



CENTRE REGION PARKS AND RECREATION AUTHORITY

MILLBROOK MARSH NATURE CENTER NAMING POLICY

GIVING LEVELS

\$10,000-\$24,999+

Millbrook Marsh Nature Center Heron Heroes

\$5,000-\$9,999

Millbrook Marsh Nature Center Wetland Warriors

All financial contribution levels noted above will be recognized on the Millbrook Marsh Nature Center's Donor Tree, a beautiful tree with individual leaves for each donor. The base of the tree is beautiful wood, and each leaf is a rich, brushed silver with the donor's name engraved on it.

In addition, each donor can choose a Donor Tree or Donor Bench to be placed at Millbrook Marsh Nature Center or in one of Centre Region's parks, based on availability. The donor can choose the tree species and a location from an approved list, and it will be identified by a tree tag (text approved by donor and CRPRA); the donor bench location can be chosen from an approved site and it will be identified by a permanent plaque (text approved by donor and CRPRA).

\$2,500-\$4,999

Millbrook Marsh Nature Center
Fen Fanatics

\$1,000-\$2,499

Millbrook Marsh Nature Center
Marsh Monitors

\$500-\$999

Millbrook Marsh Nature Center
Stream Stewards Monitors

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NAMING RIGHTS

Phase 2 construction for the additional square footage of classroom/lab space totals \$400/square foot. The Welcome Pavilion's 890 square feet will have a cost of \$300/square foot.

The following list outlines the naming opportunities for the Millbrook Marsh Nature Center's Spring Creek Education Building and Welcome Pavilion:

FIRST FLOOR MEETING ROOM:

1,400 square foot – Cost to Construct: \$560,000 Naming Right Minimum = \$280,000

GROUND FLOOR MEETING ROOM*:

1,290 square foot – Cost to Construct: \$516,000 Naming Right Minimum = \$258,000

**The Ground Floor Meeting Room has the ability to be split into two rooms using sliding doors, which will allow MMNC staff to conduct multiple programs or small break-out session. Therefore, MMNC has the ability to also provide naming rights for the two smaller rooms.*

GROUND FLOOR SMALL MEETING ROOM: (TWO OPPORTUNITIES)*:

645 square foot – Cost to Construct: \$258,000 Naming Right Minimum = \$129,000

**This is the same space as the Ground Floor Meeting Room, referenced above, but split into two smaller rooms.*

WELCOME PAVILION:

890 square foot – Cost to Construct: \$267,000 Naming Right Minimum = \$133,500

At the time the original footprint of the Spring Creek Education Building was constructed, the Millbrook Marsh Nature Center did not have a naming rights policy. Therefore, there are naming rights opportunities for the meeting room and classroom/lab contained in the original footprint. The original per foot construction costs were \$320/square foot.

FIRST FLOOR CLASSROOM

630 square foot – Cost to Construct: \$201,600 Naming Right Minimum = \$100,800

GROUND FLOOR CLASSROOM/LAB

690 square foot – Cost to Construct: \$220,800 Naming Right Minimum = \$110,400

GUIDELINES FOR NAMING AND NAME RECOGNITION OF PHILANTHROPIC CONTRIBUTIONS

ENDOWMENT FUNDS

A minimum of \$25,000 is required for CRPRA to consider a named endowment. A named endowment may be requested by the donor or proposed by the CRPRA Board with permission of the person or corporation to be named. The request shall be evaluated by the CRPRA Board for approval.

NAMED ROOMS AND SPECIAL USE AREAS

In general, rooms and designated special use areas shall be named for an individual, family, or corporation. The naming of such a space generally requires a minimum contribution of at least 50% of the cost of the area in proportion to the total cost of the facility or the projected total cost for the facility. The projected total cost shall be determined at the time of the project and provided by the CRPRA Board. (See Appendix B)

Placard for named spaces shall be prominent and readily identifiable. Lettering shall be scaled appropriate to the aesthetics of the room or area so named. All references to the named area in promotional materials, directional signage, and MMNC documents shall include the name of the individual, family, or corporation.

