

City of Dubuque

Action Items # 7.

ITEM TITLE: Fundraising and Naming Recognition Policy
SUMMARY: City Manager recommending approval of a Fundraising and Naming Recognition Policy for Major Capital Projects on City Lands or Under City Jurisdiction.
SUGGESTED DISPOSITION: Suggested Disposition: Receive and File; Approve

ATTACHMENTS:

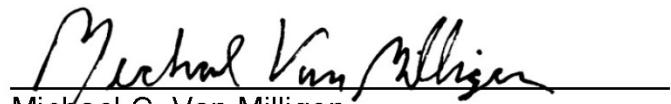
Description	Type
Fundraising and Naming Recognition Policy-MVM Memo	City Manager Memo
Fundraising - Naming Recognition Policy Memo	Staff Memo
Draft Policy	Supporting Documentation
Exhibit A - Previous Policy History	Supporting Documentation
Exhibit B - Amer River Donor Rec History	Supporting Documentation



TO: The Honorable Mayor and City Council Members
FROM: Michael C. Van Milligen, City Manager
SUBJECT: Fundraising and Naming Recognition Policy
DATE: May 10, 2017

Leisure Services Manager Marie Ware and Assistant City Manager Teri Goodmann recommend City Council approval of a Fundraising and Naming Recognition Policy for Major Capital Projects on City Lands or Under City Jurisdiction.

I concur with the recommendation and respectfully request Mayor and City Council approval.



Michael C. Van Milligen

MCVM:jh
Attachment

cc: Crenna Brumwell, City Attorney
Cindy Steinhauser, Assistant City Manager
Teri Goodmann, Assistant City Manager
Marie L. Ware, Leisure Services Manager



TO: Michael C. Van Milligen, City Manager
FROM: Marie L. Ware, Leisure Services Manager
Teri Goodmann, Assistant City Manager
SUBJECT: Fundraising and Naming Recognition Policy
DATE: May 5, 2017

INTRODUCTION

The purpose of this memorandum is to recommend a Fundraising and Naming Recognition Policy.

BACKGROUND

Naming rights and opportunities have been addressed on several projects in the City's past. Naming opportunities were approved by prior City Council's for donations in the past over \$250,000 by the City Council. The City Council's role also has been to formally designate areas for recognition. Those named spaces are Alliant Energy Amphitheater, American Trust River's Edge Plaza, and William J. Klauer Family Plaza. The pavilion at River's Edge Plaza was not named however was recognized on signage as "made possible through the generosity of Rotary."

As a part of America's River Fund Drive a naming policy was established and approved through partners of the Dubuque County Historical Society, the Dubuque City Council and the Dubuque Area Chamber of Commerce. The policy outlined naming levels, timing, design, approval and publicity. This policy and history is attached as Exhibit A. An updated history of donor recognition of America's River campaigns is attached as Exhibit B.

Three major projects are in the works that would be assisted by a policy. Bee Branch, the skate park and Miracle League project all have fundraising components. The skate park and Miracle League are major capital projects with fundraising done by community groups and leaders for capital projects on city lands. Bee Branch has also the fundraising opportunities as a part of the overall project.

DISCUSSION

A committee of Assistant City Managers Cindy Steinhauser and Teri Goodman, Budget Director Jenny Larson, Economic Development Director Maurice Jones, Assistant City Attorney Crenna Brumwell, Park Division Manager Steve Fehsal, Project Manager Steve Brown, Civil Engineer Deron Muehring and Leisure Services Manager Marie Ware reviewed, edited and recommend the policy attached. The policy addresses naming levels and naming amenities, donor recognition area, naming convention, naming commitment, process for handling name changes, revoking names in certain situations and length of time for naming right and approval.

Research of city naming policies was completed prior to drafting the attached recommendation. Naming policies are very common for cities. A review was also completed of prior City of Dubuque naming approval by the City Council which is outlined above. This policy contains some commonalities of the city's naming policy history as well as incorporates best practices found in city naming policies from across the country.

With a policy in place specific city department personnel will work with the organization or non-profit such as KIDS (Kids Skate in Dubuque) and Miracle League of Dubuque in the development of a fundraising and naming request specific to their project. This proposal would then be brought forward to the City Council. The attached policy creates overall policies yet allows non-profits and organizations to look at the specifics of their project and bring forth a proposal for naming levels and naming amenities as well as donor recognition area(s) for the City Council's review and approval. This allows maximum flexibility based upon the specific project being proposed.

ACTION REQUESTED

We respectfully recommend on behalf of the committee and request approval of the Fundraising and Naming Recognition Policy to the City Council.

MLW:et

attachments: Policy

Exhibit A, Policy and History

Exhibit B, Americas River Donor Recognition History

copy: Cindy Steinhauser, Assistant City Manager

Jenny Larson, Budget Director

Maurice Jones, Economic Development Director

Crenna Brumwell, Assistant City Attorney

Steve Fehsal, Park Division Manager

Steve Brown, Project Manager

Deron Muehring, Civil Engineer

Marie Ware, Leisure Services Manager

Fundraising and Naming Recognition Policy For Major Capital Projects on City Lands or Under City Jurisdiction



The City recognizes the enormous value of direct community support. The purpose of this policy is to fairly and equitably recognize the generous contributions of donors to capital projects constructed by the city as well as non-profits and organizations on city lands or under city jurisdiction. The intent is to insure that philanthropic traditions are fostered, that donors are treated consistently and fairly and that the contributions are recognized in ways that support the city and its values.

Each project will outline specific naming opportunities to the appropriate city department staff for review. The naming opportunities and levels will be presented and approved by the City Council. This policy serves as the parameters of fundraising and naming to be used by the City as well as non-profits and organizations with major capital projects on city lands and/or under city jurisdiction. Special requests not addressed in this policy will be considered through the approval process.

Naming Levels and Naming Amenities

Naming levels and naming of amenities will be proposed by the non-profit or organization working on a major capital project on city lands or under city jurisdiction. The proposal will be reviewed and must be approved by the City Council.

