

PRESERVE HICKORY GIFT ACCEPTANCE, DONOR RECOGNITION AND NAMING POLICY

Introduction

PRESERVE HICKORY is a non-profit organization whose primary purposes is to preserve Hickory Hills as a public park and ski park with affordable recreation for all. All donations solicited by Preserve Hickory shall be used by the City of Traverse City to implement the Hickory Hills Long Range Master Plan (as amended and finalized during the course of the Project) ("plan") which was initially adopted by the City of Traverse City and Garfield Township by joint resolution and to that end, PRESERVE HICKORY will follow the policies and procedures outlined below. Preserve Hickory will be raising funds which will be ultimately directed and expended by the City of Traverse City to implement the Plan and improve the City park.

General Gift Acceptance Policies

Acceptance of any contribution, gift or grant is at the discretion of Preserve Hickory. Preserve Hickory will not accept any gift unless it can be used or expended consistently with the purpose and mission of Preserve Hickory. The organization reserves the right to decline a gift from any donor.

Preserve Hickory accepts donations of cash or publicly traded securities. Certain other gifts, real property, personal property, non-liquid securities, and contributions whose sources are not transparent or whose use is restricted in some manner, must be reviewed prior to acceptance due to the special obligations raised or liabilities they may pose for Preserve Hickory and/or the City of Traverse City.

Donor Acknowledgements

Within 14 days of donation receipt, every donor to Preserve Hickory shall receive a formal acknowledgement/ thank you letter and donation receipt consistent with IRS requirements. With the exception of gifts of cash and publicly traded securities, no value shall be provided on any receipt or other form of substantiation of a gift received. If a donor receives anything of value in exchange for the donation, such as a dinner or event admission, the tax receipt shall clearly state that portion of the donation that is tax deductible.

Donor Privacy Policy

Preserve Hickory respects the intent of the donor relating to gifts for restricted purposes and those relating to the desire to remain anonymous. With respect to anonymous gifts, Preserve Hickory will restrict information about the donor to only those staff members with a need to know.

Any information supplied to Preserve Hickory by donors will be used solely to fulfill the donation and shall not be shared for any reason unless the donor grants permission to share such information. Preserve Hickory does not sell or share donor lists. Donors who supply Preserve Hickory with their postal address or email address may be contacted periodically for solicitation purposes and/or with information regarding upcoming events. If requested, Donors will be removed from all mailing lists.

Fundraising

Funds shall be solicited in a respectful manner and without pressure. All third parties not directly affiliated with Preserve Hickory who wish to solicit funds on behalf of the organization must acquire written permission from Preserve Hickory prior to beginning any fundraising activities. Preserve Hickory will not compensate, whether through commissions, finders' fees or other means, any third party for directing a gift or a donor to Preserve Hickory.

Preserve Hickory is a nonprofit 501(c)(3) organization and contributions made to the organization are tax deductible to the fullest extent of the law.

Donor Naming and Recognition Opportunities

Pursuant to the City of Traverse City Naming Policy, the City maintains the authority for and will have final approval for any and all naming opportunities related to Hickory Hills. Due to the nature of this project and the incentive naming opportunities provide for large donors, the following parameters have been approved by the City Commission for naming opportunities in conjunction with the implementation of the Hickory Hills Master Plan:

NAMING OPPORTUNITES AND REQUIRED GIFT LEVELS.

Naming opportunities are reserved for the most generous gifts and will be granted at minimum levels to be determined.

1. Lodge
2. Conference Room/Locker Room/Rental Equipment Room
3. Equipment & Groomer Barn
4. Beginner Area/Magic Carpet
5. Downhill Ski Slopes/Ski Trails
6. Nordic/Recreational Multi-purpose Trails
7. Terrain Park
8. Disc Golf Course
9. Sledding Hill
10. Picnic Area
11. Trail Fitness Stations
12. Fire Pits

GIFT ELIGIBILITY.

1. Deferment gifts/pledges may be considered as part of a gift commitment if the gift is non-revocable and the net present value of the gift meets the required gift level established for the Gift Recognition.
2. Oral promises of a future gift do not qualify for a naming opportunity.
3. If a contribution is pledged over a period of time, the City will establish the timeframe when the name will be added.

NAMING PARAMETERS.

1. The City and Preserve Hickory wish to maintain, when possible, the integrity of the original naming pattern of the lodge and slopes at Hickory Hills, established at the time of the Park's development in 1952 ("Buck," "Pete," "Birch," "Swede," "Jacks Trail"). As such, naming of ski slopes, terrain and hills will be granted in a manner consistent with this established format.
2. Before extending a naming opportunity, Preserve Hickory will confer with a City representative to consider issues and the impact on the City's and Hickory's reputation and marketing.
3. The City will retain veto power over the name selected, regardless of the dollar size of the proposed gift.
4. Names shall not include brand names, trademarks or the terms, "*Foundation*," "*Organization*," "*Corporation*" or "*Company*."
5. Donor naming of the lodge and rooms therein will continue for the useful life of the Lodge. When a named facility is taken out of service or upgraded substantially, the City will develop a plan along with the donor or family (if possible) to continue donor recognition in a way that is visible and in context with standard giving levels of the time.
6. The City reserves the right to remove at any time names that it determines would cause embarrassment or disrepute to the City or the park.
7. All naming opportunities will be contingent upon governmental grant restrictions.

RECOGNITION OPPORTUNITIES.

Recognition opportunities will honor donors beginning at a level of \$3000. Donors at this level will be recognized within a particular area of the lodge selected to highlight donors and their generosity.

I certify that this policy was adopted by the City Commission for the City of Traverse City at its regular meeting of Tuesday, February 16, 2016.


Benjamin Marentette, City Clerk