

 <p>NEW YORK STATE OF OPPORTUNITY.</p> <p>Parks, Recreation and Historic Preservation</p> <p>Section: Governance</p>	<p>Policy Title: Recognition of Donations</p> <p>Directive: GOV-POL-010</p> <p>Effective Date: 01/12/2018</p>
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Summary

This policy is guidance for acknowledging the contributions made to state parks and historic sites by members of the public.

Policy

Section 3.17(2) of the Parks, Recreation and Historic Preservation law empowers the Commissioner of the Office of Parks, Recreation and Historic Preservation (OPRHP) to receive, hold and administer property, including money, acquired by grant, gift, devise or bequest. In accordance with this statutory provision, OPRHP accepts donations in the form of time, money, property, services, products and equipment from individuals, foundations, for-profit corporations, not-for-profit organizations and friends groups. Donations of historic materials and museum interpretive equipment offered to state parks and historic sites require approval of the Collections Committee (see HP-PCD-003).

It is the policy of OPRHP to acknowledge donations and donors in an appropriate, consistent and equitable manner that serves the best interests of the State of New York, the public, and the agency. Placement of removeable or permanent plaques, signs, monuments or naming of facilities for donors must be done in consultation with OPRHP’s Division for Historic Preservation.

Forms of Acknowledgement Acceptable for All Donations

In most cases, the agency’s acknowledgement of a donation will be in the form of a simple letter of appreciation. Letters of appreciation should identify the donor and include a description of the donation, the date of acceptance by the agency and, where applicable, the dollar value. Letters of appreciation may be signed by the Commissioner, Regional Director or Facility Manager.

Donations may be acknowledged through OPRHP’s press releases and other publications, as well as in official comments by agency staff in newspapers and on the radio, television, internet and other media. Press announcements, photo opportunities, ground-breakings, ribbon-cuttings, and other such activities in which the donor is present and acknowledged

are also acceptable, provided these events are held on OPRHP property and are in accordance with current park or historic site practices.

At the discretion of the Commissioner, Regional Director or Facility Manager, as an expression of appreciation, donors may be provided with prints, photographs, or plaques to commemorate the gift.

Removable Donor Recognition Plaques

At the discretion of the Regional Director, donors may be acknowledged with the placement of small name plates, plaques or other markers which can be added or removed with relative ease. Such plaques may be placed in visitor centers, park administration buildings or other appropriate public facilities.

A design standard that emphasizes consistency, simplicity of design and minimal use of text and illustrative material shall be incorporated. The text of all plaques should include language such as "New York State Office of Parks, Recreation and Historic Preservation expresses its appreciation to..." or, " New York State Office of Parks, Recreation and Historic Preservation acknowledges the contribution by..." The donor's name and any corporate logo may only be used in conjunction with the OPRHP logo and/or identity.

Signs

At the discretion of the Regional Director, significant gifts of equipment or funding may be acknowledged by an on-site sign. Such signs must be non-permanent and designed and installed in a location that will not interfere with, and is subordinate to, the general use of the facility.

Careful and standardized sizing and typology shall be used for all signs. A design standard that emphasizes consistency, simplicity of design and minimal use of text and illustrative material shall be incorporated. The text of all signs should include language such as " New York State Office of Parks, Recreation and Historic Preservation expresses its appreciation to..." or, " New York State Office of Parks, Recreation and Historic Preservation acknowledges the contribution by..." The donor's name and any corporate logo may only be used in conjunction with the State Parks logo and/or identity.

Permanent Plaques/Monuments

The construction or placement of permanent monuments, statues, plaques, memorials, or the like on OPRHP property is allowed only with approval of the Commissioner and under the following conditions:

- The person(s) or event being memorialized is directly and significantly involved with a specific park or historic site
or
- The monument, statue, plaque, memorial, or the like is in honor of an individual or a group who contributed significantly to the development of the state parks system or historic preservation program of OPRHP.

Naming of Structures, Places, or Park Facilities

With the approval of the Commissioner, a major donation which significantly contributes to new construction or modification of an existing facility, or to a state park or historic site acquisition or addition, may be acknowledged by naming the structure, improvement or park feature after the donor. OPRHP will not name the whole of a historic site or state park after a donor. In each instance where a donor's name is used to identify a structure, improvement or park feature OPRHP's logo will also appear. For purposes of naming, a "major donation" is one which provides a minimum of fifty percent of the total capital construction or acquisition costs. In the Commissioner's discretion, a donor who has significantly supported and been involved with the park, historic site or project but donated less than fifty percent of the total costs of a project or acquisition may still be acknowledged by naming.

Naming is a non-permanent acknowledgement. The length of the recognition of the donor's donation will depend on the level of the donation, with a general guideline of twenty years.

Any agreement to acknowledge a donation through naming must be made through a gift agreement signed by the Commissioner and the donor. The gift agreement must include:

1. The amount of the total donation, including payment schedule;
2. A statement of any previous donor support and involvement being recognized by the naming;
3. The length of the term of the acknowledgement of the donor's donation;
4. The forms of donor acknowledgement (e.g., building signage, park directional signage, promotional materials, etc.); and
5. The terms of renewal of naming rights (e.g., additional donation with new negotiated terms).

Friends Groups and Not-for-Profit Operational Partners

In some instances, friends groups and not-for-profits managing OPRHP facilities under cooperative agreements may raise major gifts to support the development or improvement of facilities within state parks and historic sites. Recognition of donations to these entities should be consistent with this policy. Such entities must also secure prior written approval from the Facility Manager, Regional Director and Commissioner prior to committing to the installation of donor recognition signage, or to committing to naming structures or facilities after donors.

Other Related Information

No other related information.

History

- 01/12/2018 Policy updated to clarify prohibition on naming an entire park or historic site for a donor.
- 01/01/2018 Policy updated to provide specific guidelines for acknowledgement of donations through naming of facilities.
- 05/27/2015 This policy was created by separating information regarding donor recognition in GOV-POL-002, Public/Private Partnerships. This section of the 2009 policy was reviewed and reissued with minor language changes. No substantive changes were made.