



## PARD Community PARKnerships | Guide to Naming, On-site Dedication, and Donor Recognition

<http://www.austintexas.gov/department/community-parknerships>

Type of Recognition	Definition	Process for Approval	PARD Point of Contact	Code and or Guidelines
<b>Naming or Renaming Park Facility and/or Park</b>	A person may submit a nomination for naming or renaming a facility or endorse a previously submitted nomination. A nomination or endorsement must be submitted to the director as provided by this section. The director may promulgate forms for this purpose.	<ol style="list-style-type: none"> <li>1. Submit an Application (follow steps on PARC Naming/Renaming Park Facility or Park Application)</li> <li>2. PARC Director notifies City Manager</li> <li>3. Community Engagement</li> <li>4. PARB Public Hearing</li> <li>5. Per Code, Council Approval</li> </ol>	PARC Director and/or Partnership Manager	<a href="#">Code 14-1-39-A-I</a>
<b>Onsite Dedication</b>	A plaque recognizing a deserving individual or group may be placed by the park feature without naming or renaming the park facility in which the plaque is placed.	<ol style="list-style-type: none"> <li>1. Submit dedication letter with pertinent information* to Partnership Manager</li> <li>2. Per Code, PARC Director may notify PARB and/or approve administratively</li> </ol>	PARC Partnership Manager	<a href="#">Code 14-1-37- (A)</a>
<b>Capital Improvement   On-site Donor Recognition</b>	All donor recognition features must be reviewed by PARC prior to fabrication. For most largescale capital projects, the recognition concept should be included within the design of the capital improvement project and conceptual design proposed via the <u>CAPP proposal</u> . This may include donor walls with multiple donors.	<ol style="list-style-type: none"> <li>1. Submit Donor Recognition proposal* and design to Partnership Manager</li> <li>2. Proposal routed and reviewed by pertinent staff</li> <li>3. PARC Director may approve administratively</li> </ol> <p>*See details below</p>	PARC Partnership Manager	PARC Established Review Process  *See details below

<b>Park/Site   Comprehensive On-site Donor Recognition Plan</b>	Donor Recognition Plan for multiple features and/or amenities at a specific site. Recognition follows park design aesthetic and/or is designed within the capital improvement project and conceptual design proposed via the <u>CAPP proposal</u> . May include benches, bricks, pavers, walls, etc.	<ol style="list-style-type: none"> <li>1. Submit Donor Recognition proposal and design to Partnership Manager*</li> <li>2. Proposal routed and reviewed by pertinent staff</li> <li>3. PARD Director may approve administratively</li> </ol> *See details below	PARD Partnership Manager	PARD Established Review Process  *See details below
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**\* PARD Donor Recognition Review Process**

All donor recognition features must be reviewed by PARD prior to fabrication. For most largescale capital projects, the recognition concept should be included within the design of the capital improvement project. The review process can take four to six weeks, depending on scope of the proposal. PARD is committed to collaborating with partners seeking to fundraise for approved projects on parkland, and will work closely with our partners to ensure a reasonable review timeline.

The following is information needed for PARD to review the proposed donor recognition feature:

- List of proposed donors to be recognized
- Design/Mock-up of the feature, including draft language
- Font selection
- Materials (color, thickness, type)
- Size of feature and lettering
- Placement (site plan and elevations)
- Installation specs
- Provide levels of recognition
- City of Austin and Austin Parks and Recreation listed in the recognition (logos required for large capital improvement projects)
- Use of Co-branding determined by PARD Partnership Configurations

## **PARD Donor Recognition Policy\***

The City has the right to disapprove requested donor recognition due to:

- non-compliance with the Limitations on Recognition below,
- non-compliance with the recognition requirements of the IRC relating to the Bond Funds to be utilized for the Project, or
- non-compliance with the **PARD Community PARKnerships | Guide to Naming, On-site Dedication, and Donor Recognition**

### **Limitations on Recognition**

Recognition will not:

- promote or advertise alcohol or tobacco products or
- Include logos to businesses or products or
- promote, advertise or relate to adult-oriented businesses or
- be of a cause-oriented nature (e.g. promoting or criticizing a political party, public official or candidate; a political or social cause or movement; or a religion or religious establishment or movement) or
- include any reference to any proper geographic name, unless such reference (1) is to "Austin" or the "City of Austin" or (2) is part of the proper name of a person or entity selected for recognition pursuant to Section 3

### **Donor Recognition Review and Approval Steps**

1. Partner submits draft recognition design for PARD review and comments to PARD Partnership Manager (Christine Chute Canul, [christine.canul@austintexas.gov](mailto:christine.canul@austintexas.gov)) . To ensure a streamlined review process, PARD recommends including all design specifics (listed above) in the proposal.
2. Donor Recognition proposal is routed to pertinent staff for review and input. PARD will follow-up with submitter to discuss questions, comments and potential modifications to the proposal and design.
3. If modifications required, submitter must update proposal with agreed upon modifications for review and final approval.
4. Depending on scope of recognition being proposed and site location, PARD may require support from the Parks and Recreation Board.
5. PARD Director reviews and provides final approval.
6. PARD Partnership Manager sends an email to submitter providing approval to move forward with the fabrication of approved donor recognition.

### **Questions:**

Please contact Christine Chute Canul, Partnership Manager, at (512) 974-9515 or [Christine.Canul@austintexas.gov](mailto:Christine.Canul@austintexas.gov).