

**PLEASANT VALLEY RECREATION & PARK DISTRICT
ADMINISTRATION OFFICE – CONFERENCE ROOM
1605 E. BURNLEY ST., CAMARILLO, CALIFORNIA**

**POLICY COMMITTEE
AGENDA**

November 19, 2025

2:00 P.M.

- 1. CALL TO ORDER**
- 2. APPROVAL OF AGENDA**
- 3. PUBLIC COMMENTS**
- 4. SCHOLARSHIP POLICY**
- 5. SPONSORSHIP & NAMING POLICY**
- 6. ORAL DISCUSSION**
- 7. ADJOURNMENT**

Note: Written materials related to these agenda items are available for public inspection in the Office of the Clerk of the Board located at 1605 E. Burnley Street, Camarillo during regular business hours beginning the day preceding the Committee meeting.

Announcement: Should you need special assistance (i.e. a disability-related modification or accommodations) to participate in the Committee meeting or other District activities (including receipt of an agenda in an appropriate alternative format), as outlined in the Americans With Disabilities Act, or require further information, please contact the General Manager at 482-1996, extension 114. Please notify us 48 hours in advance to provide sufficient time to make a disability-related modification or reasonable accommodation.

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Nicole Lousen, Recreation Services Manager

DATE: November 19, 2025

**SUBJECT: REVIEW AND GUIDANCE FOR IMPLEMENTING A
SCHOLARSHIP POLICY**

SUMMARY

The Pleasant Valley Recreation & Park District (“District”) offers and maintains a wide range of high-quality facilities and programs designed to support leisure, recreation, and athletic opportunities for the entire community. The District is committed to meeting the diverse needs and interests of all age groups through inclusive and engaging programming. Programs are offered in the following categories: Aquatics, Cultural Arts, Health & Wellness, Outdoor Education, Seniors, Adult Sports, and Tots and Teens. These include instructional classes, camps, and clinics, delivered through a combination of staff-led, contract instructor-led, and volunteer-led activities. With the exception of select Senior programming, all instructional activities require participants to pay registration fees. The purpose of adding a Scholarship Policy is to expand access by reducing financial barriers and increasing participation among community members with limited financial resources.

BACKGROUND

In Ventura County 9.8% of residents live below the poverty line, and in Camarillo, the rate is 7.5%, according to the most recent U.S. Census data. While Camarillo has a relatively strong and stable economic climate, characterized by a high median household income compared to national averages, pockets of financial need persist. Implementing a scholarship policy for recreation programs supports the District’s commitment to providing equitable access. Several factors indicate a continued need for financial assistance programs.

1. Income Disparities and Cost of Living

- The cost of living in Camarillo is significantly higher than the national average, particularly with regard to housing costs. Camarillo residents face housing prices and rental rates that far outpace the state’s affordability benchmarks. This cost burden means that even families who earn more than the federal poverty threshold may still struggle to afford “non-essential” expenses, such as enrichment classes, camps, and other recreation programs for their children.

2. Nearby Indicators of Need

- Ventura County has over 2,300 individuals experiencing homelessness (2024 Point-in-Time Count).
- The County also supports a notable population of foster youth.

3. Some of these individuals either reside in Camarillo or attend schools within Camarillo, placing additional importance on local access to affordable recreational opportunities that foster social engagement, physical activity, and emotional well-being. **School District Data**

- The Pleasant Valley School District and Oxnard Union High School District have students qualifying for free/reduced lunch, a key indicator of financial hardship. This highlights a need for supplemental support programs that remove financial barriers to participation in extracurricular and recreational activities.

4. **Community Interest and Equity Goals**

- The District has long recognized the role of recreation in enhancing the quality of life for individuals and families. Offering scholarships or fee assistance promotes equitable access to recreation programs, aligning with community values of inclusion and support for all residents, regardless of income. Providing equitable access to recreational experiences can have far-reaching benefits, including fostering youth development, enhancing mental well-being, and contributing to overall public safety.

Several Special Districts and cities surrounding Camarillo offer financial aid or scholarships to support residents' participation in recreational activities. These programs provide valuable models for establishing a District-based policy that is transparent, equitable, and fiscally responsible. Notable programs include:

1. **Conejo Recreation & Park District (CRPD):**

- **Financial Assistance Scholarship:** CRPD provides scholarships for residents of Thousand Oaks, Newbury Park, and the Ventura County portion of Westlake Village who are experiencing financial difficulties. These scholarships help fund a portion of class or camp costs and are granted based on total family gross income.

