

**City Council
Work Session**

**7:30 p.m., Wednesday
September 21, 2016**

**Community Center
Multipurpose Room**

- 1. 7:30 p.m. – Bike Share – separate binder**
- 2. 9 p.m. – Friends of Greenbelt Museum (FOGM)
Capital Campaign Proposal**

**CITY OF GREENBELT, MARYLAND
MEMORANDUM**

TO: City Council

VIA: Michael P. McLaughlin *MPM*
City Manager

FROM: David E. Moran *DEM*
Assistant City Manager

DATE: September 14, 2016

SUBJ: FOGM Proposal for Capital Campaign & Naming Opportunity

Background

Since the acquisition of 10-A Crescent Road, the Friends of the Greenbelt Museum (FOGM) have been considering ways to raise funds for the renovation of 10-A as a Museum Visitor & Education Center. FOGM is undertaking a Capital Campaign. A part of that Campaign is a naming opportunity program which is outlined in the attached proposal. They hope to generate \$50,000-\$100,000. These funds could be used for renovation and to provide additional FOGM supported staffing at 10-A.

Staff Analysis

There is no specific prohibition on the naming of City facilities or spaces within them in honor of a specific individual. However when Council adopted new Memorial Guidelines (Resolution 919) in 2000, the intent was clear that the City was moving away from naming facilities, streets, parks, etc. after people. Instead bench adoptions, tree adoptions, memorial pavers and the Wall of Honor were offered/encouraged as ways to memorialize a deceased City resident.

FOGM's proposal differs from the City's memorialization program in that it does not require an individual to be deceased and FOGM expects most donors will be living. Also, these naming opportunities will be time limited to a 20 year period and it would be clear that the donation was being made to FOGM, not the City. During the discussion prior to acquiring 10-A, FOGM was challenged to help fundraise and their proposal responds to that challenge. FOGM recently received a \$50,000 State grant from Maryland Heritage Area Authority (MHAA) which requires a \$37,500 match.

Approving this proposal does establish a precedent. 10-A is a City-owned facility. The Friends of the Greenbelt Theatre (FOGT) are considering a similar fundraising program (name a seat, etc.) to help fund Phase II (Auditorium) of the theatre renovation. There have been occasional

requests in the past to name certain facilities after specific individuals. Naming of spaces is a common practice in fund raising. However, there has been a reluctance to name/dedicate City property for individuals. Another common approach is to display the names of major donors on a “donor wall” or large plaque in the facility.

The City has very limited Capital Projects funding and a long list of unfunded projects. If FOGM is successful, these funds would allow for needed renovations at 10-A Crescent.

cc: Megan Searing Young, Museum Director
Jen Ruffner, FOGM President

GREENBELT MUSEUM

Proposal to Incorporate Naming Opportunities in the Friends of the Greenbelt Museum, Inc. Capital Campaign for 10A Crescent Road

Introduction

The Friends of the Greenbelt Museum (FOGM) are about to embark on a capital campaign to raise \$250,000 for the renovation of and expansion of museum operations into 10A Crescent Road (10A), which will become the new Museum Visitor and Education Center. As a part of this campaign, FOGM is respectfully proposing that they be permitted to offer a menu of naming opportunities for various spaces in and around 10A in order to acknowledge and incentivize larger donors to contribute to the campaign.

How Naming Opportunities Fit into the Capital Campaign for 10A

FOGM's capital campaign is being launched this fall. The goal is to raise at least \$250,000 to support the renovations at 10A, as well as to increase FOGM's investment funds to allow for the hiring of additional staff to support the expanded operations that will come with the expanded facilities. FOGM is employing a number of strategies and approaches to raise these funds:

- The FOGM board has made a commitment to "give or get" \$1,200 each individually, as well as a total board commitment of \$15,000.
- An application has been submitted to the Community Investment Tax Credit Program, which would incentivize donors of more than \$500 in 2017 and 2018 by allowing them to receive a tax credit worth 50% of their donation, in addition to the regular deductions for charitable giving. \$25,000 has been requested in tax credits, which, if the application is successful, would be available to donors if FOGM raises \$50,000.
- Grant applications are being submitted to numerous government funders and private foundations. FOGM has already received \$55,000 in grant funds for the project. It is hoped that grants will provide an additional \$50,000 - \$100,000 of funding.
- It is hoped that naming opportunities will bring in \$50,000 - \$100,000 of donations.

According to the Association of Fundraising Professionals, "Naming opportunities can be a big incentive, not only in closing gifts, but in helping donors think of stretching their support into larger gifts." It is hoped that by including naming opportunities as a part of the overall fundraising plan, FOGM will be able to meet (or even exceed) our fundraising goals.

Proposed Menu of Naming Opportunities

FOGM has identified a variety of areas of the Education and Visitor Center at 10A that could be named to recognize a donor. While there is a total of \$152,500 of available naming opportunities, FOGM does not expect to identify donors for each opportunity. Rather, it is hoped that by having a variety of opportunities, we will be able to find the best match to a donor's area of interest. It is an initial goal that naming opportunities will generate \$50,000 - \$100,000 of donations.