Donor Recognition Area

If a project has a donor recognition area proposed for listing donations in one place at the site, the design of the donor recognition area must be approved by the City Council. The City commits to maintain the donor recognition area for the life of the recognition area. At end of life the recognition area will be removed.

Naming Conventions

Names that are discriminatory or derogatory will not be considered. If a name is determined to be inappropriate, incorrect or offensive a process to identify an alternate name will be required.

Naming shall generally be by first and last name, business or non-profit name, unless another form is specifically requested by the donor and approved by City Council.

Naming Commitment

Each donor or donor representative must sign a letter of agreement that clearly defines the terms and conditions of the donation. It will be signed by the donor and a city or organization representative. Organizations would provide all signed agreements to the City upon completion of the project. The agreement will outline the donation and length of time for naming right.

Length of Time for Naming Right

Naming shall last for the life of the amenity, until such time that the amenity needs to be replaced or reconstructed through normal wear and tear.

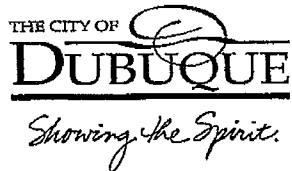
Process for Handling Name Change

The City at its sole discretion, upon request by the donor, may make a one-time change to the name credited on a plaque or donor area provided there is a substantive reason for the change and the donor pays all costs associated with the name change including staff time. It is possible that the change may not be able to happen due to the donor recognition design. The name change would need to be approved by the City Council.

Revoking Names in Certain Situations

In certain circumstances, the City reserves the right to revoke and terminate its obligations regarding a naming with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.

- A. If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust or otherwise be contrary to the best interest of the City, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who have conferred a naming honor at an earlier age to have erred. Naming should not be altered simply because later observers would have made different judgements;
- B. If the benefactor fails to maintain payments on a pledge upon with the naming was bestowed, the name may be revoked;
- C. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.



MEMORANDUM

December 16, 2002

TO: The Honorable Mayor and City Council Members
FROM: Michael C. Van Milligen, City Manager
SUBJECT: American Trust Naming Request

The American Trust and Savings Bank has committed to donate \$250,000 toward the *America's River* project and has requested that the River's Edge Plaza be named the "American Trust River's Edge Plaza." This request is supported by the Dubuque County Historical Society, the recipient of the donation. The request is also supported by our other fundraising partner, the Dubuque Area Chamber of Commerce. This is consistent with past practice. Economic Development Director Bill Baum recommends City Council approval to name the River's Edge Plaza as the "American Trust River's Edge Plaza."

I concur with the recommendation and respectfully request Mayor and City Council approval.

Michael Van Milligen
Michael C. Van Milligen (JAH)

MCVM/jh
Attachment

cc: Barry Lindahl, Corporation Counsel
Cindy Steinhauer, Assistant City Manager
Bill Baum, Economic Development Director

CITY OF DUBUQUE, IOWA

MEMORANDUM

November 26, 2002

TO: Michael Van Milligen, City Manager

FROM: Bill Baum, Economic Development Director *Bill*

SUBJECT: American Trust Naming Request

INTRODUCTION AND DISCUSSION

Naming opportunities are available for substantial donations (\$250,000+) toward the America's River project. Attached you will find the general policy under which the naming opportunities are occurring. A listing of all the commemorative opportunities is also attached. The first recognition occurred in September when the City Council approved the naming of the amphitheater in front of the former Star Brewery the "Alliant Energy Amphitheater."

The American Trust and Savings Bank has agreed to a donation of \$250,000 toward the Americas River project. American Trust has reviewed the naming opportunities, and has requested the City Council approve the name of the River's Edge Plaza as "American Trust River's Edge Plaza". Enclosed you will find a letter from American Trust requesting The America's River fundraising committee has reviewed the request, determined that American Trust meets the requirements for this naming, and is recommending City Council approval. Attached is a letter from Jerry Enzler and Teri Goodman with the recommendation.

RECOMMENDATION

I recommend the City Council approval of the American Trust and Savings Bank request.



895 Main Street
P.O. Box 938
Dubuque, Iowa 52004-0938
563.589.0821
Fax 563.589.0842
cschrupiii@americantrust.com
www.americantrust.com

Charles J. Schrup III
Co-Chairman of the Board

December 2, 2002

Mayor Terry Duggan
Members of the City Council
50 West 13th Street
Dubuque IA 52001

Dear Mayor Duggan and Members of the City Council,

American Trust is extremely proud to be playing a part in the America's River Project. It is such an extraordinary vision, with so many people working together, to make what seemed like a dream become a reality. American Trust's gift of \$250,000 to the America's River Project has given us the opportunity to express our gratitude to the City of Dubuque and to those who have made Dubuque their home. The Schrup family has lived in Dubuque and has done business in Dubuque for over 100 years. We consider it our pleasure, as well as our responsibility, to give back to the community that has given us so much and for so many years.

In view of a naming opportunity made known to us by Jerry Enzler and Terri Goodmann, American Trust respectfully requests that the Dubuque City Council consider renaming the "River's Edge Plaza" as the "American Trust River's Edge Plaza", and that a plaque be placed at the entrance to the plaza indicating such name.

We ask that the City Council review the request for this naming opportunity at the December 16, 2002, City Council meeting. Please let us know if we can supply any additional information regarding this request.

Thank you for your consideration and congratulations on the integral part that you have played in allowing the America's River dream to become the fantastic reality that it is today.

Sincerely,

Charles J. Schrup III
Co-Chairman of the Board

OC: MVM

America's River

AT THE PORT OF DUBUQUE

P.O. Box 266 • Dubuque, IA 52004-0266

November 27, 2002

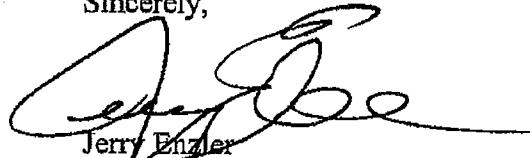
Mayor Terry Duggan
Members of the City Council
50 W. 13th St.
Dubuque, IA 52001

Dear Mayor Duggan and Members of the City Council:

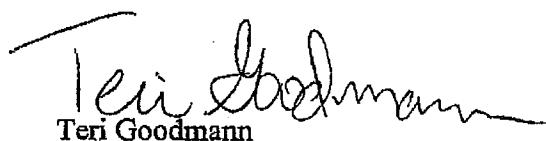
In recognition of the generous gift of American Trust and Savings Bank in the amount of \$250,000, the Dubuque County Historical Society supports the proposal to name the River's Edge Plaza as the American Trust River's Edge Plaza. This is consistent with our pre-approved fundraising and naming recognition plan.

