



# PaRC Catalog

Parks and Recreation Contribution and Gifts Program

Dear Prospective Donor,

At Chapel Hill Parks and Recreation, we're often asked how the community can commemorate someone through their contributions. We created this contributions and gifts program to help answer that question and invite the community to participate in a contribution program that helps improve the quality of our park, facility, and program experiences.

This guide will give you specific guidance for donating a commemorative bench or other park amenity from the catalog of appendices; it will also give some other examples of other ways you can contribute, but it doesn't cover everything. If you have ideas for how you'd like to contribute, we'd be happy to discuss them with you.

There are many ways to contribute to our work, as there are many needs to be met. Over the years, our community has contributed a number of small park-related amenities such as benches, picnic tables, and trees. Others have made monetary and in-kind contributions that support programs and recreation experiences. We welcome and encourage all types of donations that support our mission to provide exceptional service, create inclusive recreation experiences and nurture beautiful, sustainable spaces.

Aside from the opportunities in this catalog and guide, you may also consider an annual membership or make a meaningful contribution to one of the many projects funded by the *Friends of Chapel Hill Parks and Recreation*, a 501c3 non-profit organization with a mission to support the Town of Chapel Hill Parks and Recreation Department by improving quality of life for all who live, work, and play in our community.

Thank you for helping to make Chapel Hill a community where we can all contribute and participate.

Sincerely,

Wes Tilghman, Marketing and Sponsorship Manager

[wtilghman@townofchapelhill.org](mailto:wtilghman@townofchapelhill.org) | (919) 968-2823



**PARKS AND RECREATION**  
[www.chapelhillparks.org](http://www.chapelhillparks.org)

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## What is this program for?

This program is for encouraging and helping citizens contribute to, enhance, improve, or otherwise benefit community facilities and programs, advance the Town's mission, and support or promote Town goals. We hope that making it easier to donate will encourage a wider range of community members to get involved in our work.

We encourage public and private contributions that:

- Help improve the quality of the park, facilities, and/or and program experiences
- Match the aesthetic of the facility, preserve its visual character, and meet the Town's design standards for appearance and usability
- Cover the *total* cost, including planning, design, acquisition, freight, installation, ongoing maintenance, and any other long-term costs of donated items or amenities

## How do I donate a commemorative bench or other park amenity?

This guide can help you donate small, park-related amenities like commemorative benches, picnic tables, trees, athletic equipment, shade structures, etc. See page 6 for information about small plaques and other recognitions.

There are some items we already know would be great additions to our public spaces; check the catalog **appendices** for our list of preferred items, plus a suggested minimum contribution amount for each. The catalog doesn't include every possible amenity we can accept. We'd love to hear any other ideas you have, so please contact us at [parksrec@townofchapelhill.org](mailto:parksrec@townofchapelhill.org).

While you review the catalog, please remember the listed contribution amounts are only estimates and the final contribution amount may be different. On top of any item's purchase cost, we also have to consider how much its shipping, planning, design, installation, and/or maintenance may cost. We'll determine these costs and send you a final contribution amount after you submit your application.

## What's the process for donating a bench or park amenity?

### 1. **Choose what you want to donate**

Check the catalog **appendices** for ideas about what you can donate using this process. Remember that we may not have a place for the amenity you want to donate in the site where you want it to go. If that's the case, we might suggest other locations or a different amenity at that site based on the needs of the space. We reserve the right to refuse a donation.

### 2. **Fill out the application**

You can fill out the application in the **appendix** of this guide and mail it to the Parks and Recreation Administrative Office at 200 Plant Rd, Chapel Hill, NC 27514, or you can email it to us at [parksrec@townofchapelhill.org](mailto:parksrec@townofchapelhill.org).

### 3. **We'll review your application**

Once your application, the Director of Parks and Recreation or his designee will review the application. We'll contact you if we need to make changes or get more information.

### 4. **Finalize arrangement and make payment**

Once your application is approved, we'll ask you to sign an agreement to the terms and conditions of the Town accepting the donation and make a payment to the Town of Chapel Hill.

## Are there other ways I can contribute?

Yes! We welcome and encourage donations of all types and gifts of any amount. Contributions are important to the vitality and quality of life of our community. You can make a gift designated for a specific program, park, or purpose, or you can make an unrestricted gift which we'll put toward the area which needs it most, as decided by the Department and our advisory board.

