



DONATION POLICY
for
CITY PARKS

EFFECTIVE: October 11th, 2022

PURPOSE

The City of Muskegon adopts the following policy in order to formalize the process and procedures surrounding donations to the Parks Department.

GOALS

The City of Muskegon maintains this policy with the goals of:

- Providing amenities within the park system that are a benefit to all users
- Offering residents and visitors a means to create a memorial
- Creating a sustainable and uniform policy
- Spreading the donations to underserved areas of the city

GENERAL RULES & OUTLINE

The Director of Parks and Recreation or their proxy will serve as the lead point of contact for the city on all donation requests, installations, and follow up.

Donation requests will be accepted and reviewed year-round. Installation of approved donations will be seasonally limited at the discretion of the staff representative.

Donation types, costs, locations, term, and timeframe are outlined in the sections below.

PRE-EXISTING DONATIONS

Donations that existed prior to this policy will remain in place until such time that they require replacement. That time shall be established at the discretion of the Parks and Recreation Director based on the condition of the donation and the expected life of that donation. At such time that the Parks and Recreation Director determines a replacement is necessary they will attempt to contact the original donor and offer them an opportunity to renew their donation in accordance with this policy. If the original donor is unable to be contacted or they decline to renew the donation opportunity will be offered to a new donor.

DONATION TYPES

Donation types are as classified below. Types 1-4 are standardized items, with Type 5 allowing for consideration of alternatives on a case by case basis:

1. Bench set on a concrete pad
2. Tree of an approved species
3. Paver/Plaque with inscription along boardwalk/walkway
4. Brochure (monetary donation to support creation of a comprehensive park brochure)
5. Other donations considered on a case by case basis

DONATION COSTS

Donation costs for donation types 1-2 will be specified by the Parks and Recreation Director at the time of the request and will include the full cost to purchase, install, and maintain the donated facilities throughout the expected life of the donation.

Donation costs for donation type 3 will be specified by the Parks Supervisor and will be a standardized cost per foot donation to sponsor and support the long-term maintenance and replacement costs associated with the boardwalks and walkways throughout the park system.

Donation costs for donation type 4 can be any monetary amount to support the creation and printing of a comprehensive park brochure for all city parks. Once sufficient funds are reached donors will receive a printed copy with other copies created for general sale/distribution to promote the park system. Brochures will include a recognition section for all donors involved in the process.

Donation costs for donation type 5 are determined on a case by case basis.

Type 1 donation requests that are approved for locations within the parks of Beachwood/Bluffton neighborhood will be charged double the actual cost as outlined above. The additional proceeds generated will be used to provide matching amenities to parks in other areas of the city that have not traditionally received as high of demand for donations.

Donation costs (except Type 3) do not include a plaque. Plaques may be permitted on certain donation types; however, the purchase of the plaque shall be the responsibility of the donor. City reserves the right to approve the material, content, and size of any plaques. City will install donor provided and City approved plaques as a part of the donation cost.

In instances where there is extensive mutual interest in a particular investment City staff (within the confines of the appropriate level of purchasing authority) may negotiate with a donor to partner on a particular donation. These instances will be handled on a case by case basis at the discretion of the Park and Recreation Director.

DONATION LOCATIONS

Donor can request their donation at any location within the city park system, or any location within the city right-of-way.

Location requests within the park system will be reviewed and approved by the Parks and Recreation Director on a case by case basis.

Location requests within the right-of-way will be reviewed and approved by the Parks and Recreation Director and the Engineering Department on a case by case basis.

DONATION TERM

Donation term will be specified by the Parks and Recreation Director and will be variable based on the type of donation, location of the donation, and the expected life of the donation.

During the term of the donation the City will be responsible to provide reasonable maintenance and care for the donation to sustain a usable condition.

Donors are encouraged to partner with the Community Foundation For Muskegon County to establish a perpetual care fund for donations that are intended to exist in perpetuity. The Parks and Recreation Director should be consulted in these discussions to assist in establishing the life cycle cost of a particular donation that is desired to remain in perpetuity. Donations provided with a perpetual care fund will be considered automatically renewed at the end of the original and any subsequent terms.

Any damage caused by an Act of God (including floods, storms, wind, lightning, hail, or other comparable natural disasters) during the term of the agreement will void the donation term. The original donor will be offered an opportunity to renew their donation in this instance. If the original donor declines to renew the donation opportunity can be offered to another party.

At the first cause for replacement of a donation after the expiration of the donation term the original donor will be offered an opportunity to renew their donation. If the original donor declines to renew the donation opportunity can be offered to another party.

DONATION TIMELINE

The timeline for any given donation request can be variable based on the seasonal demand of the Parks Department staff responsible for the review of requests. In general, the process will follow along these lines:

Step 1 – Prospective donors need to make contact via email with the Parks Department staff to express their interest in initiating a donation. Inquiries can be made at (ParksDonations@shorelinecity.com) and should include the type of donation requested, a description of the location with photo, and the donors contact information.

Step 2 – Parks Supervisor will review the inquiry and provide a preliminary response to the donor indicating a preliminary acceptance of the donation type and location along with any conditions that apply. The response will include a price, and term for the donation based on the above guidelines along with a copy of the memorandum of understanding.

Step 3 – Donor must return the memorandum of understanding along with payment to the City to indicate their acceptance of the terms.

Step 4 – Parks and Recreation Director will proceed to procurement and provide the donor with a preliminary schedule based on the estimated procurement date and seasonal availability to provide the city obligations.

Step 5 – Parks and Recreation Director and Donor can attempt to work together on a specific installation date, however this can't always be guaranteed to succeed.

Memorandum of Understanding – Park Donation

The City of Muskegon Parks Department will enter into a Memorandum of Understanding with

Name / Phone / Email

effective upon _____.
Date

The City of Muskegon Parks Department will order, install and maintain a donation of

to be located _____

for the term of _____ and for a cost of _____.

During the term of the donation the City will be responsible to provide reasonable maintenance and care for the donation to sustain a usable condition.

Any damage caused by an Act of God during the term of the agreement will void the donation term. The original donor will be offered an opportunity to renew their donation in this instance. If the original donor declines to renew the donation opportunity can be offered to another party.

At the first cause for replacement of a donation after the expiration of the donation term the original donor will be offered an opportunity to renew their donation. If the original donor declines to renew the donation opportunity can be offered to another party.

The Parks Department retains final say in the donation location which will be coordinated with the donor prior to installation.

CITY STAFF USE ONLY: APPROVED / DENIED	
NAME/TITLE: _____	
DATE: _____	FEE: _____
NOTES: _____	