Draft

Urbana Park District Donation Program

For Crystal Lake Park Pool Fundraising

This document is for discussion purposes only. It is meant to be the proposed structure of a capital campaign for the new Crystal Lake Pool. The public would like to have giving options to support this new pool. Staff believe a campaign to focus giving opportunities to this project would be met positively within the community.

Objective: To provide for additional funding for the new Crystal Lake Aquatic Center that will allow the park district to include all the desired components and amenities, to make it an outstanding facility that meets the needs of the community, and to assure a high-quality, attractive destination for Urbana.

Approach: A program of giving will be developed for the pool that appeals to a range of giving levels and supports all aspects of the pool and its programs. Funds will be solicited to assist with a variety of pool components and its surroundings. A variety of levels will be developed with the corresponding form of recognition. When appropriate, specific features or amenities will be associated with the donor, and the opportunity to name an item will be considered for the appropriate donation. ***The current park district naming policy states that for a park or facility to be named for an individual or organization, the value of their contribution must equal or exceed 50% of the value of the improvement or purchase (adopted in 2000).***

Donors will be thanked and recognized according to the Board's direction in park district gift policy.

Giving Levels for Recognition Purposes: Options for giving/supporting the pool should occur at several levels. Larger donors should be sought to help with the "big ticket" items that are wanted for the pool. Additionally though, giving options that allow for lower level support should be considered.

In addition a separate program will be developed to encourage giving that also promotes the pool itself, and encourages the public to get excited about the pool opening. Something that develops a user base will help not only to support the pool construction now, but will help support pool operation through attendance once the pool is open. The separate program will be a staff marketing and promotion initiative and is not included in this outline.

Recognition: Donors will be recognized publicly and permanently for their support for the Aquatic Center. The recognition can take several different forms.

Criteria for Recognition:

- Firstly, the recognition should be public, unless the donor prefers to remain anonymous.
- Secondly, the recognition should also be (at agreed upon levels) prominent at the Aquatic Center site/area.
- The form in which the permanent recognition is designed can either be incorporated into the Aquatic Center overall design or landscaping (donor recognition plaques), or it can be designed as a separate feature (recognition plaza or garden?) in the park area set aside for that purpose.
- The current design being discussed for the small water play feature might lend itself well to the use of pavers for recognition that would fit the overall design and look very appropriate.
- The level at which donors are included into the permanent recognition will be decided by the Board of Commissioners with staff input.

Levels for Recognition:

There should be recognition of all support for the Pool and any other park district parks, facilities or programs. A variety of levels are identified below and appropriate recognition at each of the levels is suggested.

- Significant donations should receive significant recognition. Naming level donors should receive recognition individualized for them and their gift. Staff will work with the donor on the type, form and location of the recognition they desire. These donors should receive recognition acknowledging their gift in the manner they desire. The form this recognition takes should be agreed upon as a part of the gift agreement between the donor and the district. Naming opportunities would be for major structural features.
- Donors at the mid level of support should receive a plaque sited within the pool area and as near as possible to the amenity they are supporting. The recognition will remain as long as the life of the item remains. When the amenity or feature is no longer in service, the recognition will be removed. The recommended level for this recognition is $20,000 or higher. This level would be for a variety of recreation features or amenities.
- Donors at a lower level of support should be given recognition on a donor plaque located in a specific location in either a park or facility. An example of this is the Timpone Plaque in Meadowbrook Park, or the donor plaque in the lobby of the Anita

Purves Nature Center or Phillips Recreation Center. Names are added as donations are received. The recommended minimum level for inclusion on this type of donor plaque is $1,000.00. Staff are recommending that a donor plaque be placed in each park (similar to the Timpone plaque in Meadowbrook Park) to which donors at the appropriate level can be added as donations are received.

- Donors at lower levels receive a thank you letter, a record of donation form, and acknowledgement through a park district publication of their support. This would be at $999.00 or below.

Naming: Naming opportunities exist for several of the larger pool amenities that are in the planned design. These are only major structural features. One example is that each individual pool could be "named" for a minimum donation of $500,000.00. The full cost of a pool would be closer to $1,000,000.00. For naming opportunities, the support from the donor would need to meet the requirement set in the policy of a minimum of half the cost of the feature. Other of these could be:

Bathhouse - $1,000,000.00 (?)

Plunge Pool - $1,000,000.00 (?)

Upper Leisure Pool - $1,000,000.00 (?)

Lower Leisure Pool - $1,000,000.00 (?)

Competitive Pool - $1,000,000.00 (?)

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