GUIDELINES FOR HONORIFIC NAMING

All naming opportunities, except that of the already-named Millbrook Marsh Nature Center, may be afforded to individuals who have given extraordinary service to the CRPRA, the MMNC, and the Centre Region. The individual must have left the service of the CRPRA, either in the capacity of employee, volunteer, supporter, or trustee, for a period of no less than one year unless otherwise excepted by the CRPRA Board resolution. The CRPRA Board has final authority for such naming.

GUIDELINES FOR CORPORATE NAMING AND NAME RECOGNITION

ELIGIBILITY

Corporations that are compatible with the CRPRA's mission and purpose and, in the opinion of the CRPRA Board, reflect a positive influence on the Region may be eligible for naming or name recognition, except for the already-named Millbrook Marsh Nature Center. Such corporations must have a high ethical standard of business practice, as determined at the sole discretion of the CRPRA Board.

CORPORATE NAME RECOGNITION

Placards for corporate name recognition will follow the same standards as placards for individuals. Corporate logos will be excluded from such placards to avoid appearance of commercial influence.

REMOVAL OF NAME RECOGNITION

As determined at the sole discretion of the CRPRA Board, the naming or name recognition of a Center's rooms and special use areas shall end under the following circumstances:

- A room or special use area is to be demolished.
- A room or special use area changes function to the extent that the purpose for the naming or name recognition is no longer relevant.
- If the individual or corporation is engaged in activities that are in conflict with the MMNC's mission and values, or is involved in disreputable or criminal activities that would bring dishonor and embarrassment to the MMNC.

NAMING AGREEMENTS BETWEEN DONOR AND CRPRA BOARD

All agreements for naming through philanthropic gifts shall be documented in a Memorandum of Agreement (MOA) between the donor and the CRPRA Board. MOAs shall detail the terms of the agreement in accordance with the terms of the naming policy and any conditions mutually agreed upon by the donor and the Board.

In the case of pledged donations or deferred gifts, the naming agreement may take effect with the first payment. In the case of failure of the donor to uphold the agreement, the CRPRA Board may withdraw the naming commitment. The CRPRA Board shall notify the donor regarding the consideration to withdraw the name and provide a reasonable time, as determined at the sole discretion of the CRPRA Board, to correct the deficiency. In the event of removal of the naming, funds already collected shall not be returned to the donor.

APPENDIX B: GUIDELINES FOR NAMING AND NAME RECOGNITION OF PHILANTHROPIC CONTRIBUTIONS

NAMED ROOMS AND SPECIAL USE AREAS

In general, rooms and designated special use areas shall be named for an individual, family, or corporation. The naming of such a space generally requires a minimum contribution of at least 50% of the cost of the area in proportion to the total cost of the facility or the projected total cost for the facility. The projected total cost shall be determined at the time of the project and provided by the CRPRA Board.

The Millbrook Marsh Nature Center's (the MMNC) Phase 1 construction of the Spring Creek Education Building began in April 2010; it included approximately 1,320 square feet of classroom/lab space plus restrooms, a kitchenette, ADA-accessible lift device, storage space, and HVAC room. Daily operations in the Spring Creek Education Building, including classes, events, and rentals, started in April 2011. The Spring Creek Education Building is a LEED Silver-Certified Building and includes sprinklers/fire protection system, is fully ADA-accessible, and has a wonderful view of the MMNC property.

The Phase 2 expansion of the Spring Creek Education building is set to start in 2018 with operations in the new space starting in 2019. The new addition contains 2,690 of additional classroom/lab space plus two new restrooms (one family-style restroom and one jack-n-jill restroom), storage, and HVAC room. The large classroom/lab on the lower level will include a room divider, allowing these rooms to be split for smaller breakout sessions or classes. Both rooms will have glass roll-up doors to the outside where participants can access the Marsh. The first floor classroom will be one large space that will accommodate larger meeting groups, program activities, and rentals. This addition will also be built to LEED Silver-Certified standards and be fully ADA-accessible.

The Welcome Pavilion will be 890 square feet and will contain four family-style restrooms, limited storage/HVAC area, water fountains, and space for interpretation and wayfinding signage. This building will serve arriving visitors as it will be located near the main parking lot.