of the endowment.

### **Memorial Benches, Art & Other Amenities**

The P&C Commission has established locations for the possible placement of benches, picnic tables, interpretive panels, birdbaths, kinetic art and other outdoor amenities on City property and rights-of-way. Preference will be given to those offering donations in those specific sites. However other locations may be considered.

### **Memorial trees**

The Commission has established locations for the planting of trees on City property. The selected locations also include the species of tree that may be planted in that specific location.

**Signage and Plaques:** Signage or plaques indicating the commemorative nature of the memorial or other remembrances may be placed on an amenity upon prior approval as cited above. Tree signs will require the same approval, however in no instance may a sign be placed on a tree in a manner that compromises the health or life of the tree. Signs or plaques will be left in place for 10 years or until they are no longer visually attractive.