This is a significant gift and council approval of this naming will be appropriate recognition for this generous donation.

Sincerely,



Jerry Enzler
Executive Director
National Mississippi River
Museum & Aquarium



Teri Goodmann
Development Director
National Mississippi River
Museum & Aquarium

02 DEC - 4 AM 11:30
RECEIVED
City Clerk's Office
Dubuque, IA

RECEIVED

americasriver@aol.com

563-585-1374

www.americasriver.com

CITY OF DUBUQUE

MISSISSIPPI RIVER MUSEUM
NATIONAL RIVER'S HALL OF FAME

DUBUQUE AREA
CHAMBER OF COMMERCE

DUBUQUE COUNTY



DUBUQUE AREA CHAMBER of COMMERCE
CONVENTION & VISITORS BUREAU

December 9, 2002

Mayor Terry Duggan
City Council Members
50 W. 13th Street
Dubuque, IA 52001

Dear Mayor Duggan and City Council Members:

The Dubuque Area Chamber of Commerce has been a proud partner in the vision for riverfront redevelopment called *America's River* since it began in 1996. Our organization, under the leadership of our Chamber Board of Directors, represented the City components of the project throughout the fundraising campaign. We continue our commitment to this tremendous project under the direction of our Chamber Board, led by Chairman of the Board Nick Schrup. We are proud to support the proposal to name the River's Edge Plaza as the American Trust River's Edge Plaza.

Council approval of this naming would be fitting for this magnificent gift of \$250,000 provided by American Trust and Savings Bank.

Sincerely,

Steward Sandstrom
President and CEO
Dubuque Area Chamber of Commerce

Sue Czeshinski
Director
Dubuque Area Chamber of Commerce
Convention & Visitors Bureau

Giving Opportunities

COMMEMORATIVE OPPORTUNITIES

Gift Opportunity	Amount
WETLAND	\$1,000,000
atrium & backwater marsh aquarium	\$1,000,000
*AUDITORIUM & THEATER	\$500,000
FLOODED BOTTOM LAND FOREST AQUARIUM	\$500,000
OTTER POND/AQUARIUM	\$500,000
*WETLAB	\$500,000
HALL OF FAME GALLERY	\$300,000
*AMPHITHEATER	\$250,000
BARGE AHEAD EXHIBIT	\$250,000
READING ROOM	\$250,000
BOATYARD PLAZA	\$250,000
FREIGHTHOUSE RESTORATION	\$250,000
LOGSDON ENTRY	\$250,000
PADDLEWHEEL PLAZA	\$250,000
RIVER OF CHOICES	\$250,000
RIVERS GALLERY (CHANGING)	\$250,000
TELE MUSEUM CONFERENCING	\$250,000
BOATBUILDING BOARDWALK	\$200,000
*FLOOD PLAIN STREAM TABLE	\$200,000
GIFT SHOP	\$200,000
RAILROAD DEPOT RESTORATION	\$200,000
*WETLAND INTERPRETIVE SIGNAGE	\$180,000
BOAT & BREAKFAST	\$175,000
RIVERS EDGE PLAZA	\$175,000
NORTH END NEIGHBORHOOD TRAIL	\$160,000
VISITING BOAT DOCKS	\$150,000
WILLIAM M. BLACK STEAM ENGINE ACTIVATION	\$150,000
BOAT LAUNCHING EXHIBIT	\$100,000
CASCADING STAIRS	\$100,000
CHILDREN'S OUTDOOR PLAY AREA	\$100,000
DARTER AQUARIUM	\$100,000
*HERITAGE TRAIL BACKBONE	\$100,000
HISTORIC LIGHTING	\$100,000
LIVE ANIMAL TOUCH TABLE	\$100,000
WETLAND LANDING	\$100,000
PATHFINDERS KEELBOAT EXHIBIT	\$100,000
*RIVER MODEL STREAM TABLE	\$100,000

Gift Opportunity	Amount
RIVER SNAKES AQUARIUM	\$100,000
RIVER VIEW CAFÉ	\$100,000
HISTORIC PLEASURE BOAT GALLERY	\$100,000
HALL OF FAME STEAMBOAT CABIN EXHIBIT	\$100,000
SMALL BOAT BUILDING SHOP	\$100,000
TOWBOAT SIMULATION EXHIBIT	\$100,000
THE ORIGINAL RIVER EXHIBIT	\$100,000
WATER QUALITY & AQUATIC INSECTS EXHIBIT	\$100,000
WETLAND OBSERVATION STATION	\$100,000
BUILDERS & INVENTORS EXHIBIT	\$50,000
CLAMMING CAMP EXHIBIT	\$50,000
DUCK BLIND EXHIBIT	\$50,000
FISHER'S CAMP EXHIBIT	\$50,000
FUR TRADE/Voyageur EXHIBIT	\$50,000
NATIVE AMERICAN STORY TELLER EXHIBIT	\$50,000
NEWTS & FROGS AQUARIUMS	\$50,000
MUSSELS & ZEBRA MUSSELS AQUARIUMS	\$50,000
ORNAMENTAL RAILINGS	\$50,000
*PAVILION	\$50,000
*PLAZA AT CASCADING STAIRS	\$50,000
RIVER TIMELINE EXHIBIT	\$50,000
TRAIL HEAD FOR HERITAGE TRAIL	\$50,000
WARDEN'S CAMP & SNEAK BOAT	\$50,000
*RIVER LANDING (NORTH)	\$25,000
RIVER LANDING (SOUTH)	\$25,000

COLLECTIVE NAMING OPPORTUNITIES

DEEP WATER AQUARIUM (\$1,000,000 value)	\$5,000 TO \$25,000
RIVERWALK (\$1,000,000 value)	\$5,000 TO \$25,000
ACHIEVEMENT AWARD EXHIBIT	\$5,000 TO \$25,000

Gifts may be made in honor or memory of another person.

