



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
Naming or Renaming Park Facility and/or Park	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"> 1. Submit an Application (follow steps on PARD Naming/Renaming Park Facility or Park Application) 2. PARD Director notifies City Manager 3. Community Engagement 4. PARB Public Hearing 5. Per Code, Council Approval 	PARD Director and/or Partnership Manager	Code 14-1-39-A-I
Naming and/or Renaming a Park Feature	A person may submit a nomination for naming a park feature 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"> 1. Submit an Application (follow steps on PARD Naming/Renaming Park Feature Application) 2. PARD Director notifies PARB 3. Per Code, PARD Director may approve administratively 	PARD Partnership Manager	Code 14-1-38-A-C
Onsite Dedication	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"> 1. Submit dedication letter with pertinent information to Partnership Manager 2. Per Code, PARD Director may notify PARB and/or approve administratively 	PARD Partnership Manager	Code 14-1-37- (A)

Capital Improvement On-site Donor Recognition	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 and conceptual design proposed via the <u>CAPP proposal</u> . This may include donor walls with multiple donors.	<ol style="list-style-type: none"> 1. Submit Donor Recognition proposal and design to Partnership Manager 2. Proposal routed and reviewed by pertinent staff 3. PARD Director may approve administratively *See details below	PARD Partnership Manager	PARD Established Review Process *See details below
Park/Site Comprehensive On-site Donor Recognition Plan	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"> 1. Submit Donor Recognition proposal and design to Partnership Manager 2. Proposal routed and reviewed by pertinent staff 3. PARD Director may approve administratively *See details below	PARD Partnership Manager	PARD Established Review Process *See details below

*** 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:

- 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

Approval Steps

1. Partner submits draft recognition design for PARD review and comments to PARD Partnership Manager (Christine Chute Canul, 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.