

REPORT OF GENERAL MANAGER

NO. 01-299

DATE August 8, 2001

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: EPICC CAPITAL DEVELOPMENT DONOR RECOGNITION PLAN

J. Combs	_____	J. Kolb	_____
*T. Corrales	<u> </u>	M. Tamuri	_____
J. Duggan	<u> </u>	*M. Matthews	_____
H. Fujita	_____		

Margie Matthews for EO

 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

It is recommended that the Board accept the framework of the Capital Development Donor Recognition Plan submitted by the Exposition Park Intergenerational Community Center, Inc.'s (EPICC) Board of Directors as part of their fund-raising efforts on behalf of the renovation and construction of the Exposition Park Intergenerational Community Center.

SUMMARY:

The Capital Development Donor Recognition Plan is part of the EPICC Board of Directors' commitment to raising the additional funds needed to: 1) enhance and add upgrades to the renovation and construction of EPICC; 2) purchase fixtures, furniture and equipment; and 3) raise funds for program enhancement. The plan's framework is designed to provide the appropriate choices and incentives to help secure significant donors. It was developed by the EPICC Board of Directors and Executive Director after much input and consulting services by Mr. Paul Netzel, CEO, Netzel Associates, Inc. on a pro bono basis.

Approval of the Plan will allow the EPICC Board of Directors to approach foundations, corporations, and private individuals with the authority to offer high level naming opportunities. This will complement and work with the past private funders who have already committed \$18 million. That list is included in the framework plan. The campaign donor recognition would include the prominent and

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permanent recognition of contributions to the campaign for the renovation and construction of EPICC, as well as the personal acknowledgment of donors' support. Included in the Plan are donor recognition naming and identification opportunities and the procedure established to handle recognition. For the purposes of the current Plan, the campaign goal is \$4.2 million.

Dedication opportunities fall within two categories: naming opportunities and sponsorship opportunities. Naming opportunities incorporate the name of the individual, corporation, or foundation into the title of a building, room, etc. In contrast, sponsorship opportunities are provided, where a plaque or some other form of identification is permanently affixed to a facility component, recognizing the contribution(s) of individual, corporate, or foundation donor(s).

The Donor Wall would be those sponsorship opportunities in which the facility bears only the non-personalized name, with the sponsorship being recognized by an appropriate plaque identifying the donor(s). The Plan would be executed under the direct supervision of the EPICC Executive Director and the EPICC Board of Directors.

A copy of the framework report is on file in the Board Office.

Prepared by Mark Mariscal.