2. **City of Ventura:**

- **Youth Scholarship Program:** This program enables eligible families to enroll their children in city-sponsored sports, recreation, arts, and enrichment programs.

3. **Rancho Simi Recreation & Park District:**

- **Program Fee Discount:** Offers discounted program fees to any household that qualifies based on income qualifications.

ANALYSIS

A scholarship policy represents a low-cost, high-impact initiative that aligns with PVRPD's mission to provide accessible and inclusive recreational opportunities for all residences. In addition to aligning with the District's strategic goal to provide an inclusive range of high-quality passive and active recreational programs and opportunities to our entire community, such policy helps address the financial barriers that prevent some individuals particularly children and teens from participating in programs that promote physical activity, social connection, and personal growth.

By offering need-based financial assistance, the District can help ensure that no resident is excluded from recreational opportunities due to financial hardship. In doing so, PVRPD reinforces its role as a community-centered agency committed to serving a diverse population and responding proactively to evolving economic conditions.

To inform the development of such a policy, staff conducted a review of approximately ten (10) scholarship policies and application processes from regional Special Districts and cities offering recreation programming.

Common Elements Identified Across Programs:

Most scholarship programs shared several foundational criteria, which serve to ensure assistance is targeted to those most in need.

Eligibility Criteria:

- Proof of residency within the district or service area
- Income-based qualification (typically using HUD, federal poverty guidelines or similar benchmarks)
- Age-specific focus—most policies prioritized youth ages 0–17
- Limitations on eligible programs (e.g., instructional classes, camps, or leagues)

Key Areas of Variation

- Funding sources (e.g., general fund allocations, donations, grants)
- Percentage of program fees covered by the scholarship
- Annual funding caps per individual or household
- Frequency of eligibility (per year, per season, etc.)
- Number of household members eligible at a given time:
- Needs Assessment & Award Determination

Based on research and feedback from the Policy Committee, staff have developed a preliminary framework for the scholarship program. The framework includes eligibility thresholds, a proposed funding approach, and an administrative process designed to balance accessibility with fiscal responsibility. Staff are seeking Board to move forward with implementation planning.

FISCAL IMPACT

The fiscal impact will depend on direction from the Board regarding the source of funding for the scholarship program—specifically, whether funds should be allocated from the General Fund or secured through alternative sources such as donations, sponsorships, or partnerships. Staff seek input from the committee on the most appropriate funding approach, including the potential use of General Fund, dollars and opportunities for supplemental contributions from external sources.

RECOMMENDATION

It is recommended that the Policy Committee provide guidance and direction on the current draft of the Scholarship Policy.

ATTACHMENTS

- 1) Draft Scholarship Policy REDLINE (5 Pages)
- 2) Draft Scholarship Policy CLEANLINE (5 Pages)
- 2) Draft Scholarship Application (2 pages)



Pleasant Valley Recreation & Park District

Scholarship Program

Program Objectives

1. **Increase Accessibility** – Ensure that financial barriers do not prevent community members from participating in District programs.
2. **Promote Inclusivity** – Provide opportunities for individuals of all ages, abilities, and economic backgrounds to engage in recreational activities.
3. **Support Community Well-being** – Enhance physical, social, and mental well-being by encouraging participation in sports, cultural arts, aquatics, and other recreational programs.
4. **Encourage Lifelong Engagement** – Foster long-term participation in District programs by making financial assistance available to those in need.
5. **Ensure Equitable Distribution** – Develop a transparent and fair system for awarding financial assistance to eligible participants.

Target Audience

- **Low-income families** who need assistance to enroll their children in youth activities, summer camps, or other programs.
- **Foster Children** who have been placed in the temporary care of the state due to situations where their biological families are unable to provide a safe or stable environment.
- **Seniors on fixed incomes** who wish to participate in senior center activities, fitness programs, or educational workshops
- **Individuals with disabilities** who require financial support to access adaptive programming.
- **Single-parent households** or families with multiple children requiring financial relief for participation in programs.

Potential Funding Sources

1. **Park District General Fund** – Allocating a portion of the District’s budget to support financial assistance programs.
2. **Grants** – Seeking funding from local, state, and federal grants that support recreation and community services.
3. **Sponsorships & Donations** – Partnering with businesses, nonprofits, and community organizations to sponsor scholarships.
4. **Community Fundraising** – Hosting annual fundraising events, donation drives, or crowdfunding campaigns to support the program.

