



As an outcome of the 2013 Comprehensive Plan Update, Tualatin Hills Park & Recreation District (THPRD) is undertaking a review of several district policies and procedures. Following a public input and review process, any proposed changes to the policies and procedures will be taken to the THPRD Board of Directors (Board) for adoption if policy changes are needed. If procedural changes are warranted, staff will seek feedback from the Board prior to the general manager’s approval of the changes. Information about the different topic areas under review can be found on the district’s website at www.thprd.org/compplan.

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| <p>Overview</p> | <p>The purpose of this effort is to review THPRD’s current policies and procedures related to sponsorships and the naming of district property. This review will assess recommendations made in the 2013 Comprehensive Plan Update and the Service and Financial Sustainability Plan regarding sponsorships and naming rights for district property. As part of this effort, THPRD will also consider formalizing its approach to offering memorial options on district property.</p> |
| <p>Current THPRD Guidance</p> | <p>THPRD’s adopted Private Sponsorships Policy 8.06 allows for the district to evaluate sponsorship requests for events, parks, facilities and services on a case-by-case basis. Sponsorship requests below \$150,000 may be authorized by the general manager, while those over \$150,000 must be approved by the Board. Specific guidance for sponsorships is provided in the Sponsorships Operating Procedure adopted and administered by the general manager.</p> <p>THPRD’s Naming of District Property Policy 8.05 sets forth the method for naming or renaming of parks, trails, facilities and all district properties. Naming requests are considered under the following broad categories: 1) Historic events, people and places; 2) Outstanding individuals; and 3) Donors. The district’s accompanying operating procedure for naming of district property is administered by the general manager. All naming requests are initially vetted by the general manager and forwarded to the Board for approval.</p> <p>No formal policies or procedures currently exist for memorials; however, the district does allow memorial benches on a case by case basis.</p> |
| <p>Reason for Review</p> | <p>THPRD’s 2013 Comprehensive Plan Update recommended that the district consider several implementation strategies identified in the Service and Financial Sustainability Plan. The specific strategies related to sponsorships and naming rights are identified below.</p> <ul style="list-style-type: none"> • Strategy 5.a – THPRD will consider revising the current sponsorship policy for implementation. This comprehensive policy would provide a “menu” to potential donors or sponsors that could offer the sponsorship of the operations of a park/facility, trails, fields, special events, and/or programs provided at one of the THPRD’s sites. This effort can include the “adopting” of a facility or program. • Strategy 21.a. – THPRD will develop a list of potential park and facility sites and amenities to consider for naming rights and costs. |

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| <p>Key Policy Considerations</p> | <p>The overarching goal of this policy review process is to ensure that THPRD is adequately positioned to address sponsorship and naming rights. An additional element of this undertaking is to meet district needs related to honoring and memorializing people demonstrating service, above and beyond the call, to THPRD and to the park and recreation-related pursuits of its patrons.</p> <p>To ensure a thorough review of options related to sponsorships, naming rights and memorials, staff intends to research background materials and examples from across the country and share these findings with an internal staff team and THPRD advisory committees. Proposed amendments to policies and/or procedures will be reviewed by patrons and offered up for discussion at public open houses. Any policy changes will be presented to the Board for approval; proposed changes to operating procedures will be shared with the Board and ultimately approved by the general manager.</p> |
| <p>Next Steps</p> | <ul style="list-style-type: none"> • Late March 2014 – Project website launched • July 2014 – Meetings held with THPRD advisory committees • September 2014 – Briefing for THPRD Board of Directors • Late September 2014 - Open houses held to provide information and solicit public comments • October 2014 – Draft policy and/or procedures revised to reflect comments received • November 2014 – Preferred policy and/or procedures presented to the board of directors |
| <p>For more information</p> | <p>Geoff Roach, Director of Community Partnerships 503/629-6300 groach@thprd.org http://www.thprd.org/compplan/</p> |