Other opportunities are available.

* Fulfilled

12/5/02

America's River Fund Drive Naming Policy

The purpose of this policy is to fairly and equitably recognize the generous contributions of donors to the *America's River* project. This policy has been formulated by the original partners of the *America's River* project; the Dubuque County Historical Society, the City of Dubuque and the Dubuque Area Chamber of Commerce.

Naming Levels

For donations of \$250,000 or larger, an amenity may be named for the donor, for example Alliant Energy Amphitheater. These donors will be recognized at the amenity and also at the Museum and at the Riverwalk.

For donations above \$25,000 up to \$249,999, an amenity will be described as supported by a donor. For example, "Pavilion, made possible by the generosity of the Dubuque Rotary Foundation." These donors will be recognized at the amenity and also at the Museum and at the Riverwalk.

For donations of \$5,000 to \$25,000, generally donors will be recognized as supporting the Riverwalk and the Deep Water Aquarium in a group listing in the Museum and at the Riverwalk.

The Riverwalk will be called the Mississippi Riverwalk and no individual naming will be assigned to the Riverwalk other than the collective naming described generally above.

Memorial gifts under \$25,000 may be recognized on benches or another separate amenity at the discretion of the owner of that entity.

For donations \$500 to \$4,999, donors will be recognized in the Museum and on a group plaque at the Riverwalk as supporting the trees, lighting or fish. Naming at this level will not be attached to specific trees or lights or associated with specific animals.

For donations from \$100 to \$499, donors will be recognized in a program at the opening, but will not be recognized on a plaque in the Museum or at the Riverwalk.

Timing and Design

Gifts must be made by March 31, 2003 in order to be included in the recognition in the Museum and at the Riverwalk. Corrections may not be able to be made after that date.

Naming shall generally be first and last names, unless another form is specifically requested by the donor. *America's River* will make every effort to correctly list each donor's name and

requests the cooperation of each donor to review material sent to them to insure that the name, title and spelling is correct.

In extraordinary circumstances, the City or the Historical Society may, at their sole discretion, upon request by the donor, make a one time change to the name credited on a plaque provided that 1) there is a substantive reason for the change, and 2) the donor pays all cost associated with the change. (It might not be possible to change any etching on the floodwall.)

Naming shall last for the life of the amenity, until such time that the amenity needs to be replaced or reconstructed through normal wear and tear.

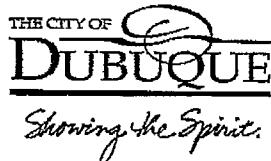
Approval

Final approval of naming for City amenities is by the Dubuque City Council.

Final approval of naming for Museum amenities is by the Dubuque County Historical Society board.

Publicity

Publicity, in addition to the recognition above, is provided through newsletters, thank you letters, and other methods. Generally a gift must be \$100,000 or more in order to warrant a separate media event to announce the gift.



*After 1st American River
Recon Conf 8/29*

MEMORANDUM

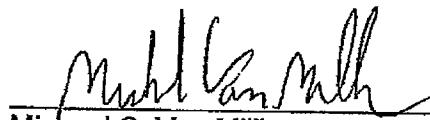
September 12, 2002

TO: The Honorable Mayor and City Council Members
FROM: Michael C. Van Milligen, City Manager
SUBJECT: Alliant Energy Naming Request

Alliant Energy was one of several businesses and organizations approached by the *America's River* fundraising committee during the on-going fund drive. When approached, Alliant was told that naming opportunities were available for substantial donations toward the project. Alliant Energy agreed to donate \$250,000 toward the construction of the amphitheater in front of the former Star Brewery. Since that time, this component has been referred to as the Alliant Amphitheater.

Alliant Energy has requested the City Council approve the name "Alliant Energy Amphitheater" prior to the ribbon-cutting ceremony scheduled for October 15. Additionally, Alliant has requested recognition in honor of former Interstate Power president and *America's River* supporter Wayne Stoppelmoor.

I respectfully recommend Mayor and City Council approval of the Alliant Energy request.



Michael C. Van Milligen

MCVM/jh
Attachment

cc: Barry Lindahl, Corporation Counsel
Cindy Steinhauer, Assistant City Manager
Pauline Joyce, Administrative Services Manager
Susan Gwiasda, Public Information Officer



ALLIANT ENERGY.
Foundation

September 11, 2002

Alliant Energy Foundation, Inc.
200 First Street SE
P.O. Box 351
Cedar Rapids, IA 52406-0351

Office: 319.786.4870
Fax 319.786.4796
www.alliantenergy.com

Mr. Terry Duggan
Mayor
City of Dubuque
50 West 13th Street
Dubuque, IA 52001

Dear Mr. Duggan,

As completion of the American River's Amphitheater construction project draws near, the Alliant Energy Foundation would like to express our excitement of being involved with a project of this caliber. The riverfront development project has provided the Alliant Energy Foundation with an outstanding opportunity to partner with the city and people of Dubuque. We are proud to be a part of this tremendous project to revitalize Dubuque's waterfront.

The Alliant Energy Foundation's substantial funding of \$250,000 for the project has also provided us the chance to showcase our strong corporate leadership. The amphitheater will provide the city with a pivotal gathering site for festivals, music, and dramatic events. It is also a wonderful opportunity to recognize the importance of the riverfront, both from a commercial and industrial standpoint.

The Alliant Energy Foundation respectfully requests that the council name the structure "Alliant Energy Amphitheater." In correspondence with Jerry Enzler, Executive Director of the Mississippi River Museum, we have expressed that we would like to see a plaque on the premise that would indicate the project was in honor of Wayne Stoppelmoor, former President of Interstate Power Company from 1987 to 1997, and former Chairman from 1990-1998.

The Alliant Energy Foundation asks that the Dubuque City Council reviews our request at the September 16, 2002, City Council meeting. Please let us know if we can provide any additional information. We look forward to hearing back from you soon.