Some past examples of contributions like these include a monetary contribution to the Hargraves Community Center for youth programming, and in-kind merchandise donated to our indoor rock-climbing competition.

You can also make a gift to *Friends of Chapel Hill Parks and Recreation*, which has helped us raise funding for larger projects including construction of our new outdoor sand volleyball courts at Umstead Park, and constructing a stairway to access to the Bolin Creek Trail from the street level of East Franklin St.

## How do I contribute in other ways?

### 1. Friends of Chapel Hill Parks and Recreation

The Friends of Parks and Recreation's mission is to support the Town of Chapel Hill Parks and Recreation Department by improving quality of life for all who live, work, and play in our community.

Individuals, groups and businesses may donate to the Friends in a variety of ways:

- Become an annual member
- Select one or more current fundraising projects to sponsor or contribute towards
- Make an unrestricted donation
- Plan a legacy gift for the future

For more information about membership benefits and current fundraising projects, visit [friendschparksrec.org](http://friendschparksrec.org).

### 2. Gifts and Donations to the Parks and Recreation Department

You can also make donations directly to the Parks and Recreation Department, as long as they follow certain rules laid out by the [Town Council's Manual III, E, 1](#). We can accept:

- Unrestricted cash
- Cash for a specified program or purpose which is included in a current operating plan for the Town.
- Personal property that doesn't require a significant expenditure of Town funds

To make one of these donations, please contact us at [parksrec@townofchapelhill.org](mailto:parksrec@townofchapelhill.org) or (919) 968-2784. We can accept monetary gifts in cash or a check made payable to Town of Chapel Hill.

## Can I donate art?

Yes! But the process for donating art is a little different than the one in this guide. If you have existing art you'd like to donate or if you want to donate funds to create new public art at a park, trail, or greenway, contact us at [parksrec@townofchapelhill.org](mailto:parksrec@townofchapelhill.org) and we'll open a discussion with you and Chapel Hill Community Arts & Culture to explore possibilities.

## How do you decide what donations to accept?

Your contribution should meet the following:

- 1) It should meet an existing need of the park, greenway, facility, or program where it's going.
- 2) It shouldn't interfere with the way the space is meant to be used now or in the future.
- 3) It shouldn't need other equipment or infrastructure to be moved to accommodate it.
- 4) It should meet the Town's design standards for appearance and usability.
- 5) It should serve the overall visitor experience and preserve the character of the park or facility.
- 6) It should advance the Town's mission of "Learning, serving and working together to build a community where people thrive."
- 7) Must meet criteria outlined in the [Manager's Marketing Partnership Policy III, A, 3.](#)
- 8) It must support or promote Town goals of diversity, equity, and inclusion, environmental stewardship and conservation, and historical and cultural awareness.
- 9) If it's a commemorative park amenity, it must equal the total cost incurred, including shipping, planning, design, acquisition, installation, and maintenance of donated items.
- 10) It's personal property that doesn't require a significant expenditure of Town funds

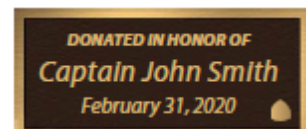
## What are the rules for donating park amenities?

**Cost:** For any commemorative park amenity, Donor's donation must equal the total cost incurred by the Town, including shipping, planning, design, acquisition, installation, and maintenance of donated items. If the donated item is eligible for a commemorative plaque, Donor's donation must cover that cost as well. If maintaining the amenity throughout its intended life cycle will negatively impact the Town's maintenance resources, The Town may ask the Donor to include funds for on-going maintenance of the donated item.

**Acquisition or Purchase:** The Town will acquire and install all the elements of your contribution, including acknowledgement plaques.

**Donor Recognition:** All our donors receive a letter of acknowledgement and gratitude for their contributions. Commemorative benches and picnic tables or other items where applicable, may bear a standard plaque (see Acknowledgment Plaques below). For trees, donors will receive a certificate of acknowledgement along with a photo of the planted tree and its GPS coordinates. The Town may also recognize your donation for a defined period of time on donor walls, electronic displays, signs, newsletter acknowledgements, etc. These recognitions give the Town a way to thank a donor publicly and help us create more awareness in the community of the opportunity to donate. Of course, the Town will honor a request to remain anonymous if the donor lets the Town know in advance.

