



MONTANA **FWP**

## MONTANA STATE PARKS AND RECREATION BOARD AGENDA ITEM COVER SHEET

**Meeting Date:** October 16, 2018

**Agenda Item:** Policy for Accepting and Recognizing Gifts, Donations, Corporate Partnerships and Sponsorships for Montana State Parks

**Action Needed:** Proposed

**Time Needed on Agenda for this Presentation:** 10 minutes

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**Background:**

The acceptance of donations and gifts to benefit Montana State Parks and the public has occurred over the years with little established direction to inform decisions on acceptance and recognition. To date, park staff have assessed proposals on a case-by-case basis and worked with donors to find mutually agreeable solutions for acceptance and recognition. As new partnership opportunities and donation interests arise, clear direction applicable to parks system-wide will better ensure appropriate, well-informed and consistent decision-making by state park staff.

Donations, partnerships and sponsorships can play a key role in supporting the programs and services of the Montana State Parks. Involving public and private funders in partnership and/or sponsorship not only provides financial resources, but also fosters strengthened relationships, promotes collaborative stewardship, and increases public awareness.

In appreciation of support, donors, sponsors and partners will have the opportunity to be recognized for their contribution to the state park system.

A policy which helps guide decision making will help ensure that values and purpose of the agency's parks, facilities, and services are taken into consideration. It will also help to ensure that such recognition will not detract from the visitor's experience or expectations; impair the visual qualities of the site; or be perceived as creating a proprietary interest in the public resource.

**Alternatives and Analysis:** Deny the proposed policy.

**Public Involvement Process & Results:** No formal public process has been undertaken directly related to this policy. However, the policy is developed based on the Department's past experience with existing partners and regional staff. In addition to public comment taken at the October 16, 2018 Board meeting, other public comment will be solicited. Any final adoption will take place at the December 14, 2018 Board meeting.

**Agency Recommendation & Rationale:** The Department recommends adopting the Policy. Policy guidance for donations and sponsorships made to the Park's Division, would benefit from a consistent approach to recognize the donor while providing managers with the tools needed to ensure that such recognition shall not detract from the visitor's experience or expectations, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

**Proposed Motion:** I move that the Parks and Recreation Board approve for public comment, the proposed Policy for Accepting and Recognizing Gifts, Donations, Corporate Partnerships and Sponsorships for Montana State Parks