Sincerely,

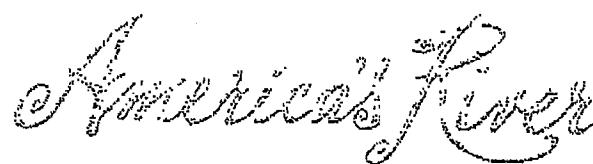
Carol Toussaint

Carol Toussaint
Interim-Executive Director
Alliant Energy Foundation

Dubuque, IA
City Clerk's Office

02 SEP 12 PM 1:44

RECEIVED



America's River

AT THE PORT OF DUBUQUE

P.O. Box 266 • Dubuque, IA 52004-0266

September 12, 2002

Mayor Terry Duggan
Members of the City Council
50 W. 13th St.
Dubuque, IA 52001

Dear Mayor Duggan and Members of the City Council:

As partners in the America's River development team, we encourage you to officially name the amphitheater as the *Alliant Energy Amphitheater*. We support Alliant Energy's desire that the amphitheater also contain a plaque indicating that the naming is in honor of

Wayne Stoppelmoor
Interstate Power Company
President 1987-1997
Chairman 1990-1998

This is consistent with our pre-approved fundraising and naming recognition plan and with our discussion with Alliant Energy on September 22, 1998. At the announcement of the gift in April 1999, we unveiled a large image of the amphitheater entitled Alliant Amphitheater.

Therefore, we now strongly urge the city council to approve the naming of the amphitheater as the Alliant Energy Amphitheater and furthermore that the naming be recognized as being in honor of

Wayne Stoppelmoor
Interstate Power Company
President 1987-1997
Chairman 1990-1998

Sincerely,



Jerry Enzler
Executive Director
National Mississippi River
Museum & Aquarium



Teri Goodmann
Development Director
National Mississippi River
Museum & Aquarium

americasriver@aol.com

563-585-1374

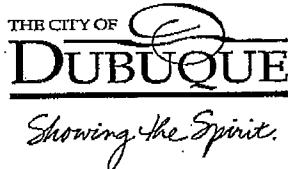
www.americasriver.com

CITY OF DUBUQUE

MISSISSIPPI RIVER MUSEUM
NATIONAL RIVER'S HALL OF FAME

DUBUQUE AREA
CHAMBER OF COMMERCE

DUBUQUE COUNTY



MEMORANDUM

May 28, 2003

TO: The Honorable Mayor and City Council Members

FROM: Michael C. Van Milligen, City Manager

SUBJECT: Naming Rights/Opportunities at the Grand River Center and other City properties; Temporary names for meeting rooms in the Grand River Center

Economic Development Director Bill Baum is recommending that naming opportunities be made available for different spaces at the Grand River Center, the Shot Tower Visitor Center and the Hawthorne Street Peninsula Water Works Park. The commemorative naming opportunities would be as follows:

Six meeting rooms: \$250,000 each
Ball Room: \$1 Million
Exhibit Hall: \$2.5 Million
Outdoor "Tri-State" Plaza on West Entrance: \$250,000
Fountain/Garden Area front of Center: \$250,000
Prefunction Space "Grand Hall" outside of Ballroom: \$1 Million
Bridge Connection to Grand Harbor Resort: \$500,000
River Room: \$1 Million
Shot Tower Visitor Center: \$1 Million
Hawthorne Street Peninsula Water Works Park: \$1 Million

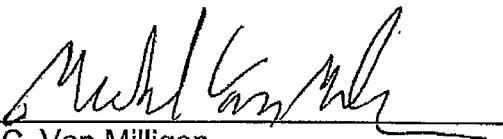
The outdoor "Riverfront" Plaza on the east side of the Grand River Center has already been named in honor of the William J. Klauer Family for \$250,000.

He further recommends approval of the temporary names for the meeting rooms at the Grand River Center of:

1. Dubuque Room
2. Ice Harbor Room
3. Shot Tower Room
4. Steamboat Room
5. Towboat Room
6. Paddlewheel Room

03 MAY 29 AM 8:48
RECEIVED
City Clerk's Office
Dubuque, IA

I concur with the recommendation and respectfully request Mayor and City Council approval.



Michael C. Van Milligen

MCVM/jh

Attachment

cc: Barry Lindahl, Corporation Counsel
Cindy Steinhauser, Assistant City Manager
William Baum, Economic Development Director

CITY OF DUBUQUE, IOWA MEMORANDUM

May 27, 2003

TO: Michael Van Milligen, City Manager

FROM: Bill Baum, Economic Development Director

SUBJECT: Naming Rights/Opportunities at the Grand River Center, and other City properties; Temporary names for meeting rooms in the Grand River Center

INTRODUCTION AND DISCUSSION

The National Mississippi River Museum and Aquarium, in the development of America's River project, has made commemorative naming opportunities available for substantial donations (\$250,000+) toward the America's River project. The City Council's role has been to formally designate areas for recognition. The first commemoration occurred in September when the City Council approved the naming of the amphitheater in front of the former Star Brewery the "Alliant Energy Amphitheater." The City Council has also recognized the donation of American Trust by approving the name of the River's Edge Plaza as "American Trust River's Edge Plaza", and the Plaza on the River Side of the Grand River Center as "William J. Klauer Family Plaza."

While these naming opportunities are targeted to the Aquarium or outdoor amenities of the America's River Project, the City has yet to provide other commemorative opportunities in and around the Grand River Center, the Shot Tower, and the Hawthorne Street Peninsula Water Works Park. A committee consisting of Assistant City Manager Cindy Steinhauer, Administrative Services Manager Pauline Joyce, and I have been meeting to discuss these naming opportunities, and have developed recommendations on proposed donations. The fund raising campaign of the Museum for the America's River project is at a stage that this City initiative should not interfere with their efforts. Attached are the committee's recommendations.



The design review committee has also met to review and make the following recommendations for temporary names for the meeting rooms at the Grand River Center:

1. Dubuque Room
2. Ice Harbor Room
3. Shot Tower Room
4. Steamboat Room
5. Towboat Room
6. Paddlewheel Room

A drawing of the Grand River Center is attached.