**Acknowledgement Plaques:** Benches and picnic tables and other items donated through this program are generally eligible to be recognized through a small commemorative plaque affixed to the item. If your item is eligible for a plaque, we'll order and install it and you'll need to cover the cost as part of your contribution. All plaques on our amenities are the same style and the verbiage must be approved by the Town. You can choose from one of the phrases below:



DONATED IN HONOR OF  
Name  
Date

DONATED IN MEMORY OF  
Name  
Date

DONATED IN RECOGNITION OF  
Name  
Date

DONATED BY  
Name  
Date

The name can be of an individual, a family, or a group/organization. The date is optional.

**Appearance and Aesthetics:** Park amenities and their donation acknowledgements (i.e., plaques or markers) should reflect the character of the facility and the community. All donated elements will be installed in a way that won't substantially change the character of a facility or its intended use and allow easy routine maintenance of the facility and amenity.

**Installation:** Town staff or approved contractors will install all elements of your donation and installation will be scheduled around routine facility maintenance or activities.

**Location:** Our staff will work with you to determine potential installation locations for your contribution. Some parks are more appropriate to receive donated benches, picnic tables, and trees. Final locations must be approved by the Town's Parks and Recreation Director or his/her designee.

**Maintenance:** Donated amenities and any acknowledgement plaques become Town property. The Town will maintain donated amenities and equipment at its discretion subject to availability of current funds and resources. Upon acceptance of any donated park elements, the Town will estimate ongoing maintenance costs the donor may be required to contribute, based on the estimated intended life cycle of the element.

The Town will only accept donations of high-quality items intended to have a long lifespan and resistance to the elements, wear and tear, and vandalism.

**Removal or relocation:** The Town reserves the right at its sole discretion, to remove or relocate donated facility or park elements and their associated acknowledgements when they interfere with site safety, maintenance or construction activities. The Town will send a registered letter notifying the donor of any action to be taken related to the status change of the donated amenity. In certain unusual situations, the notification may take place after the action is taken.

**Repair and Replacement:** In the event an installation has served its intended useful lifestyle, or is damaged or vandalized beyond reasonable repair, the original donor may be given the option to fund any necessary repairs or replacement.

In the event the donor chooses not to fund the necessary repairs or replacement, or the donor is no longer in existence, the Town at its sole discretion, may resolve to either repair or remove the elements and their associated donation acknowledgement.

The Town is under no obligation to replace or continue to maintain items that have reached their intended lifespan.

**Tax deductions:** Your donation can be tax deductible if made solely for "public purposes" such as parks and recreation. The IRS Code, at 26 U.S.C.170(c)(1), defines a "charitable contribution" (which is tax deductible) to include "a contribution or gift to or for the use of a State, a possession of the United States, or any political subdivision of any of the foregoing, or the United States or the District of Columbia, but only if the contribution or gift is made for exclusively public purposes."

# Appendix 1: PaRC Catalog Application

I wish to make the following donation to support the Town of Chapel Hill Parks Recreation Department. I understand my donation amount must equal the total cost of the project. I understand that final decisions on the acceptance, use, or placement of all donations will be made in accordance with the PaRC Catalog program and at the discretion of the Parks and Recreation Department.

## Applicant Information

Donor Name:	Date:
Address:	City, State, Zip:
Phone:	Email:

Item to be Donated or Project to Support:
Reason for Making this Donation:

The Town will provide site options for the location of your donation. Did you have a location in mind?	
Recognition/Commemorative Plaque Wording (if applicable):	
Amount or approximate value of contribution:	
Desired Completion Date:	Do you wish to be present when installed? <input type="checkbox"/> Yes <input type="checkbox"/> No
The donor agrees to contribute a total amount equal to the full cost for the planning, design, purchase, freight, installation, and maintenance of any donated amenity. If the foreseeable maintenance of the amenity, throughout its intended life cycle, has a negative impact on the maintenance resources of the Town, the Town may ask that sufficient funds for on-going maintenance are included in the donation.	

Signature of Applicant: _____	Date of Submission: _____
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### **FOR PARKS AND RECREATION OFFICIAL USE**

Date Received:	Received By:
Donor Cost Responsibility:	Cost Responsibility of the Town:
Town Approval <input type="checkbox"/> Yes <input type="checkbox"/> No	Date Approved:
Donor Notified of Disposition:	



## Appendix 2: Park or Trail Amenities

This is a list of our preferred items that would be great additions to our public spaces. While you review the catalog, please remember the listed contribution amounts are only estimates and the final contribution amount may be different. We'll determine the costs for shipping, planning, design, installation, and/or maintenance and send you a final contribution amount after you submit your application.



