



Staff Report

CITY GIFT CATALOG FOR IDENTIFYING DONATION IDEAS

Honorable Mayor and Council Members:

Summary

At the June 22nd City Council meeting, staff was asked to research the idea of creating a City Gift Catalog that the public could use to identify items when they wanted to make donations to the City. In researching gift catalogs of other cities, samples of policy issues were found. Staff requests direction from the City Council whether to develop associated policy recommendations and the gift catalog or whether to produce the gift catalog now and postpone the policy development to a later date.

Background

At the June 22nd City Council meeting, staff was asked to research the idea of creating a City Gift Catalog that the public could use to identify items when they wanted to make donations to the City. Gift ideas were sought from City staff and Parks and Recreation Commission members. Sample gift catalogs, procedures, and donation ordinances were obtained from other cities for comparison.

Discussion

Most of the gift ideas from other cities are devoted to parks and recreation facilities and activities. The most common gift idea was for park benches. Some of the ideas include:

- Subsidize a summer camp trip to a local museum, zoo, or amusement park;
- Gift certificates to City programs (only become a donation to the city if not used);
- Planting trees;
- Park equipment, such as play structures, drinking fountains, and picnic tables;
- Police equipment, such as a low band AM radio station for emergency broadcasting;
- General office equipment and furniture, such as fax machines, copiers, book cases;
- Adopt an area for things like:
 - Graffiti clean up (similar to Adopt-a-highway);
 - Trail maintenance
- Subsidize special events, such as donating to a city fireworks program;
- Public art placements;
- Mutt mitts;
- Printing of the recreation program calendar;

- Fund the annual volunteer appreciation dinner;
- Furnishings and/or renovations for specific city facilities;
- One city lists the development of a major park at a cost of over \$1 million, but notes that it can be phased for smaller donations if you don't want to give the full amount.

Some of the gift catalogs from other cities included other policies concerning the donations. For example:

- Level of acknowledgement #1: e.g.
 - \$1 to \$5,000 – A letter from the City Department Director
 - \$5,001 to \$10,000 – A certificate of appreciation from the Mayor
 - \$10,001 to \$20,000 – A plaque (8"x10") to the donor
 - \$20,001+ - A plaque in an appropriate location.
- Level of acknowledgement #2: e.g.
 - Up to \$1,000 – A letter from the City Manager
 - \$1,001+ - A city council resolution
- Creation of a non-profit fund raising organization (e.g. Friends of Parks and Recreation);
- Addition of a Fund Development position whose role was to secure sponsorships and donations from local businesses;
- Naming policies;
 - Corporate names for major contributions (e.g. Otis Spunkmeyer Field)
 - Size of plaques (e.g. 8"x10") on benches and drinking fountains.
 - No plaques on trees.
- The capacity of the budget to accept the maintenance and operations requirements of the donation;
- The acknowledgement that the City would not accept all donations: e.g.
 - Property with toxic cleanup costs that are more than the value of the property;
 - "Inappropriate" art;
 - "Albatrosses" (broken items, out of date items, etc.)
- Coordination with the city's volunteer program.

The City of Belmont has two resolutions relating to donation policies:

- Resolution 6787 on the naming of City facilities, and
- Resolution 6788 on accepting donations to the "Recreation and Parks Department"

These resolutions address some of the policy issues but do not cover all the potential issues identified in other cities. Staff is therefore seeking Council direction on whether to develop policy recommendations and a gift catalog or to develop a City gift catalog at this time and leave the policy issues to a later date.

Fiscal Impact

There is no negative fiscal impact. There is a positive fiscal impact in encouraging donations to the City. A negative fiscal impact could occur in accepting a donation that would increase City maintenance and/or operations costs.

Public Contact

No public input was sought for this initial report.

Recommendation

Staff requests City Council direction on whether to develop a City Gift Catalog and postpone development of associated policy recommendations or whether to proceed with the development of donation policy recommendations and the gift catalog.

Alternatives

1. Take no action.
2. Direct staff to develop a City Gift Catalog.
3. Refer the policy issues to the Parks and Recreation Commission for the development of recommendations of an overall donation program and associated policies.

Attachments

- A. Resolution 6787 “Approving policy and procedures setting guidelines for community requests for the naming of city-owned land, buildings and facilities.”
- B. Resolution 6788 “Approving policy guidelines for acceptance of community donations to the Recreation and Parks Department.”

Respectfully submitted,

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Interim Parks and Recreation
Director

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Interim City Manager