RECOMMENDATION

I recommend the attached policy for Commemorative Naming Opportunities at the Grand River Center and Other Commemorative Opportunities be approved by the City Council, and I recommend the temporary names for the meeting rooms be approved.

Commemorative Naming Opportunities at the Grand River Center

Six meeting rooms: \$250,000 each

Ball Room: \$1 Million

Exhibit Hall: \$2.5 Million

Outdoor "Riverfront" Plaza on East side of Center: \$250,000**

Outdoor "Tri-State" Plaza at West Entrance: \$250,000

Fountain/Garden Area front of Center: \$250,000

Prefunction Space "Grand Hall" outside of Ballroom: \$1 Million

Bridge Connection to Grand Harbor Resort: \$500,000

River Room: \$1 Million

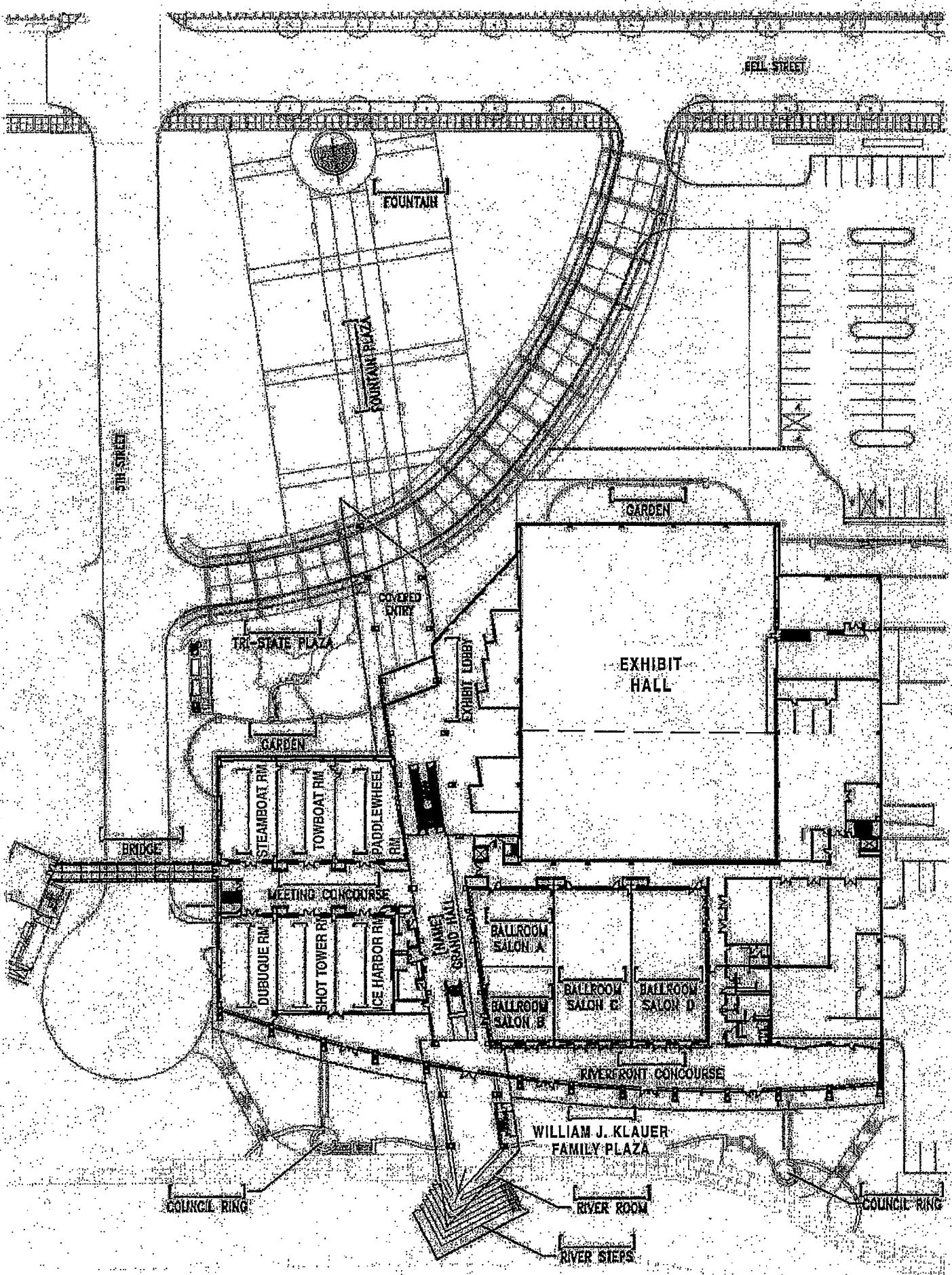
Total: \$7 Million

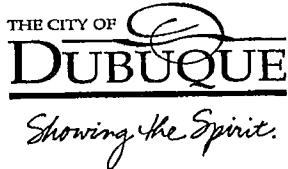
****Reserved for William J Klauer Family.**

OTHER COMMEMORATIVE OPPORTUNITIES

Shot Tower Visitor Center: \$1,000,000

Hawthorne Street Peninsula Water Works Park: \$1,000,000.





MEMORANDUM

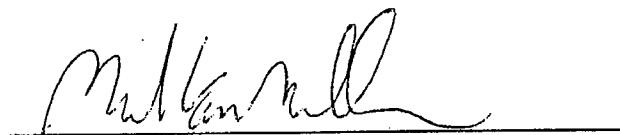
August 10, 2005

TO: The Honorable Mayor and City Council Members
FROM: Michael C. Van Milligen, City Manager
SUBJECT: Naming Opportunities at the Grand River Center and other City Properties

Assistant City Manager Cindy Steinhauer recommends that the naming opportunity amount for the Grand River Center (GRC) and other City properties be revised as follows:

• GRC meeting room (six total)	\$ 100,000/each
• Outdoor "Tri-State" Plaza West Entrance	\$ 200,000
• Skywalk to Grand Harbor Resort	\$ 200,000
• GRC Lower Lobby space	\$ 200,000
• Prefunction Space outside Ballroom	\$ 400,000
• GRC ballroom	\$ 500,000
• Water Works Park	\$ 500,000

I concur with the recommendation and respectfully request Mayor and City Council approval.