### Park Bench

Arch Back Bench 4' or 6'

DuraCoat Finish (Silver or Sterling)

Estimated Donation Amount: **\$2,035**



### Litter Receptacle

New Castle Series

Side Opening Litter Receptacle 36 Gallon

DuraCoat Finish (Silver or Sterling)

Estimated Donation Amount **\$1,635**



### Picnic Tables

Series Strap Table 6' or 8' Bench Length

DuraCoat Finish (Silver or Sterling)

Estimated Donation Amount: **\$2,500-3,000**



### Bicycle Rack

Cycle Sentry Five Loop Metal Tubing

DuraCoat Finish (Silver or Sterling)

Estimated Donation Amount: **\$1,345**

Or

Cycle Sentry Three Loop Metal Tubing

DuraCoat Finish (Silver or Sterling)

Estimated Donation Amount: **\$825**



### Four Seats with Solid Table

Steel Strap with Three or Four Seats with Solid Table

DuraCoat Finish (Sterling or Silver)

Estimated Donation Amount: **\$2,700-3,100.00**

## Appendix 3: Athletic Amenities

This is a list of our preferred items that would be great additions to our athletic facilities, fields, and courts. While you review the catalog, please remember the listed contribution amounts are only estimates and the final contribution amount may be different. We'll determine the costs for shipping, planning, design, installation, and/or maintenance and send you a final contribution amount after you submit your application.



### Bleacher

Powder Coated Bleachers  
with Vertical Picket Railing  
4 Row – 21' Long x 84" H X 85" D  
Estimated Donation Amount: **\$6,975**



### Bleacher or Dugout Shade Cover

Slanted Bleacher Cover  
Front 10' H, Rear is 13' H 20' x 26'  
Color: Navy  
Estimated Donation Amount: **\$11,375**



### Player's Benches

Player's Bench with Back  
7'6" - Surface or In ground mount  
Anodized Aluminum  
Estimated Donation Amount: **\$845**



### Basketball Backboard and Rim

Aluminum Fan Shaped Backboard  
36 1/2" x 54" front mount fan-shaped aluminum  
backboard  
Estimated Donation Amount: **\$875**

## Appendix 4: Recreation Center Amenities

This is a list of our preferred items that would be great additions to our public spaces. While you review the catalog, please remember the listed contribution amounts are only estimates and the final contribution amount may be different. We'll determine the costs for shipping, planning, design, installation, and/or maintenance and send you a final contribution amount after you submit your application.



### Brent Model C Pottery Wheel

Includes Splash Pan, 14" Plastic Bat

28 L x 21 W x 21-1/2 H

Estimated Donation Amount: **\$1,575**



### Wibit Modular Aquatic Combinations

Revitalize and increase visitor numbers with Wibit's interlocking combinations and transform your swimming pool into a water adventure for all ages!

Estimated Donation Amount: **\$2,500 each section**

Multiple combinations available



### Basketball/Multisport LED Scoreboard

8' Wide x 4' High with 15" LED numbers

Color Options: Black, Red, Green, Maroon, Navy, Purple, Royal

Estimated Donation Amount: **\$3,499**



### MVP 4" LED Tabletop Scoreboard

24" Wide x 16" High x 10" Deep; 4" Numbers

Tabletop or freestanding

Estimated Donation Amount: **\$600** Floor Stand **\$219**



### Outdoor Fitness Systems

Students of all ages and fitness levels will enjoy a full-body workout using this outdoor equipment!

