



# Administrative Report

---

N.3., File #19-0279

Council Action Date: 10/1/2019

---

**To:** MAYOR AND CITY COUNCIL

**From:** JOHN LA ROCK, COMMUNITY SERVICES DIRECTOR

## **TITLE**

DISCUSSION AND POSSIBLE ACTION REGARDING AN UPDATE OF THE CITY'S COMMEMORATIVE DONATION PROGRAM TO INCLUDE ADDITIONAL PARK LOCATIONS AS ELIGIBLE TO RECEIVE DONATED ITEMS AND TO INCORPORATE ENGRAVED BRICKS AT THE VETERANS MEMORIAL.

## **EXECUTIVE SUMMARY**

The City's Commemorative Donation Program has been in operation since 2006. Over the course of the past 12 years, members of the public and the business community have participated in the program, placing numerous benches, trees and the occasional specialty item throughout the City's parks and open spaces to honor people and events and improve the park infrastructure. Applicants to the program pay for the acquisition and installation of donated items and recognition plaques, as applicable.

The program has seen robust activity since its inception. As a result, there are limited options for future donations, particularly for park benches. In order for the program to remain responsive to the community, it's recommended that the program be updated to include additional parks as available locations for donated items, including the Seaside Lagoon, Czuleger Park and Andrews Park.

It is also recommended that the engraved bricks at the Veterans Memorial in Veterans Park be added as an option to the Commemorative Donation Program. There are approximately 1,500 bricks available as donation items under the Commemorative Donation Program. Prior to this report, the engraved bricks were managed by the Veterans Memorial Task Force as a fundraising mechanism to reimburse for Memorial project costs. As a result of the City Council's action with the adoption of the FY 2019-20 Budget, the remaining expenses for the Memorial project have been paid and the City has incorporated the ongoing management of donated engraved bricks into the Community Services Department's regular work program.

## **BACKGROUND**

The City's Commemorative Donation Program has been in operation since 2006. Over the course of the past 12 years, members of the public and the business community have participated in the program, placing numerous benches, trees and the occasional specialty item throughout the City's parks and open spaces to honor people and events and improve the park infrastructure. Applicants

to the program pay for the acquisition and installation of donated items and recognition plaques, as applicable.

The program has seen robust activity since its inception. As a result, there are limited options for future donations, particularly for park benches. In order for the program to remain responsive to the community, it's recommended that the program be updated to include additional parks as available locations for donated items, including the Seaside Lagoon, Czuleger Park and Andrews Park.

It is also recommended that the engraved bricks at the Veterans Memorial in Veterans Park be added as an option to the Commemorative Donation Program. There are approximately 1,500 bricks available as donation items under the Commemorative Donation Program. Prior to this report, the engraved bricks were managed by the Veterans Memorial Task Force as a fundraising mechanism to reimburse for Memorial project costs. As a result of the City Council's action with the adoption of the FY 2019-20 Budget, the remaining expenses for the Memorial project have been paid and the City has incorporated the ongoing management of donated engraved bricks into the Community Services Department's regular work program.

### **COORDINATION**

The Commemorative Donation Program is managed by the Community Services Department. Installation of donated amenities is coordinated with the Public Works Department.

### **FISCAL IMPACT**

The Commemorative Donation Program is self-funding. Donors are responsible for the cost of all commemorative items, including shipping, installation, administrative and maintenance costs.

### **APPROVED BY:**

*Joe Hoefgen, City Manager*

### **ATTACHMENTS**

1. Current Commemorative Donation Program brochure
2. Resolution No. 0607-79
3. Power Point presentation