FOGM anticipates that a future phase of fundraising could include named stones/bricks in an outdoor space, but has not included that in the initial phase, as landscape planning has not yet been completed. In addition, FOGM will be updating and expanding its donor levels to acknowledge and recognize donors of all contribution levels.

\$25,000 and above

- **Main Exhibition Room** (the primary exhibit and orientation space in the Center, which will house exhibits, the orientation video and gift shop).

\$15,000 and above

- **Research and Archives Room** (public access research and collections storage area)
- **Gardenside Garden** (the garden/lawn area facing the playground/public walkways)

\$10,000 and above

- **Education Room** (space for hands-on education activities)
- **Timeline Exhibit Space** (porch area which will feature the permanent timeline exhibit about Greenbelt's history)
- **Gazebo** (gathering space that will be integral to outdoor events)
- **Kitchen** (not only will it provide event catering space, but it will also be utilized for hands-on educational activities)
- **Office Space** (dedicated workspace for museum staff)
- **Archival Storage** (storage space for collection items)
- **Bathroom** (the Museum's first on-site, accessible restroom, with room for changing exhibits along a blank wall)
- **Servicesside garden** (the Crescent Road-facing garden/lawn area)

\$7,500 and above

- **24/7 Brochure Closet** (The former trash closet will be outfitted for round the clock access to information about the Museum and Greenbelt)
- **Entryway Closet** (Beneath the stairs, directly across from the front door)

\$5,000 and above

- **Garden Bench Pavilion** (The former owners of the property, the Dwyer family, always had a bench in the garden). FOGM understands that the city already has a bench program. This area would differ from the city's program in that it would include a small area of pavers and/or significant perennial plantings to attract birds and pollinators.
- **Accessible sidewalk/walkway/entrance** (Provides access to the visitor center for all abilities and would meet ADA requirements)

Proposed Terms of Naming Opportunities

Any naming opportunities will come with a contract that will follow industry-standard terms, including:

- A signed letter of intent and payment schedule, which must be received before the gift will be included in any recognition or campaign materials;
- How and when the donations will be recognized;
- Sample language for naming and plaques that would be consistent for all donors;
- An ethics clause and procedure for removing names in certain situations;
- A minimum timeframe for the name to remain in place.

Comparison to the City's Memorial Policy

The City of Greenbelt currently has a "Guide to Memorials For Deceased Residents" which discusses the procedures and policies relating to memorials on benches, trees, and in memorial gardens. The naming opportunities being proposed by FOGM differ from this strategy in a number of ways. First, while these naming opportunities would be offered in and around 10A, a City-owned building, all marketing materials, information, execution of plaques, etc. will be clearly branded and identified as an effort of FOGM not the City of Greenbelt. Second, while a donor could choose to memorialize someone with their naming opportunity, in most cases, the naming opportunities will be recognition for living donors. Third, while the City memorials exist for an indefinite period of time, the FOGM naming opportunities will be time-limited to a 20 year time period (unless a longer period is negotiated with the donor). None of the naming recognitions will be indefinite, and all will, as noted above in the terms section, include clauses to terminate the agreement should the need arise. A better comparison would be recognition on a donor plaque, just a more highlighted and prominent version than a single combined plaque. Naming donors would each have their own recognition plaque in the space that they are naming, and may be referenced when referring to the space in publications, depending on the terms negotiated in the contract.

What Other Museums, Cultural Institutions, and Municipalities Are Doing

Several examples of how other Museums have handled naming opportunities are included here as links.

<https://www.wardmuseum.org/GetInvolved/CapitalCampaign/tabid/851/Default.aspx>

<http://alleganymuseummd.org/?p=1765>

http://www.mthistoricalsociety.com/files/4513/8543/2996/Room_Naming_Opportunities.pdf

<http://www.cnyhistory.org/donate/namingopportunities/>

http://www.sayrehistoricalsociety.org/pdf/capitalcampaign_naming.pdf

<http://lighthousemuseum.org/support/community-benefits-report/>

<http://sitkahistory.com/wp-content/uploads/2015/11/Museum-Naming-Opportunities.pdf>

<http://www.fplmuseum.org/capital-campaigns.html>

MNCPPC Montgomery Parks Foundation:

http://www.montgomeryparksfoundation.org/wp-content/uploads/2012/08/Individual_Park_Naming_and_Dedication_Policy_APPROVED_12-1-11.pdf

Gaithersburg Commemoration Opportunities:

<http://www.gaithersburgmd.gov/leisure/commemoration>

Takoma Park Commemoration Commission Drafts:

<https://documents.takomaparkmd.gov/government/boards-commissions-and-committees/commemoration-commission/draft-guide-to-personal-recognition-programs.pdf>

Application form (with prices) <https://documents.takomaparkmd.gov/government/boards-commissions-and-committees/commemoration-commission/draft-personal-recognition-application.pdf>