Push Ups, Bench Dip, Sit Up, Balance Beam, Step Up

Estimated Donation Amount **\$2700 each**



# Appendix 5: Tree Planting Support

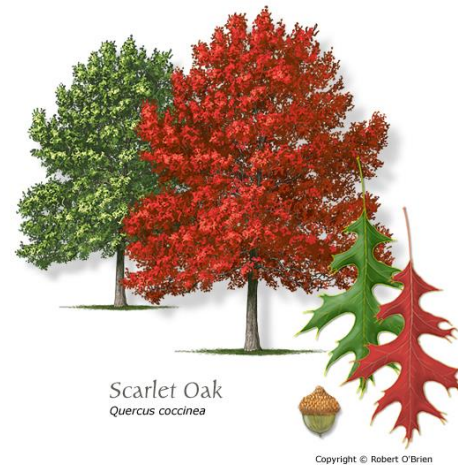
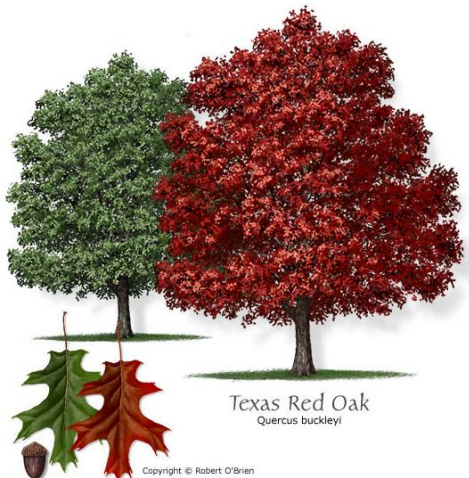
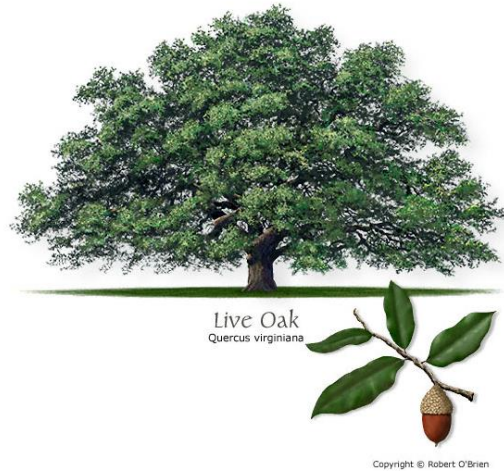
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## Commemorative Trees

For each commemorative tree donation of **\$1000.00**, a one-year warranty is awarded from our tree procurement service which warrants the tree has the care and maintenance required to ensure the tree's best opportunity to live.

All trees shall be under warranty for one year from the day of installation at address and same location of original planting.

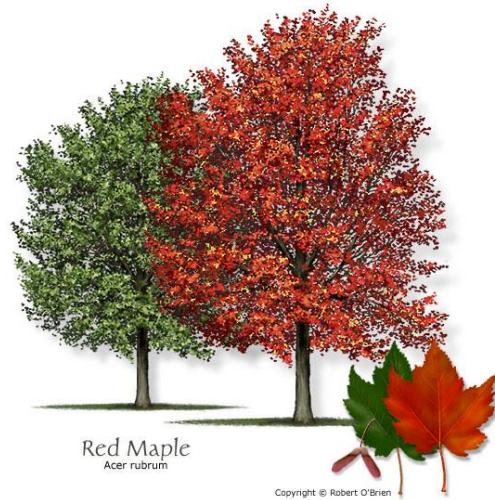
Seasonal planting is preferred for best results. The Fall season (Oct-Nov) is the preferred planting season.





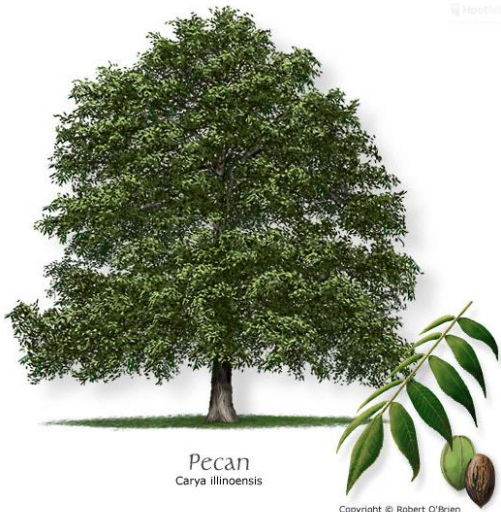
Japanese Maple  
*Acer palmatum*

Copyright © Robert O'Brien



Red Maple  
*Acer rubrum*

Copyright © Robert O'Brien



Pecan  
*Carya illinoensis*

Copyright © Robert O'Brien



Baldcypress  
*Taxodium distichum*

Copyright © Robert O'Brien



American Holly  
*Ilex opaca*

Copyright © Robert O'Brien



Southern Magnolia  
*Magnolia grandiflora*

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