5. **User Fees** – Providing an option at checkout in Amilia for donations.
6. **Foundation or Endowment Support** – Partnering with the Foundation for Pleasant Valley Recreation and Parks, or other local foundations to establish an ongoing scholarship fund.

Eligibility Criteria

To qualify for financial assistance, applicants must meet the following requirements:

1. **Residency Requirement:**
 - Must be a resident of Camarillo or within District Boundaries (93010, 93012, 93011)
 - Proof of residency (utility bill, lease agreement, or official ID) required.
2. **Income-Based Qualification:**
 - Household income must be at or below HUD’s **Low Income Area Median Income** or qualify for government assistance programs.
 - Alternative qualification: participation in government assistance programs such as SNAP, WIC, or Medicaid.

2024 HUD Income Limits for Ventura County

Household Size	Extremely Low Income (30 % AMI)	Very Low Income (50% AMI)	Low Income (80% AMI)
1 Person	\$ 29,550.00	\$ 49,250.00	\$ 78,800.00
2 Persons	\$ 33,800.00	\$ 56,300.00	\$ 90,050.00
3 Persons	\$ 38,000.00	\$ 63,350.00	\$ 101,300.00
4 Persons	\$ 42,200.00	\$ 70,350.00	\$ 112,550.00
5 Persons	\$ 45,600.00	\$ 76,000.00	\$ 121,600.00
6 Persons	\$ 49,000.00	\$ 81,650.00	\$ 130,600.00
7 Persons	\$ 52,350.00	\$ 87,250.00	\$ 139,600.00
8 Persons	\$ 55,750.00	\$ 92,900.00	\$ 148,600.00

Program-Specific Criteria:

- Assistance applies only to **recreation programs, aquatics, camps, and adaptive programs** (exclusions include: facility rentals, private lessons, Adult Sports, CSO Programs).
 - Scholarship requests are limited to 1 program per child per Activity guide season (Fall, Winter/Spring, & Summer)
3. **Age & Household Considerations:**
 - Assistance is available to all residents that fall within the income guidelines above.

- Members of the same household may apply.
- 4. **Additional Considerations:**
 - Priority may be given to first-time applicants.
 - Individuals must be in good standing with the District (no unpaid fees or program violations).

Required Documentation

Applicants must submit:

1. **Proof of Residency** (one of the following):
 - Utility bill (within the last 60 days)
 - Lease or mortgage statement
 - Driver's license or state-issued ID
2. **Proof of Total Family Income & Dependents** (one of the following):
 - Most recent **1040 tax return**
 - Pay stubs from the past **30 days**
 - Award letters from **SSI, unemployment, or disability benefits**
3. **Proof of Government Assistance (if applicable):**
 - EBT Cards, SNAP, WIC, Medicaid, or Free/Reduced Lunch Program approval letter
 - Housing assistance documentation
4. **Completed Application Form:**
 - Includes family information and program selection.
 - **Optional:** A short personal statement explaining the financial need and how the program benefits the applicant.

Award Distribution Methods

1. **Tiered Assistance Levels**
 - **100% coverage:** For Foster Children
 - **75% coverage:** Households at or below HUDs **Extremely Low**
 - **50% coverage:** Households at or below HUDs **Low Income up to Extremely Low Income**
 - **25% coverage:** Households at or below HUDs **Low Income to Very Low Income**
 - Applicants above **HUDs Low Income limits** may qualify for a **10% discount** under extenuating circumstances.
2. **Direct Fee Reduction:**
 - Awarded funds are applied directly to the patron's Amilia account (per person).
 - Participants are responsible for paying the remaining balance not covered by financial assistance.
 - Financial Assistance is applied to the Class Registration Fees (only). The patron must pay any additional supply or lab fees to the instructor (if applicable).

-
- 3. **Annual Limits & Renewal:**
 - Each individual may not exceed **\$200 per calendar year** in assistance (limit 1 activity per season).
 - Scholarships are awarded per season.
 - A new application must be submitted for each season.
 - Supporting documentation must be submitted and updated annually.
- 4. **Waitlist & Priority Distribution:**
 - If funding is limited, priority is given to **new applicants**, single-parent households, foster children and families with multiple dependents.
 - A waitlist will be maintained, and additional awards may be granted if funds remain.
- 5. **Non-Transferability & Attendance Requirements:**
 - Awards are **non-transferable** and must be used only by the approved applicant.
 - Participants must maintain **70% attendance** in the program to remain eligible for future assistance.

Application Process

1. Application Submission

- Applicants submit a completed scholarship application form (available online or at District offices).
- Applications are accepted during designated open periods before program start dates in April, August, and December. Applications received after designated open periods may be considered if available funding remains for that season.

2. Review Timeline

- **Step 1:** Applications are reviewed by District staff within **2 Weeks** of submission.
- **Step 2:** Additional documentation requests (if needed) must be submitted by the applicant within **5 business days** of notification.
- **Step 3:** Decisions are finalized and communicated to applicants via email and phone.
- Priority is given to applications submitted **before program registration opens**.
- Emergency or last-minute applications may be reviewed on a **case-by-case basis**, with a decision within **3 business days** when possible.
- **Step 2: Needs Assessment & Award Determination**

- Applicants are categorized based on financial need and processed in the order they are received.
- An equal number of awards will be offered in each category (Extremely Low, Very Low, and Low) during registration periods in April, August, and December. If there are unfilled spots in each category, awards will be awarded on a first come, first serve basis to the next application received (from any category).
- 25 % of available funding will be issued in Winter/ Spring, 50 % in Summer, and the remaining 25% in the Fall. The District will determine the amount of money dedicated to the scholarship fund each year during the budgeting process. Any remaining funding at the end of the year will be rolled over to the next fiscal year.
- Funding availability is considered to ensure equitable distribution.
- **Step 3: Decision & Notification**
 - The General Manager or designee will make final determination of award.
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Pleasant Valley Recreation & Park District

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 - Scholarship recipients must register within **14 business days** of award notification.
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PLEASANT VALLEY RECREATION & PARK DISTRICT SCHOLARSHIP APPLICATION

All information is confidential and used solely for determining eligibility.

Parent/ Guardian Name (Applicant): _____

Address: _____ City: _____ Zip: _____

Phone Number: _____ Email: _____

Household Size (Total Number of People in Household): _____ #of Dependents: _____

Are you a resident of Camarillo? Yes No Total Annual Household Income: _____

Have you received Scholarship Funds from Pleasant Valley Recreation & Park District before? Yes No

Marital Status (Check one) Single Married Divorced Separated Widowed

Housing Status (Check one) Homeowner Renter Living with family/friends Other (please describe)

Maximum Household Income Guidelines (Based on 2024 HUD Guidelines for Ventura County)							
1 Person	2 Persons	3 Persons	4 Persons	5 Persons	6 Persons	7 Persons	8 Persons
\$78,800	\$90,050	\$101,300	\$112,550	\$121,600	\$130,600	\$139,600	\$148,600

Participant Information

Participant(s) Name	DOB	Age	Program Name (1 st & 2 nd Choice)	Program Day & Time	Program Fee
<i>Participant #1</i>			1.		
			2.		
<i>Participant #2</i>			1.		
			2.		
<i>Participant #3</i>			1.		
			2.		

Are there additional participants to add to this application? No Yes *If you marked yes, please add fill out an additional form and attach with your application with the additional participant information only.*

Statement of Need (Optional, but Recommended)

(Briefly explain why you are requesting financial assistance and any special circumstances.)



PLEASANT VALLEY RECREATION & PARK DISTRICT

SPONSORSHIP & NAMING POLICY

Introduction

The Pleasant Valley Recreation & Park District hereinafter referred to as “District,” accepts and encourages gifts and donations from individuals, businesses, community organizations, and public entities that are given to support Parks and Recreation. This policy covers gifts that are related to sponsorship and naming opportunities.

Purpose

The purpose of this policy is to set guidelines and standards that are in the best interest of the community. To develop a formal process for requests to sponsor activities that occur on District property and/or the sponsorships of District property. As well as develop a formal process for the naming of District lands/property. This policy establishes the procedure and guide to:

1. Ensure prospective donors and sponsors are suitable and relevant to the purpose.
2. Ensure that parks, recreational areas, and facilities are easily identified and located.
3. Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
4. Encourage the dedication of lands, facilities, or donations by individuals and/or groups.

Definition of Terms

District Property/lands - All traditional designed parks, natural open spaces, historic sites, amenities, facilities, specialized parks, roads, and trails under the Districts’ jurisdiction or management.

Donor - An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of the District.

