

**COUNCIL ACTION FORM**

**SUBJECT: MIRACLE FIELD AND INCLUSIVE PLAYGROUND NAMING RIGHTS**

**BACKGROUND:**

In 2016, the Parks and Recreation Commission recommended and City Council approved a Parks and Recreation Naming Policy. The policy included naming rights opportunities for major donations. The guidelines related to major donations are listed below.

***Naming/Renaming for Major Donations***

*From time to time, a significant donation may be made to the City that will add considerable value to the City's park and recreation system. On such occasions, recognition of this donation by naming/renaming a park, recreation facility, and/or major feature in honor of or at the request of the donor will be considered.*

*The City Council may use its discretion as to what dollar amount is worthy of naming rights for individual projects, on a case-by-case basis. Likewise, City Council can use its discretion as to whether or not to allow for corporate naming/renaming rights. Corporate logos, insignias, brands, or direct advertising text shall not be permitted.*

*Donors seeking naming rights for major donations with respect to an individual should follow the principles outlined in 4.b (Naming/Renaming for Outstanding Individuals). Exceptions to this will be considered on their own merits.*

The Miracle Field and Inclusive Playground Steering Committee is working on its fundraising campaign of approximately \$1.5 million, which includes naming rights. The Committee would like to set minimum dollar amounts for naming rights for the Miracle League Field and the Inclusive Playground. The proposed minimum amounts are \$150,000 for the field and \$200,000 for the playground, and were developed by professional fundraisers who are committee members.

In Attachment A, Jim Mason, Committee Chairperson, states these naming rights minimum amounts may go up depending on the cost estimates obtained during the design process. What the Committee is looking for, however, is the minimum amount the Commission and City Council will approve for naming rights. As a reference point, Ankeny's total project cost was \$1.8 million, and they gave naming rights for \$200,000 each for the field and playground. In Attachment B, Jay Lettow, Director of Development for the ISU Foundation and Committee member, highlights the rationale

for setting the minimums as suggested. The Committee is looking for approval of these minimum amounts so when fundraising starts, it already knows the Commission and City Council have given approval to the dollar amounts. Once the Committee secures donors, an application with the proposed name will be submitted and brought before the Commission and City Council for approval.

At its March 23, 2017, meeting, the Parks and Recreation Commission recommended the City Council approve a minimum of \$150,000 for Miracle League Field naming rights and a minimum of \$200,000 for the Inclusive Playground naming rights. The Commission indicated a preference to having the field and playground named after an individual rather than a corporate sponsor. However, Commission members understand City Council has the authority as to allow corporate naming rights or not.

### **ALTERNATIVES:**

1. Approve a minimum of \$150,000 for Miracle League Field naming rights and a minimum of \$200,000 for the Inclusive Playground naming rights.
2. Approve a minimum of \$200,000 for Miracle League Field naming rights and a minimum of \$250,000 for the Inclusive Playground naming rights.
3. Approve, in concept, a minimum of \$150,000 for Miracle League Field naming rights and a minimum of \$200,000 for the Inclusive Playground naming rights, but wait to make a final decision until the design and cost estimates are complete.
4. Approve some other minimum amounts for naming rights.
5. Refer back to staff.

### **CITY MANAGER RECOMMENDED ACTION:**

The Miracle Field and Inclusive Playground Steering Committee is being proactive regarding the dollar amounts associated with naming rights by seeking City Council approval before conversing with potential donors. The last thing the Committee wants to do is have conversation with a donor, submit a naming application, and then have it not approved by the Council because the dollar amount is too low. The minimum amounts being recommended are similar to what Ankeny used which is a good reference point because the total cost of the Ames project is anticipated to be less than Ankeny's project. In addition, fundraising professionals were used to develop these amounts.

**Therefore, it is the recommendation of the City Manager that the City Council support Alternative #1 thereby approving a minimum of \$150,000 for Miracle League Field naming rights and a minimum of \$200,000 for the Inclusive Playground naming rights.**

## ATTACHMENT A

2016 Pinehurst Drive  
Ames, IA 50010  
March 17, 2017

Dear Parks and Recreation Commission Members:

Do donors give so they can see their name on a plaque? Experts say no. But naming opportunities DO make donors feel valued and sometimes donors will give more to name a specific portion of a project because it has special meaning to them.

For that reason, much time and discussion has been devoted to developing the donor recognition level plan. The Steering Committee - with the help of several fundraising pros that we are lucky to have on our committee - and P&R staff, have evaluated many similar project web sites and evaluated the success of their donor guidelines. To be honest, our plan is similar to many that have been used across the country``

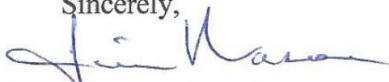
This work and plan was completed without the advantage of actually having a design for the playground and field in place. The committee feels we can think much more expansively and creatively once the design is completed and we have the vision in hand. Foreseeing the demand and matching that to creative opportunities will be a challenge until a design is in place. We see this plan as tool to get us started and view the dollar amounts as minimums, knowing that down the road we may need to be flexible to accommodate a donor(s) who may have a greater capacity to help move this project forward.

The committee and staff also feel strongly that the donor identification area must be an integral portion of the design concept. Creative commemorative touches will bring donors back to visit and encourages them to stay in touch with the project. As we move forward, donor recognition will become a larger part of this discussion.

I'm sure you can appreciate that these "moving parts" may offer exciting opportunities down the road. The committee recognizes these opportunities, along with the fact that there is a need for a donor plan at this point. We hope you will support the plan as presented by the staff.

Thank you so much for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Mason", written over a horizontal line.

Jim Mason  
(515) 231-6972

## ATTACHMENT B

Good morning Ames Park and Rec Commission -

Thank you all for your support of a new Miracle League Field and new accessible playground in Ames. These will be a great addition to Ames and surrounding community and also provide life changing opportunities for many.

I briefly wanted to give you some background on the naming minimums proposal for the major installations. The end user groups of the accessible playground and Miracle League Field may be the same but the lead funder of each may be two different individuals or groups. A donor's passion is likely to lean toward one area or the other. We want to maximize their passion through focused giving.

This being said, we also want to provide the giving structure organized in this manner allows us to pursue a conversation with someone that may have interest in naming the project in full while remaining at a reasonable gift range.

To share an example of naming opportunities in fundraising; at Iowa State University, we just completed a \$40 million facility renovation project with about \$20 million in fundraising. The largest most prominent named space of that \$20 million was around \$5 million with named spaces ranging down to \$25,000. The total two named features of the park will make up approximately 25% of the estimated fundraising total. This is congruent with best practices.

Moreover, we have started to assess the major giving support of the community. While there is very strong interest in the project and what it will mean for the community, it would be better served to provide flexibility with two major naming opportunities than one large naming opportunity.

Please feel free to reach out with questions and thank you again for your support of this exciting opportunity.

**Jay D. Lettow, CAP®**  
*Director of Development*

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The historic campaign for Iowa State University