



City Manager Department

Memo

To: City Council
From: City Manager Goldstein
Date: August 24, 2023
Re: Item 9A: Capitola Wharf Enhancement Project Fundraising Partnership

Please find attached an updated Donor Recognition Administrative Policy which includes language to clarify for how long the City will maintain donor recognition on the Wharf.



ADMINISTRATIVE POLICY

Number: --
Issued: 8/24/2023
Jurisdiction: City Council

**CAPITOLA WHARF ENHANCEMENT PROJECT
DONOR RECOGNITION**

I. PURPOSE/POLICY

To establish a policy and procedure for Wharf Enhancement Project donor recognition on the Capitola Wharf. Sponsorship opportunities provide resources to meet strategic fundraising objectives. This policy establishes the procedure by which the City will name components of the Wharf as requested by donors, consistent with the schedule included below.

~~If within 10 years of installation, the elements are upgraded or modified then the donor recognition will be carried forward in a similar capacity, as determined by the City in consultation with Major Sponsors, as feasible.~~

~~If within 10 years of installation, the wharf is closed, deconstructed, destroyed, severely damaged or undergoes an end-of-life renovation, then the donor recognition will cease.~~

The City agrees it will make reasonable efforts to maintain donor recognition for 20 years. Thereafter the City shall be under no obligation to further maintain or display the donor recognition. However, if within that 20-year period, the wharf is closed, deconstructed, destroyed, severely damaged or undergoes an end-of-life renovation, then the donor recognition will cease.

III. PROCESS

Donor Recognition & Sponsorship Opportunities

Space	Required Donation
“Donor” element or design feature, such as artistic bench(es)	All donations of \$1,000 or more, unless donor requests anonymity
Major Sponsorship Opportunities:	As determined by CWEP group
<i>4 to 8 elements like the following:</i>	
<i>Shade structure</i>	
<i>Fish cleaning station</i>	
<i>Educational kiosk</i>	
<i>Game Zone</i>	

Fundraising & Donor Recognition: The CWEP volunteer group (CWEP Group) shall coordinate the fundraising campaign and donor recognition effort. The CWEP Group shall determine donation amounts required for Major Sponsorship Opportunities and other playground components.

All donors, including Major Sponsors (those who donate an amount qualifying as a “Major Sponsor”, will be recognized the donor element (or other design feature). Only Major Sponsors may be indicated with a sign on the corresponding element.

This Policy is Approved and Authorized by:

Jamie Goldstein, City Manager