

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.

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, and other items generally referred to as "Gifts."

Guiding Principles

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

1. It shall be the City's policy to take into account the resources, function and user experience for which various public facilities and programs are maintained when considering the appropriateness of donor recognition and the placement of Gifts.
2. In all forms of recognition, the donor's wishes for anonymity shall be respected.
3. 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.
4. 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.
5. Recognition shall not interfere with routine City operations or use.
6. Any donation that will reside on the grounds of the Library or the Museum must first be approved by the city sanctioned advisory body for those properties.
7. The acceptance of Gifts (including but not limited to amenities, 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.
8. At the end of each 10-year term, the City Manager may, at his or her full discretion, leave or move the amenity if in good repair, repair the amenity as appropriate, or remove the amenity with no further obligation to the donor.
9. 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. 10-year maintenance assessment of \$100. (The City, at its discretion, may adjust the \$100 maintenance assessment at the outset).
10. Installation and Maintenance assessment fees are payable upon the City Council's approval of the request.
11. 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.

12. In no case will the city of Yachats be responsible for replacing or repairing Gifts to the city that are damaged or destroyed by natural forces, including, but not limited to, destruction caused by wind, flooding, earthquake, tsunami, animals, wildlife, or other forces of nature. Nor shall damage or destruction caused by persons not employed by the city, including but not limited to criminal actions, require the replacement or repair of Gifts to the city.

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 approval.

The P&C Commission’s assessment and recommendation to City Council will consider the suitability of the item for its proposed location, the compatibility of the item with the character of Yachats, the feasibility of its maintenance, whether fees collected for the Gift will fully cover routine maintenance costs of the Gift for the 10 year term, and provide this in its recommendation for approval or refusal to City Council, and any other factors involving the Gift. P&C Commission reserves the right to limit the quantity and location of memorial signage.

Every effort should be made to apply unique and artful designs in creating the Gift.

The recommendation for approval of Gifts to be placed in the Commons, Parks, or Trails is at the full discretion of the P&C Commission. City Council has full discretion as to whether to accept PCC’s recommendation for approval of the Gift.

Forms of Recognition

Off-site Recognition

Thank you letters – Every donor shall receive a letter of appreciation from the Mayor or Chairperson of the city sanctioned advisory body. 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 (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 city sanctioned advisory body, 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.

Recognition Plaques

With the exception of pre-existing donor programs, recognition plaques are to be considered carefully and should only be used to recognize exceptional public service 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 city sanctioned advisory body or City Council to determine the provisions and limitations of the endowment.

Memorial Benches

Bench plaques (memorial benches) shall be dedicated solely to nonprofit organizations that have contributed greatly to the Yachats Community, including current and past nonprofits, e.g., Yachats Ladies Club, Lions Club, View the Future, Cape Perpetua Collaborative, Friends of the Yachats Commons, Polly Plumb Productions, YYFAP, and others.

Organizations that wish to be honored with a memorial bench, shall propose a memorial bench plaque with words that briefly describe their philosophy, love for community, etc.

Signage and Plaques

1. Signage or plaques may be placed on an amenity upon prior approval as cited above.
2. Signage and plaques will be left in place for 10 years or until they are no longer visually attractive.
3. In no instance may an item be placed on a tree in a manner that compromises the health or life of the tree.
4. Plaques may not be affixed to rocks. Engraved rocks are permitted, provided they are natural rocks or artificial rocks that appear natural and homogeneous with the Yachats region geology. The gifter shall provide the engraved rock and shall pay for

shipping and placement.

5. With the exception of Recognition Plaques, memorials for individuals who have died shall be limited to rocks and other items that may be designated by the city such as memorial bricks and boardwalk plaques. Memorial statements may reflect or demonstrate the honored persons' love for the Yachats community or environment, and/or include inspiring words and/or a short phrase that they loved or lived by. Memorial statements shall not promote religion or include partisan political statements or beliefs.
6. Plaques for instances not covered in the provisions above, e.g., a plaque expressing gratitude to an individual or family for a gift to the city, shall be bronze, and measure not smaller than 6 inches by 2.5 inches (or 15 square inches in total) and not larger than 8 inches by 4 inches (or 32 square inches in total).
7. Proposed memorial statements will be reviewed by the P&C Commission and either sent to City Council for approval or returned to the plaque or signage applicant with a reason for not being approved.
8. Implementation of P&C Commission-approved signage and plaques is at the discretion of the City Council and City Manager.