

Lincoln Parks and Recreation Department

Policy 2022-02 Regarding Naming, On Site Donor Recognition, and Donor Acknowledgement Bench Program

Approved by Lincoln Parks and Recreation Advisory Board: March 10, 2022

Affirmed by Lincoln Parks and Recreation Foundation Board: April 13, 2022

Definitions

For purposes of this policy:

- “Board” means Parks and Recreation Advisory Board.
- “Foundation” means Lincoln Parks and Recreation Foundation.
- “LPR” means Lincoln Parks and Recreation Department.
- “Markers” means inscribed pavers, bricks, tiles, plaques and other markers.
- “Park” is defined in 12.08.010 of the Lincoln Municipal Code as any area of public ground dedicated as a park or park land or held for the enjoyment of the public and managed, maintained, or under the jurisdiction of the Parks and Recreation Department within or without the limits of the city which is under the city ownership or control.
- “Park Facility” is defined in 12.08.010 of the Lincoln Municipal Code as any swimming pool, recreation center, or any other building or facility held for the enjoyment of the public and managed, maintained, or under the jurisdiction of the Parks and Recreation Department within or without the limits of the city which is under the city ownership or control, but shall be defined as those facilities valued at \$50,000 or more for this policy.
- “Park Feature” means elements placed in Parks with a value of less than \$50,000, including benches, drinking fountains, and inscribed Markers.
- “Acknowledgement” means an inscribed Marker and/or other Park Feature as designated by LPR and the Foundation.

Naming Parks, Areas of Parks, and Park Facilities

At the time a Park, an area of a Park, or a Park Facility is acquired, LPR may assign a working name which, in the case of Parks, will ordinarily be related to the geographic location of the Park. The process of assigning a geographic-based working name to a Park, area of a Park, or Park Facility will be initiated by LPR staff. Changes to a working name will be forwarded to the Board for approval.

Parks, areas of Parks, and Park Facilities may be named after individuals, businesses, or other legally recognized entities in connection with donor naming recognition. Donor naming recognition should reflect either (1) a donation of at least the majority of the (a) estimated value of the Park land or area of the Park, or (b) the construction costs associated with a Park Facility, or (2) a donation for an endowment sufficient for/fully funding the perpetual care of the Park, area of the Park, or Park Facility.

Parks, areas of Parks, and Park Facilities may also be named after individuals, businesses, or other legally recognized entities in recognition of significant civic accomplishments related to LPR’s activities. Parks, Areas of Parks, and Park Facilities should not be named after current elected officials in the absence of extenuating circumstances. Discretion should be exercised in using the name of a living person.

Naming signage and/or Markers should not include any material (including names) that is so objectionable under contemporary community standards as to be reasonably foreseeable that the use of such material will result in harm to, disruption of, or interference with the City of Lincoln, City of Lincoln operations and/or members of the public.

Names should not be so close to an existing name so as to cause public misunderstanding. Practical considerations may also be taken into account when evaluating whether a name may cause public misunderstanding. Contiguous areas of Park land should usually have the same name so as to avoid public misunderstanding.

The process of naming Parks, areas of Parks, or Park Facilities for individuals, businesses, or other legally recognized entities will be initiated by LPR, in collaboration with the Foundation, and forwarded to the Board for a recommendation. When considering a request to name a Park, area of a Park, or Park Facility after a current elected official, the Board should make specific findings regarding the extenuating circumstances at issue. The City Council will make the ultimate decision regarding naming via resolution.

In instances where a Park, areas of a Park, or Park Facility are named after an individual, an interpretive panel will generally be added explaining the significance of the naming. LPR should avoid recognition panels that require enhanced maintenance unless such maintenance is funded. Recognition involving public art should include the title of the piece, the creation date, the artist's name, the donor if not anonymous, and the artist's signature, if possible.

The renaming of Parks, areas of Parks, or Park Facilities, other than those assigned a working name, should be avoided without the consent of the stakeholders concerned, including any significant donors. LPR should make all reasonable efforts to consult with the original donors or their descendants on any proposed name change. Parks named through deed restrictions generally cannot be renamed. Parks named via City Council resolution shall be renamed by City Council resolution that shall rescind the original resolution. Names of Park Facilities to recognize individuals, businesses, or other legally recognized entities should not extend beyond the useful life of the facility.

On-Site Donor Recognition

When developing or improving a Park, an area of a Park, or a Park Facility, LPR may coordinate with Foundation and affiliated organizations/groups to establish on-site donor recognition opportunities. The recognition may be for in-kind contributions or for monetary contributions. On-site donor recognition opportunities typically require a contribution valued at \$1,000 or more for a particular project. Unless otherwise specifically provided in the donor materials for a particular project, on-site donor recognition is not intended to be permanent and will not be replaced at the conclusion of its useful life and/or if destroyed/damaged by natural disasters or criminal acts.

LPR and Foundation should carefully consider the aesthetics of Parks and Park Facilities when developing on-site donor recognition opportunities. Any on-site donor recognition Markers should adhere to the following: (1) should be designed and placed so as to integrate into the surrounding environment, (2) should not require enhanced maintenance, unless such maintenance is funded via an endowment, and (3) should not distract from the character of the area.

Company/business/entity names may be included on Markers. Company/business/entity logos and tag lines may not be included on such Markers.

Markers should otherwise adhere to the Policy Regarding Inscribed Markers in Parks and Park Facilities, unless specific inscription guidelines are adopted for a particular project.

Donor Acknowledgement Bench Program

As a community service, LPR and Foundation seek to provide the citizens of Lincoln with an opportunity to honor persons, families, events, teams, pets, or entities through a Donor Acknowledgement Bench Program. The contribution level identified for sponsorship of such benches should cover, at a minimum, both the immediate and long-term costs associated with the bench. Such costs include the following: (1) purchase and delivery of the bench, (2) labor, whether in-house or contractual, for construction and installation, (3) administrative costs associated with the Program, (4) labor and materials associated with obtaining or adding to a Marker, if relevant, and (5) a reserve fund to assist with future maintenance and repair of the donor bench during the period of its useful life.

LPR will coordinate with Foundation on an annual basis to identify three (3) locations in each quadrant of the City that are available for placement of new Donor Acknowledgement Benches. Additional locations shall be identified in subsequent years as needed, so that each calendar year starts with three (3) possible Park locations in each quadrant of the City, for a total of twelve (12) possible new Donor Acknowledgement Bench locations. An existing park bench location may also serve as a new Donor Acknowledgement Bench location when the existing park bench is identified for replacement.

If the Donor Bench includes a Marker, LPR and Foundation should carefully consider the aesthetics of the area. Any Markers should adhere to the following: (1) should be designed and placed so as to integrate into the surrounding environment, (2) should be consistent with the Policy Regarding Inscribed Markers in Parks and Park Facilities, (3) should not require enhanced maintenance, unless such maintenance is funded via an endowment, and (4) should not distract from the character of the area.

Donor Acknowledgement Benches are not intended to be permanent and will not be replaced at the conclusion of their useful life.

Applicability

This policy supersedes and terminates the following policies:

- Parks & Recreation Facilities Naming Policy (Policy 2000-1)
- Memorials Policy (Policy 2000-2)
- Gift Recognition Policy (Policy 2000-3)