



COUNTY of FREDERICK

Parks and Recreation Department

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MEMO

To: Jay Tibbs, Deputy County Administrator for Human Services
From: Jason L. Robertson, Director, Parks & Recreation Dept.
Subject: Parks and Recreation Commission Action
Date: June 15, 2016

The Parks and Recreation Commission met on June 14, 2016. Members present were: Randy Carter, Christopher Fordney, Natalie Gerometta, Gary Longerbeam, Ronald Madagan, and Blaine Dunn (BOS Liaison). Members absent were: Patrick Anderson and Charles Sandy, Jr.

Items Requiring Board of Supervisors Action:

None

Submitted for Board Information Only:

1. Sherando Park Master Plan Update – Mr. Madagan moved to have Land Planning and Design Associates create the final Sherando Park Master Plan without the lake, second by Mr. Fordney, carried unanimously (5-0).
2. Policy/Procedure Revisions – Donations – Ms. Gerometta moved to allow any individual or organization donating a shelter be granted three free usages of the shelter on an annual basis, second by Mr. Madagan, carried unanimously (5-0). Please see attached policy.
3. Policy/Procedure Revisions – Donation Requests from Outside Entities – Mr. Carter moved to accept the Donation Request from Outside Entities procedure as submitted, second by Mr. Madagan, carried unanimously (5-0). Please see attached procedure.
4. Public Relations Committee – Winter Wonderland – The Public Relations Committee recommended Winter Wonderland fees include value pricing of Adults \$5.00 and Children \$3.00 on Monday-Thursday and premium pricing of Adults \$10.00 and Children \$5.00 on Friday-Sunday to redistribute attendance, the motion was not passed due to lack of a second.

Mr. Madagan moved to table the Winter Wonderland fee adjustment until the July meeting, second by Ms. Gerometta, carried unanimously (5-0).

Attachments (2)

cc: Gary Longerbeam, Chairman
Blaine Dunn, Board of Supervisors' Non-Voting Liaison

107 North Kent Street • Winchester, Virginia 22601

DONATIONS

500.06

PURPOSE:

To define and establish a method for obtaining sponsorships and donations and to recognize those individuals or organizations who make contributions to a current facility or project.

GOAL:

To ensure that those who demonstrate their enthusiasm and commitment to an existing facility or project by monetary or material donations are properly recognized.

POLICY:

Gifts and Donations

Any member of the general public may make a gift or donation to the County in the name of the Department for the purpose of land acquisition, planning, development, maintenance, operations, and administration of parks and recreation facilities and programs. Recognition of such donations promotes goodwill and cohesiveness in the community.

The Board of Supervisors may accept or reject any gift, bequest, or device made to or in favor of the County.

PROCEDURE:

Individuals wishing to initiate contact with a potential sponsor will consult with their immediate supervisor and the Marketing Coordinator. Appropriateness of the sponsor will be determined and the potential for duplication of effort will be eliminated.

Once a sponsor has been secured, the amount of the donation should be entered into the Donation Log in RecTrac with all pertinent information regarding the event and donor as indicated in the file. This information should also be recorded by the programmer on the program brief at the conclusion of the event.

DONATION RECOGNITION:

Any individual or organization making a monetary or material contribution to an existing facility or a major project will receive a letter of appreciation. For gifts less than \$ 5,000, this letter will be sent by the appropriate Program Supervisor or Superintendent. A copy of this letter will be kept on file by the Marketing Coordinator.

Those individuals or organizations donating \$5,000 or more toward the completion of a facility will be recognized by including their name on a commemorative plaque to be permanently displayed at the benefiting facility.

The individual or organization making the largest contribution to a major project which represents a substantial part of the total cost of the project may have that facility dedicated to their name or in honor of someone they designate, contingent on endorsement by the Frederick County Parks and Recreation Commission and approval by the Board of Supervisors.

Any individual or organization donating a shelter will be granted three free usage of the shelter on an annual basis.

Sponsors will receive a thank you letter upon completion of the program. Certificates of appreciation will be sent when appropriate.

Approved: June 2016

Parks & Recreation Procedure
Procedure: Donation Requests from Outside Entities
Date Prepared: 5/11/16

1. During the annual budget cycle, \$1000 will be included in the Advertising Line (7101-3007-00) of the Administrative budget to offset funds for outside agencies seeking a donation for gifts in kind from the department.
 - a. This will be an expenditure that is not tied to revenue.
2. Donations will be distributed via a gift certificate redeemable for:
 - a. A reduction off of a program registration fee or
A reduction off of a facility reservation fee or
 - b. A no-charge entry into one of the pools, fitness centers, Winter Wonderland, or other activity as specified by the Marketing Coordinator
3. Donations will be tracked via an entry into MainTrac.
4. When the donation is utilized during the registration process, payment will be reflected by a paycode established for donations.
5. Consideration for donations will only be given to organizations that fall within the following criteria:
 - a. Other Frederick County Government Agencies
 - b. Non-profit organizations hosting fundraising events
 - c. Frederick County Public Schools for functions, fundraisers, or incentives
 - d. Other agencies that are not in direct competition with FCPRD
6. Any organization seeking a donation must complete the Donation Request Form as outlined in Attachment A.
7. All request forms must be submitted to the Marketing Coordinator at least three (3) weeks prior to event deadline.
8. Priority will be given to organizations benefitting the residents of Frederick County.
9. Once the amount of \$1000 has been allocated, donation requests will be denied via a letter as outlined in Attachment B.

Attachment A

Donation Request Form

Frederick County Parks and Recreation Department distributes and tracks all donations for complimentary passes/gift certificates for department facilities and programs. These include admission passes to pools, shelters, paddleboats, community centers, and gift certificates redeemable for program registrations.

Please complete this form in its entirety. Only one request per event/program will be considered.

Name: _____ Date: _____

Organization/Group Seeking Donation: _____

Address: _____

Phone: _____ Email: _____

Fundraising event or program name: _____

Event date: _____ *(please allow 3 weeks for processing)*

Location of event: _____

How donation will be used: (ex. Door prize, raffle, auction, etc.) _____

How will FCPRD be recognized for providing a donation: _____

Frederick County Parks and Recreation Department does not provide monetary donations. The Department reserves the right to reject any and all requests.

Department Use Only:

_____ Approved

_____ Not Approved

_____ Marketing Coordinator

_____ Date

Item provided: _____