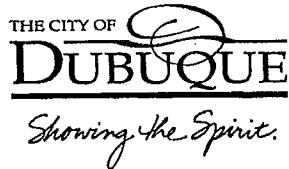
Michael C. Van Milligen

MCVM/jh
Attachment
cc: Barry Lindahl, Corporation Counsel
Cindy Steinhauer, Assistant City Manager

100-1117-00000
City of Dubuque

100-1117-00000

100-1117-00000



MEMORANDUM

August 3, 2005

TO: Michael C. Van Millgen, City Manager
FROM: Cindy Steinhauser, Assistant City Manager *CK*
SUBJECT: Naming Opportunities at the Grand River Center and other City properties

Introduction

The purpose of this memorandum is to provide you information on naming opportunities for city properties and to recommend a revision to the current cost for each area.

Background

In June 2003, the City Council approved the following naming opportunities and sponsorship levels for different spaces at the Grand River Center (GRC), the proposed Shot Tower Visitor Center and Water Works Park. Naming opportunities are those in which the donation represents a significant giving level and then a name is associated with the space. For example, the American Trust Rivers Edge Plaza was a fulfilled naming opportunity. These are different than commemorative opportunities which are those in where the giving level warrants special recognition. An example is the Pavilion at the Rivers Edge Plaza made possible through the generosity of Rotary.

The following were the approved locations and amounts for Naming Opportunities:

• GRC meeting room (six total)	\$ 250,000/each
• Outdoor "Tri-State" Plaza West Entrance	\$ 250,000
• Outdoor Plaza East Entrance	\$ 250,000 *fulfilled
• Fountain/Garden Area in front of Center	\$ 250,000 *fulfilled
• Skywalk to Grand Harbor Resort	\$ 500,000
• Prefunction Space outside Ballroom	\$ 1 million
• GRC ballroom	\$ 1 million
• GRC exhibit hall	\$ 2.5 million
• River Room	\$ 1 million
• Amphitheater	\$ 250,000 *fulfilled
• Rivers Edge Plaza	\$ 250,000 *fulfilled

• Shot Tower Visitor Center	\$ 1 million
• Water Works Park	\$ 500,000

In establishing these levels, city staff reviewed information on naming opportunities of similar sized communities and projects, analyzed the cost of the space and size of the space in relationship to the entire project. In addition, city staff reviewed the information with HOK Venue, the international architect firm that designed the Grand River Center and has assisted previous clients with naming rights, and with Teri Goodmann and Jerry Enzler from the National Mississippi River Museum and Aquarium (NMRMA).

The following naming opportunities were reviewed as part of this research:

- Hy-Vee Center Des Moines - \$8 million over 20 years *fulfilled
- Midwest Express Center Milwaukee - \$9.25 million over 15 years *fulfilled
- Alliant Energy Center Madison - \$6.3 million over 20 years *fulfilled
- Touchstone Energy Place St. Paul - 2.35 million 10 years *fulfilled
- NMRMA Wetland - \$1 million *fulfilled
- NMRMA Auditorium & Theater - \$500,00 *fulfilled
- NMRMA Reading Room - \$250,000 *fulfilled
- Figge Art Center (FAC) Davenport - \$12 million *fulfilled
 - FAC North Plaza space \$3 million *fulfilled
 - FAC Exhibit Gallery \$3 million *fulfilled
 - FAC Lobby \$1 million *fulfilled
 - FAC Gallery space \$1 million *fulfilled
 - FAC Library \$500,000 *fulfilled
 - FAC South Entrance \$250,000 *fulfilled
 - FAC Gift Shop \$100,000 *fulfilled

Discussion

Recently the City has been approached about naming opportunities and levels previously approved to obtain naming rights. In response to this, I have again reviewed the information with the parties noted above as well as visited with representatives from SMG, Inc., an international private management firm for Convention and Conference Center that has experience in soliciting naming rights. The consistent message that each of these firms stated was that people are interested in naming rights for two reasons 1) community philanthropy and 2) marketing opportunities. They all also agreed that the amount of marketing opportunities through naming rights is abundant and very competitive. Based upon this input I would recommend that the naming opportunity amount for the GRC and other city properties be revised as follows:

• GRC meeting room (six total)	\$ 100,000/each
• Outdoor "Tri-State" Plaza West Entrance	\$ 200,000
• Skywalk to Grand Harbor Resort	\$ 200,000
• GRC Lower Lobby space	\$ 200,000+
• Prefunction Space outside Ballroom	\$ 400,000
• GRC ballroom	\$ 500,000

• GRC exhibit hall	\$ 1 million
• River Room	\$ 500,000
• Shot Tower Visitor Center	\$ 450,000
• Water Works Park	\$ 500,000

+Not previously on the naming opportunity list but being recommended

Lastly, a consistent theme in reviewing naming rights with the parties above was that the city may want to consider establishing a term limit on those naming rights that represent marketing opportunities for a business as opposed to those that are purely philanthropic. As shown above, several of the examples had limits from ten to twenty years. This is consistent with industry standards. Based upon this, I would further recommend that a 15-year term be established for naming opportunities in the Ballroom, Exhibit Hall, River Room and Lower Lobby.

Request

The requested action is for City Council to adopt the revised recommendations regarding naming opportunities.

**History of Donor Recognition
National Mississippi River Museum & Aquarium**

1978 to 1982: Establish Fred W. Woodward Riverboat Museum and acquire *Wm. M. Black*

The effort to establish the Riverboat Museum, what is the National Mississippi River Museum & Aquarium today, was led by Wayne A. Norman, Sr. The goal was \$800,000 and the Historical Society raised \$1.1 million, exceeding the \$600,000 matching requirement by raising \$900,000. Matching funds included \$100,000 for the value of the William M. Black. Leadership gifts included:

- 1) Bob and Ruth Kehl donated the Burlington Northern freight house in December, 1978. It was valued at \$50,000 (equal to \$195,500 in 2015 dollars) with naming recognition at the entry to the building.
- 2) The Woodward Foundation gave a \$200,000 challenge grant in February, 1979 (equal to \$726,819 in 2015 dollars), requiring \$600,000 of matching funds. The freight house would be named the Fred W. Woodward Riverboat Museum. Gift was 25% of the total goal.
- 3) Grant from the Maritime Program of the National Park Service/National Trust of \$135,000. No naming because it was a government grant.

