

August 6, 2007

Dear Perspective Donor:

I am pleased to provide the opportunity to make a donation to the Marion County Parks and Recreation Department in memory of a loved one. The attached memorial donation policy will help to answer questions you have about how to proceed with your memorial idea.

The policy was developed to give Parks and Recreation Department staff an established method to accept memorials within our parks. It is our hope that the attached policy will allow us to provide you with a coordinated and consistent approach for processing your memorial requests. The policy is designed to assist in answering many of the basic questions you may have as you begin to think about the best way to memorialize your loved one. The outline of the various categories in which we will accept memorials will get you started on deciding the type of memorial that best meets your needs. Once you review the policy and have formulated your idea, please contact us at 352-671-8560. At that point, we can begin to discuss how your ideas fit with our current park planning processes.

Thank you for considering the Marion County Parks and Recreation Department for your memorial donation. We look forward to working with you.

Sincerely,

Gina Peebles
Director

Memorial Donation Policy

Department Donation Policy

The Marion County Parks and Recreation Department provides the opportunity for members of our community to donate memorials to loved ones within our park system. In order to allow for a coordinated and consistent program for soliciting and recognizing contributions, we have established an introductory letter and the following guidelines. The guidelines were developed based on research on the best practices of similar agencies nationwide, the needs and resource capabilities of the Parks and Recreation Department and the desire of citizens to recognize loved ones through monetary contributions providing for specific lasting memorials.

The Parks and Recreation Department memorial donation guidelines allow for several types of memorial opportunities. We encourage citizens to contact the Department to discuss ideas for locations of memorials, however final memorial locations will be dependent on the needs of the Department and planning processes already underway. Donations may be tax deductible. (Please see your tax advisor.)

Memorials will be accepted in the following categories:

- Memorial Tree Donations - Living memorial donations will be accepted in the form of tree plantings in County parks.
- Memorial Bench and Brick Donations - Memorial bench and brick donations are currently accepted and encouraged at the *Ocala – Marion County Veteran’s Memorial Park* and brick donations at the *Fallen Officer Memorial*.
- Other Park Amenity Donations - will be considered within the County park system on a case by case basis. Donations for general park and recreation purposes are accepted and encouraged. Memorial Statues, Fountains, Plazas and Gardens may be accepted under specific circumstances. The Department will determine placement of all such memorials.
- Park Naming Opportunities - Naming of a park as a memorial may be submitted under the County's Naming Policy.
- Cash donations towards an established fund raising goal.

For additional information, or to pursue a memorial donation, please call the Parks and Recreation Department at (352) 671-8560.

Memorial Tree Donation Policy

The Parks and Recreation Department will accept donations for trees by the public for gifts and memorials to be planted in appropriate locations in the County parks for a fee. The following guidelines will apply:

- Tree species, height and caliper will be selected by the Landscape Architect.
- Due to concerns over maintenance and vandalism, plaques will not be included as part of the memorial tree donation program.

- In instances where trees do not survive, tree replacements will be provided if Department staff planted the tree. Replacement trees may or may not be of the same variety as that of the original donation.
- The Department staff will consider special park location requests with the final location to be determined by the Department.
- Requests may be made at any time of the year and will be considered for the following spring or fall planting.

Memorial Bench and Brick Donation Policy

Memorial bench and brick donations will be of the amount listed in the fee schedule which is available by contacting the *Ocala – Marion County Veteran’s Memorial Park* and brick donations at the *Fallen Officer Memorial* by contacting Marion County Procurement Services. The memorial fee will include the bench or brick, installation and administrative costs of the program.

Other Park Amenity Donation Policy

Park amenities will be accepted on the basis that they will be maintained for ten years in their original location, or in an area near their original location. After 10 years, the amenity may be removed or relocated pending redevelopment of the park site.

- Small plaques may be included on the amenity with design, placement and language to be determined by the Department.
- All park amenities will be constructed of materials selected by the Parks and Recreation Department to meet the design and maintenance considerations of the Department.
- General memorial donations gifted to the Parks and Recreation Department will be acknowledged by a letter from the Parks and Recreation Advisory Council. Funds generated by these donations will be used to best meet current needs of the Department as determined by the Director or his designee. From time to time, the Department may be accepting donations for a specific project to benefit the Department. A list of opportunities for project-specific donations will be maintained and provided to those who express interest.
- Memorial Statues, Fountains, Plazas, Gardens - donations which are large in scale are generally not encouraged. To the extent that projects of this nature are consistent with park planning processes they may be considered on a case-by-case basis. Donors may contact the Department to discuss their idea.

Park Naming Opportunities

Park Naming Opportunities exist for naming of park sites within the park system as detailed in the County's Naming Policy. Copies of this policy are available by contacting the Department.