Gift - Any payment to the extent that consideration of equal or greater value is not received and includes a rebate or discount in the price of anything of value unless the rebate or discount

is made in the regular course of business to members of the public without regard to official status.

Major Features - Major, permanent components of park and recreational facilities (e.g., ball fields, swimming pools, tennis courts, playgrounds, fountains, artwork or physical features). Rooms within buildings are considered to be Major Features.

Naming areas - A facility within a park (e.g., playground, picnic shelter, fountain, bricks, tables, benches, etc.) can be named separately from the park or facility location.

Plaque - Generally a small, flat, regular-shaped memorial plate or slab that conveys information in bold relief or engraving.

Sponsorship – funds that are restricted to provide relatively short-term (usually two (2) years or less) support for District Activities, maintenance of existing equipment or the donation of tangible items.

Sponsorships

It is the policy of the District to accept contributions (Sponsorships, Donations) for parks, recreation areas, and facilities when deemed appropriate on the following:

1. Encourage and facilitate public and private gifts, bequests, and such contributions that enhance, beautify, improve, supplement, support, or otherwise benefit the District.
2. To accept gifts that are consistent with the mission, policies, and goals of the District.
3. Donations, gifts, and memorials for the area must be relevant to the purpose of the park, facility, or District property.
4. The District recognizes that actual or perceived conflicts of interest might arise in relation to contributions for individuals, foundations, corporations. Therefore, the District will not accept contributions that:
 - a. Create significant actual or perceived damage to the District's mission, public image or reputation.
 - b. Have a history of environmental abuse or regulatory noncompliance unless the corporations are engaged in a credible effort to change past practice.
 - c. Expect significant publicity for the contribution beyond the normal sponsorship and naming recognition described in this policy.
 - d. Expect award of any proposed work in connection with the District in exchange for the contribution.

5. If the District learns of the existence of any of the above-mentioned disqualifying conditions with respect to a particular donor at any time prior to receipt of a contribution by the donor, the District will reject the Donors request. If the District learns of the existence of any of the above-mentioned disqualifying conditions with respect to a particular donor after the donor's contribution has been received, the District will return the contribution if reasonable possible.
6. The District may provide public recognition of individuals or businesses that provide sponsorships in one or more ways, including through plaques or signs affixed to District property that identify the donor as a sponsor.
7. When sponsorship is in reference to raising or receiving monetary contributions, the following criteria must be met to be considered an approved sponsor:
 - a. Must be relative to the District's mission
 - b. Consider the community impact
 - c. Consider the impact of the donation or funding to the completion of a project, if applicable
 - d. Consider the cost of the implementation and signage and identify the funding to cover such costs.
 - e. The District may not accept funding that would create any conflict of interest, must not complete, impair or conflict with the policies, goals, or operations of the District.
8. The General Manager or their designee will make final decisions for sponsorship agreements, either monetary or donations with a cash value of less than \$25,000. Requests for all sponsorship agreements, either monetary or donations that exceed \$25,000, will be forwarded to the District Board of Directors for consideration and final decision(s).
9. If Sponsorship/Donations are for a currently planned District capital improvement project, the District will accept large sponsorships over \$5,000 from donors. The District will not hold multiple small funds (under \$5,000) sponsorships/donations from multiple parties for a specific project. The District has full jurisdiction on how any donor funds are used for the specific Capital Project.
10. The District reserves the right to refuse Sponsorships/Donations that are designated to specific projects if the funds will not fully cover the costs of the project to include any capital improvement projects that are not currently planned.
11. The District will enter into a Memorandum of Understanding (MOU) for every Sponsorship/Donation to include terms and agreements.

12. Renaming of District property

- a. It is the Policy of the District to not rename District Property unless the following criteria is met:
 - i. After investigation and review, the proposed name is found to be more appropriate than the existing name, based on the criteria listed in this policy.
 1. It is recommended that efforts to change a name be subject to the most critical examination so that it does not diminish the original justification for the name or discount the value of prior contributors.
 - ii. If Naming Contribution agreement is expired with no intention of renewal.
- b. Any action to change the name of an existing District property shall follow the process as outlined below.
- c. Parks named by deed restriction shall not be considered for renaming,
- d. District property shall not be renamed if the name was a condition of a gift and the noncompliance with that condition would invalidate that gift.