A donor panel was created at the entrance to the Woodward Riverboat Museum consisting of engraved brass plates mounted on wooden plaque with donors recognized by gift category. There were no individual names on specific exhibits.

1983 to 1986: Completion of Woodward Museum, Creation of National Rivers Hall of Fame, Establishment of the Endowment, Development, and Education

In 1982 The Society received a \$200,000 NEH Challenge Grant with the requirement that we raise \$600,000 in matching funds to continue the development of the museum as well as establish a \$200,000 endowment. Including the NEH challenge grant, we raised a total of \$1.2 million. The donors to this 1982-1985 campaign were recognized by adding their names to the existing plaque at the entrance to the Woodward Riverboat Museum. No donors were recognized on individual exhibits.

1987 to 1991: Iowa Welcome Center, Local History Gallery, NRHOF, Archives, Endowment, National Outreach, Fund Raising, and Development

The Society raised \$3.5 million to establish the Iowa Welcome Center, local history gallery, and NRHOF gallery, and archive where the National River Center gift shop and archives are now. There were a few donors recognized individually and all donors above a certain amount were listed on a recognition plaque placed at the Iowa Welcome Center lobby by category.

1997 to 2003: America's River – William Woodward Mississippi River Discovery Center, Wetland, Local History, Archives, William M. Black, and Endowment. City projects included Grand River Center, Riverwalk and Amenities, and Grand Harbor Resort.

The Society, working with the Chamber/CVB, and the City. Led this \$188 million campaign. The Society portion of the fundraising goal grew from \$10 million in 1997 to \$25 million in 1999 and \$56 million in 2000, part of the \$188 million America's River project. William Woodward's bequest resulted in \$1.8 million. When combined with gifts from the Woodward Foundation and family, this totaled about 20% of all private, foundation, and corporate giving.

Meetings were held to develop recognition guidelines with Braren, Mulder and German fund raising counsel, Museum leaders, the Chamber of Commerce and CVB, and the City of Dubuque. This established official joint naming recognition for the Museum, Chamber/CVB, and City project. River Museum leaders with Lyons Zaremba exhibit design firm and Braren, Mulder and German established criteria for donor recognition in the Museum:

- 1) Two Donor Plaques were installed at the Museum & Aquarium and also on the US Senator John C. Culver Flood wall, listing all donors at \$500 and above by giving category.
- 2) \$250,000 and above merits 1) a "naming" which means the donor's name comes before the name of the exhibit or feature, such as "Bowell Library" or the American Trust River's Edge Plaza 2) the donor's name can be recognized with letters on the wall, as well as possibly 3) recognition on an individual plaque 12" by 18".
- 3) \$100,000 to \$249,000 merits "donor recognition" on an individual 12" by 18" plaque, such as Gift Shop made possible through the generous support of the Bertsch Family."
- 4) \$50,000 to \$99,999 merits "donor recognition" on an individual 10" by 14" plaque, such as "Snakes Exhibit Made Possible Through the Generosity of the Gantz Family." Outdoor signage was larger for visibility. (\$50,000 in 1999 is equal to \$72,656 in 2015 dollars)
- 5) Below \$50,000: There was to be no individual donor recognition for gifts below \$50,000, but they were to be given prominence on the group donor panel. (Because it was promised, we put up 1 donor recognition plaque gift (4" by 15") and the other 20 or so donors at \$25,000 were recognized prominently on a group donor plaque.
- 6) No logos were allowed for any long term museum donor recognition, but allowed for short term or event sponsorship made possible as a marketing or sponsorship donation.
- 7) Individual recognition was later established for benches, ranging from \$1,000 to approximately \$3,000.
- 8) Government grants were listed "all donor" listing, but not individual plaques.

2006 to 2012 – America’s River II: National River Center, Mississippi Plaza, Endowment, Exhibits and Films, Facilities, Operational Support, National Traveling Exhibit and Outreach, Fundraising, and Development

America’s River II campaign was to raise \$40,860,000 for the Museum and was partnered with \$29,520,000 for the City parking ramp for a total of \$70,380,000.

Donor recognition rules were substantially the same as AR I, but more grouping and fewer individual donor plaques.

- 1) Donor plaque was created at NRC entry listing all donors over \$1,000. In addition:
- 2) \$500,000 and above merits 1) a “naming which means the donor’s name comes before the name of the exhibit or feature, such as “Captain Robert Kehl Exhibits” 2) the donor’s name can be recognized with letters on the wall, as well as possibly 3) recognition on an individual plaque 12” by 18” or a similar, suitable configuration.
- 3) \$250,000 to \$499,999 merits a “naming” placed on an individual plaque 12” by 18” (Gifts below \$250,000 were not “naming” recognition, but “donor” recognition such as “Rivers Edge Café supported by American Trust.”
- 4) \$100,000 to \$249,999 merits “donor recognition” on an individual 12” by 18” plaque, such as “Rivers Edge Café supported by American Trust.”
- 5) \$50,000 to \$99,999: Approximately 15 donors were recognized on a group plaque for the Rivers to the Sea exhibit, but they were not listed on an individual plaque.
- 6) \$25,000 to \$49,999: Approximately 20 donors were recognized on a group plaque for the RiverWorks Discovery Splash Zone exhibit, but they were not listed on an individual plaque.
- 7) \$10,000 to \$24,999: Approximately 27 donors were recognized on a group plaque for the 3D/4D theater, but they were not listed on an individual plaque.
- 8) No logos were allowed for any long term museum donor recognition, but logos were allowed for short term exhibits, event sponsorships, or pavers.
- 9) Donors for pavers were separate from above guidelines and allow logos.
- 10) Government grants were listed on “all donor” listings, but not individual plaques.