PARK AMENITY SPONSORSHIP AND DONATION POLICY

Council Policy: POL- 0182-PARK **Amendment # N/A**	**Original Policy: NEW** **Amended: N/A**
Presiding Council Member, Scott Goodmanson **Date:** September 5, 2025	**Signature:**

1) PURPOSE

The purpose of this policy is to highlight opportunities for individuals or groups to commemorate a legacy or celebrate a special occasion and enhance the City's public spaces through sponsoring of City benches or donations, to establish guidelines for administering these programs, and determine when charitable tax receipts are issued.

2) BACKGROUND

The City of Langford invites residents to commemorate a special occasion or to honour a legacy by sponsoring an existing park bench with a customized plaque, donating a new park bench with a customized plaque, or to work with City staff to dedicate a specialized park amenity.

3) PROGRAMS

a) The City of Langford's Parks Department currently offers the following opportunities:

i. **Park Bench Sponsorship:** Individuals or groups may sponsor an existing park bench with a customized plaque for a 10-year term.

ii. **Park Bench Donation:** Individuals or groups may donate a new park bench with a customized plaque for a 10-year term.

iii. **Specialized Park Amenity Donation:** Individuals or groups may donate a specialized amenity such as playground equipment, water fountains, or picnic shelters, including maintenance for a 10-year term.

b) Interested parties may contact the City's Parks Department at parks@langford.ca to apply.

4) PARK BENCH SPONSORSHIP

a) The Parks Department will advise the interested party of park benches currently available for sponsorship, and the associated donation amount.

b) The interested party may submit their desired wording, to be approved by the Director of Parks, Recreation and Facilities, and work with the Parks Department to design the customized plaque.

c) The Parks Department will advise the sponsor once installation of the plaque is complete.

d) The City will **not** issue a charitable tax receipt to the sponsor of a customized plaque.

e) If a sponsored bench is replaced within the 10-year sponsorship period, the customized plaque will be transferred to the new bench for the remainder of the 10-year term.

5) PARK BENCH DONATIONS

a) The Parks Department will advise the interested party of available locations, available bench options, and associated donation amounts.

b) The interested party may submit their desired wording, to be approved by the Director of Parks, Recreation and Facilities, and desired location and bench type from the options presented by the Parks Department.

c) The Parks Department will advise the donor once installation of the bench is complete.

d) The City will issue a charitable tax receipt to the donor of a new park bench.

6) SPECIALIZED PARK AMENITY DONATIONS

a) Individuals or groups may donate specialized park amenities such as picnic tables, playground equipment, water fountains, or picnic shelters, including associated maintenance for a 10-year term.

b) Specialized park amenity donations will be considered on a case-by-case basis and may include a customized plaque depending on the item.

c) The Parks Department will advise the interested party of available locations, available amenity options, and associated donation amounts.

d) The Parks Department will advise the donor once installation of the specialized park amenity donation is complete.

e) The City will issue a charitable tax receipt to the donor of a new specialized park amenity.

7) GENERAL GUIDELINES

a) Sponsorship or donation of benches or other park amenities in Veterans Memorial Park is restricted to veterans and the immediate family of veterans.

b) The City's Parks Department may:

i. establish and publish application forms for the programs administered under this policy; and

ii. publish a catalogue of available benches or other products with associated donation amounts.

c) Donated items will be placed in locations determined by the Parks Department so as not to interfere with park maintenance, access, or public enjoyment of parks.

d) Donors are encouraged to choose respectful wording for customised plaques.

e) The Director of Parks, Recreation and Facilities may, at their discretion, remove a customized plaque if it is found to be inconsistent with the City's values, policies, or bylaws. In such instances, refunds for the remaining sponsorship term are not available.

f) Plaques, benches, and other items will be installed as operational capacity allows. The City will make best efforts to complete installations in a timely manner, but specific timelines cannot be guaranteed.

g) The City will publish an annual schedule setting out the donation amounts for park bench sponsorship, park bench donations and specialized park amenities.

h) In determining the donation amounts for park bench sponsorship, park bench donations, and specialized park amenities, the Parks Department will consider:

i. the capital cost of acquiring the plaque, bench, or other item;

ii. the estimated cost of maintaining the plaque, bench, or other item for a 10-year term; and

iii. the estimated installation costs.

i) All applications will be treated fairly and equally, with all donation amounts to be determined in accordance with this policy.

j) Anonymous donations may be accepted if the donation amount is less than $10,000. However, the City requires the donor's name and contact information to issue a charitable tax receipt. The donors' private information will be treated with confidentiality subject to disclosure under the Freedom of Information and Protection of Privacy Act unless the donor authorizes the release of such information for a specific purpose.

8) DONATION CONDITIONS

a) Donations are given unconditionally and voluntarily.

b) All sponsored or donated benches, plaques, or other assets are City property. While donors are warmly recognized for their contributions, sponsored benches, plaques, and other items remain available for public use and cannot be reserved for individual or exclusive use.

c) To maintain public enjoyment and ease of maintenance, donated items should not be adorned with wreaths, personal memorials, or other items.

d) City Officials and employees are not permitted to accept personal benefits from any donation or gift under this policy.

e) Donors and sponsors are asked to keep their contact information with the City up to date so the City may contact donors before the 10-year sponsorship period ends.

f) The 10-year period for sponsorship of park benches and new parks donations begins on the date of installation.

g) Approximately 6 months before the end of the 10-year period, the Parks Department will endeavour to contact the donor or sponsor and offer them the opportunity to renew their sponsorship for another 10-year period.

h) At the end of the 10-year period:

   i. If, after reasonable efforts, the donor or sponsor cannot be reached, or has not responded to the City's communication, the City may remove the customized plaque and offer the sponsorship opportunity to another party, including in cases where the donor has donated a park bench or specialized park amenity.

   ii. If the donor or sponsor does not renew their sponsorship, the City will attempt to return the customized plaque to the donor or sponsor. If this is not possible after reasonable efforts, the plaque may be disposed of.

i) If individuals or groups request a specific location or park for sponsoring a bench or other amenities, the City will evaluate the request to assess its suitability. If the proposed location is deemed unsuitable, City staff will provide alternative location options for benches and amenities.

Adopted by Council **Meeting Date: September 2, 2025**	**CERTIFIED CORRECT** September 5, 2025 ADMINISTRATOR DATE: