



## **Concord Recreation and Park Facilities**

### **Donor Recognition Policy**

*Updated: 09/02/25*

#### **I. Management Philosophy**

The protection of the natural environment and historical aesthetic is a high priority for the Town of Concord. For this reason, the Town may limit donations to promote resource management and the sustainability of natural landscapes. The user experience should be preserved to protect the integrity of park design. Design specifications of donated items will be compatible with existing management and operation plans. The final decision on the placement of the donated items will be made by the Recreation Department. Donated gifts cannot have a commercial label or appearance.

#### **II. Definitions**

“Donation” or “gift” shall mean any of the following: monetary (cash) contribution; endowment; personal property; real property; financial securities; equipment; in-kind goods or services; or any other asset the Town accepts and for which the donor has received no goods or services in return, other than private or public acknowledgment of the donation or gift. The donor understands that the notation of the gift on a town-maintained record shall not be publicized without permission from the donor, though it remains a public record. The placement of and determination of donor levels shall be pre-approved by the Director of Recreation before the ordering process. The terms “donations” and “gifts” remain synonymous with this policy.

“Donor” shall mean an individual, group, organization, or legal entity that proposes or provides a donation or gift to the Town.

### **III. General Principles for Acceptance**

- A. The Town is not obligated to accept any “gift.” Donations do not become the property of the Town of Concord until they have been accepted by the Select Board.
- B. All “gifts” will be evaluated by appropriate departments and divisions before acceptance to ensure the donation is in the Town’s best interest.
- C. After the “gift” is accepted by the Select Board, conversations about whether public or private recognition should take place are coordinated between the Parties involved.
- D. The Town’s Recreation Department will determine whether any of their funds could be used as direct outlay or department resources before acceptance.
- E. If the donation funds multiple items, the donations will be consolidated on one plaque.
- F. The Recreation Director determines if a plaque is warranted, and the size and design thereof.
- G. The plaque must be connected to an architectural element (wall, rock, pavement, etc.), and details of materials and donation levels are determined by the Town and Recreation Director or his/her designee.
- H. No company logos or brands shall be incorporated into recognition, as that would be considered marketing.
- I. Each organization that is interested in receiving a plaque will fill out a basic application, which can be requested by emailing [concordrec@concordma.gov](mailto:concordrec@concordma.gov).
- J. Recreation staff will review the appropriateness of any application, including the design, donation levels for recognition, installation materials, and location of a plaque. The staff will work closely with the applicant to collaborate on any outstanding concerns. Assuming agreement and a positive recommendation from Recreation Staff, the Town will select a minimal visual impact location to place the plaque.

### **IV. Plaque and Gift Ownership**

Once a gift is accepted by the Town’s Select Board, the Town shall be the sole owner of the donated item and will have the right, in its sole and absolute discretion, to deaccession of any donated item without providing notice to or obtaining the consent of the donor.