



ADMINISTRATIVE POLICY

Number: --
Issued: 7/27/2023
Jurisdiction: City Council

**UNIVERSALLY ACCESSIBLE PLAYGROUND AT JADE STREET PARK
DONOR RECOGNITION**

I. PURPOSE/POLICY

To establish a policy and procedure for donor recognition at the Jade Street Park Universally Accessible (UA) Playground. Sponsorship opportunities provide resources to meet strategic fundraising objectives. This policy establishes the procedure by which the City will name components of Jade Street Park Universally Accessible Playground as requested by donors, consistent with the schedule included below.

If within 10 years of installation, the park is 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 park 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” Wall or other design feature	All donations of \$1,000 or more, unless donor requests anonymity
Major Sponsorship Opportunities:	As determined by Friends
<i>Climb and Slide Zone</i>	
<i>Swing and Sway Zone</i>	
<i>Tot Zone</i>	
<i>Sensory Zone</i>	
<i>Game Zone</i>	
Other Playground components (e.g.: 4-seat rocker, volta spinner, etc.)	As determined by Friends

Fundraising & Donor Recognition: The Friends of the Santa Cruz County Parks shall coordinate the fundraising campaign and donor recognition effort. The Friends 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 Sponsorship”, will be recognized on a donor wall (or other design feature) within the playground. Only Major Sponsors may be indicated on a sign in the corresponding area (ex: a sign reading: 2 -5 Area Sponsored by John Doe).

This Policy is Approved and Authorized by:

Jamie Goldstein
City Manager