Naming

It is the policy of the District to adopt naming of District property to include facilities, lands, and any amenities, based on one or more of the following criteria when deemed appropriate:

1. Geographic Location
2. Natural or Geological features proximate to District property
3. Cultural or historical significance to the District or surrounding areas
4. The name of an individual:
 - a. Only allowed posthumously (at least 5 years since date of passing)
 - b. The person was exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the land, community, District, City of Camarillo, or State of California.
 - c. The person must have contributed significantly to the acquisition or development of the park or facility or to the parks overall. The suggested name must be accompanied by a biographical sketch which shall provide evidence of contributions to the District or Parks and Recreation overall.
 - d. There is an outstanding community leader who had made significant civic contributions to the District and had given highly productive support to the District

and community.

5. The name of a corporation who has made a significant contribution to the community, country, state, or the field of Parks and Recreation.
6. With any naming, the proposed name will not:
 - a. Create significant actual or perceived damage to the District mission, public image, or reputation.
 - b. Result in undue commercialization of the property or violation of any District Ordinance or City Codes.
 - c. Be used to collect additional sponsorship or other sources of funding outside of the District's approval.
 - d. Be represented as the "owner".
7. A naming contribution is considered if the donor would be recognized by having a significant gift that will provide long-term or permanent support or pay for a major capital improvement.
 - a. The donor's action will be beyond merely receiving a tax deduction for their benefit.
 - b. Their decision to give is justified by the merits of the projects, and nothing is expected in return other than the reasonable hope that the District uses these gifts as promised and uses them to their full advantage.
8. Naming Terms:
 - a. A naming agreement will be entered into with the District based on the amount of donation per the MOU.
 - b. A naming agreement can be extended for an additional period of time (i.e. five (5) years), with a renewal of the MOU to include operational and/or maintenance cost of the District property.
 - c. If an extension agreement is not met or denied, the District has the right to remove and/or rename.
9. Requirements for contributions that involve naming all or any portion of District property. When naming is contemplated for all or any portion of District property, the following applies:
 - a. Approval by General Manager
 - i. Before soliciting any potential donor for a contribution in connection with such a naming opportunity will be offered, the General Manager will be notified of such proposal. The General Manager will either:
 1. Approve or disapprove administratively of the proposed solicitation and naming based on the standards set forth in this Policy;
 2. Establish special procedures for evaluation and approval or disapproval of the proposed solicitation and naming; or

Recognition and signage shall not detract from the visitor's experience or expectation, impair the visual qualities of the park environment, be perceived as advertising or commercializing the character of the park setting, or create a feeling of proprietary interest.

1. Advertising promotions or corporate slogans shall not be permitted on or off District property.

2. Off-Site Recognition

- a. Thank-you Letters – Every donor should promptly receive a letter of appreciation. In many cases, that might be all that is required. It should acknowledge the gift, the donor, date of acceptance and, if monetary, the dollar amount. The thank-you letter will also serve as evidence of the gift for the purposes of the donor's tax records. As such, it should completely describe the gift. It should not, however, attempt to value the gift.
- b. Publicity – In all cases the donor's request for anonymity shall be respected. When appropriate, the District can publicly recognize donors through press releases to media outlets.
- c. Events – Higher profile recognition can occur through some of the following: ribbon cuttings, Board of Directors Meetings, or special recognition events.
- d. Commemorative Items Given to the Donor – Some items that might be presented to donors as an expression of gratitude include but are not limited to certificates of appreciation, prints, photographs, and plaques.

3. On-Site Recognition

- a. Temporary Signs – Temporary signs (such as those used to acknowledge donors during construction activities, restoration of a structure or site, or which include recognition of a sponsor's financial support for a contract period) should be informational, of appropriate design and scale.
 - i. They should inform visitors and might contain a brief interpretive message about the nature of the project and the support provided by the donor.
 - ii. The signs should be sturdy, of good quality materials, consistent with the design of other park signs, professionally done and in keeping with park design standards.
 - iii. Donor's name and corporate logo may be used if they are of non-contrasting color and subordinate to the sign's message.
 - iv. Where it is appropriate to put up more than one sign, they should be placed at infrequent intervals so that multiple signs are not visible from a single viewing point.
 - v. Under no circumstances should signs be affixed to cultural or natural resources or placed in areas of cultural sensitivity (such as archeological sites) where they would intrude on the historic character of the area.

- vi. If a plaque is vandalized the District will replace it once at no cost. Recurrences are at the donor's expense.
 - vii. The General Manager or designee has final approval of all signs, their placements, and duration.
 - viii. Signs must meet District and City requirements.
- b. Permanent Plaques – With the exception of preexisting donor programs, permanent plaques are to be actively discouraged and generally are not to be used to recognize monetary contributions to District.
- i. Other exceptions will be permitted only with the approval of the General Manager or designee and should be proposed only for major contributions of long-term benefit to District.
 - ii. Permanent recognition plaques should be placed only in developed areas and preferably inside an existing public structure, such as a building.
 - iii. Except for preexisting established programs or under unusual circumstances requiring the approval of the General Manager or designee, such plaques should not be affixed to cultural or natural resources of the site where they would intrude on the historic or natural character of the area.
 - iv. The General Manager or designee has final approval of all plaques, their placements, and duration.
 - v. The commitment for plaque maintenance shall be made for no more than five years. If after five years, the plaque is not fit for public view it shall be removed or replaced at donor's expense.
 - vi. If a plaque is vandalized the District will replace it once at no cost. Recurrences are at the donor's expense.
- c. Semi-Permanent Signs – Single purpose recognition signs should be avoided. Directional, interpretive, and informational signs should be considered as locations for donor recognition.
- i. Recognition should be secondary to the information the sign is designed to convey.
 - ii. The recognition shall not dominate the sign either by scale or color and shall not be superior in any way to the park message.
 - iii. Standard earthen colors, lettering sizes and, for sponsorship programs, consistent size, design, and use of logo.
 - iv. Under no circumstances should they be affixed to cultural or natural resources, or placed in areas of natural or cultural sensitivity where they would intrude on the historic or natural character of the area.
 - v. No commitment for sign maintenance should be made for more than 5-years.

- vi. The General Manager or their designee has final approval of all signs, their placements, and duration.
- vii. Signs must meet District (City where applicable) requirements.

4. Examples of Determination of Recognition based on Projects & MOU

Gift Level	Commemorative Item (if any)	Purpose	Other Recognition
\$750	Certificate to donor	General Sponsorship	E-mail blast/Social media acknowledgement
\$1,000	Certificate to donor	General Sponsorship	E-mail blast/Social media acknowledgement
\$5,000	Certificate to donor	Capital Project	Digital newsletter acknowledgment/E-mail blast/Social media acknowledgement
\$10,000	Certificate to donor + plaque	Capital Project	+Dedication event/newspaper release acknowledgement
\$20,000+	+ plaque to donor	Capital Project	+Dedication event/newspaper release acknowledgement

Naming Application & Approval Process

Any person, group, or organization may submit an application to name or re-name District lands/property. The application should be submitted to the General Manager of the District. Applications should contain the following minimum information:

1. Name of applicant.
2. Proposed name for District property.
3. Background/support for proposed name.
4. Description/map showing location.
5. If proposing to name a recreation facility within a park, include a description/map showing the location of the facility within the park.
6. If proposing to name a Park asset after an outstanding person, documentation of that person’s contribution to the District, City, State.
7. If proposing to re-name a facility, the application should also include background information on the current name and the rationale for requesting a new name.
8. Any person, group or organization may submit a written proposal or request to commemoratively name or rename a public park or recreation facility to the District

General Manager or designee.

9. A written proposal or request shall include sufficient explanation to enable the District General Manager or their designee to make a determination that commemorative naming or renaming is justified and complies with this policy.

10. The District may also initiate and facilitate a commemorative naming process associated with new park acquisitions and construction whereby neighborhoods and general public shall be invited to participate in the naming process consistent with these policies.

11. Approval Process

- a. The District General Manager's or designee's consideration regarding the naming or renaming of the parks, recreation facilities or features within such areas, shall be guided by the considerations listed in this policy.
- b. The District General Manager or designee shall review the proposal for adherence to the stated policy criteria and authentication of statements, as well as existing features already named within a particular park or recreation facility, before advancing the proposal to the Policy Committee.
- c. The Policy Committee shall consider the commemorative naming proposal upon it being advanced by the General Manager or designee and shall offer the opportunity for public input.
- d. If the proposal meets the qualification process, the Policy Committee will forward the information to the Board of Directors at which time a recommendation can be made by a Board Member to add the item to an agenda.
- e. Special features within a park, trail, open space, or building can be named with the approval by the General Manager or designee and the Policy Committee.

Record of the approved name will be recorded in the Pleasant Valley Recreation and Park District park inventory database and all applicable records, signage and documentation shall be updated, as applicable, with the new name.