

City of Oconomowoc
Department of Parks, Recreation & Forestry

Guidelines for Recognition Signage on City Property

General: The purpose of the policy is to establish standard procedures and guidelines for advertisement and recognition signage for sponsors/donors within the park system and on property owned and managed by the City of Oconomowoc.

Authorization: Recognition signage shall require approval by the Parks & Recreation Board and/or the Common Council.

- A. Requests for the recognition signage shall be submitted in writing to the Director of Parks, Recreation & Forestry. The Director will forward the requests to the Parks & Recreation Board and Common Council when appropriate.
- B. All requests are subject to the “Public Property Facility Naming” policy adopted by the Common Council if applicable.

Install Cost, Repair or Replacement:

- A. All costs associated with the installation of the recognition signage shall be paid for by the person or organization submitting the request. This cost may be absorbed by the City if authorized by the Common Council.
- B. Repair or replacement due to vandalism, theft, or other circumstances will be the responsibility of the person or organization who made the initial donation. Replacement cost may be absorbed by the City if authorized by the Common Council.
- C. If owner chooses not to repair or replace, the City reserves the right to remove the sign and not replace.

Sunset Clause:

- A. The City reserves the right to establish a sunset clause on all donations.
- B. The sunset clause will be based on the life expectancy of the donated item.
- C. When the donated item reaches the end of its life, the donor will no longer be recognized.

Advertisement:

- A. **Scoreboards** – Advertising recognition may be placed on the scoreboard of any outdoor athletic facility. The Director of Parks, Recreation and Forestry will determine the size of scoreboard, number of advertisers, and donation amount required to be recognized. All advertisements will be valid for maximum of 10 years. At the end of the 10 years, the sponsor can renew the advertisement. If they decline to renew, the City may solicit a new advertiser.
- B. **Reason for Removal** – The City reserves the right to remove any sponsor at any time for reasons such as: the company is no longer in business, if any inappropriate moral or ethical behavior has occurred by the organization.

Donor Recognition:

- A. ***Tree Donations*** – If a tree or series of trees are donated to the City, the donor will receive a recognition certificate and map identifying the location of the trees donated. Additionally, the donor will be listed on the Tree Donor page on the Department’s website. The donor has the option to purchase a Department-approved “Tree Tag” for recognition. No ground markers will be allowed.
- B. ***Park Benches*** – If a bench is donated to the City, the donor will be recognized with a small plaque placed on the bench. Additionally, the donor will be listed on the Bench Donor page on the Department’s website.
- C. ***Shelters*** – Donation levels for public shelters will be determined by the Director of Parks, Recreation & Forestry with confirmation of the Parks & Recreation Board. Donors will be recognized with a plaque placed at the facility.
- D. ***Large Project Donors*** – Donations, grants or pledges may be received for a large park system project. The Director of Parks, Recreation & Forestry will determine the levels and criteria of recognition with confirmation of the Parks & Recreation Board.

Existing Donor Recognition:

The City reserves the right to remove existing signage if damage occurs. Signs may not be replaced. If existing signs are removed or stolen, the City will not replace.

Agreement:

The City will draft an agreement for all advertisements or donations details prior to accepting donation or advertisement. The agreement will include but not limited to length of term, sunset clause, costs and replacement information, and description of the donation or advertisement. The City and donor/advertiser will sign a copy of the agreement.