

2022 PRSP Appendix F: *Policies & Procedures*



City of Detroit
Parks & Recreation Strategic Plan
2022-2032

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Reader's Guide

This appendix provides supplementary material as part of Detroit's 2022 Parks and Recreation Strategic Plan including information on various policies and processes that may be of interest to community members, groups, and partner organizations.

Recreation Partners & Policies

There are several types of partnership agreements between Detroit's Parks and Rec Division and outside parties. Interested parties may apply for permits, complete program provider applications, or enter MOUs and OMAs. Determining which partnership agreement is suitable will depend on the following:

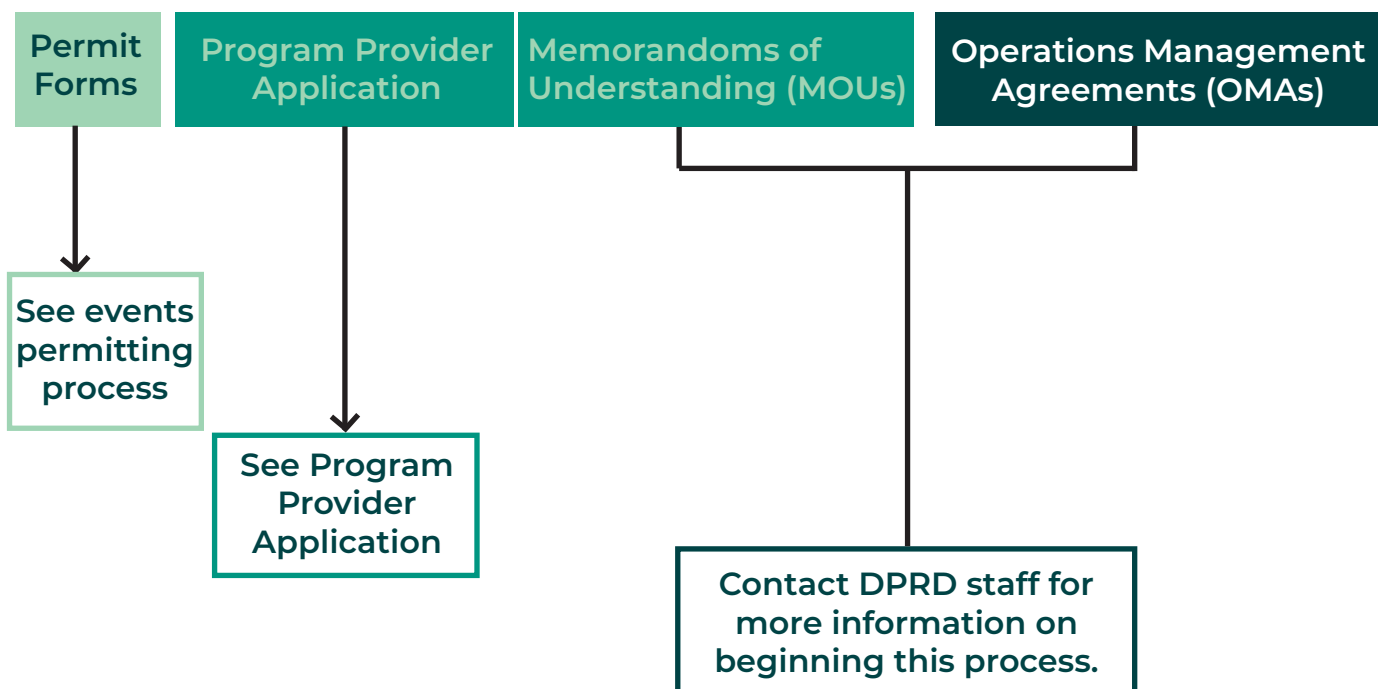
Less Formal
Less Responsibility
Shorter Term
Quicker Approval Process

More Formal
More Responsibility
Longer Term*
Longer Approval Process

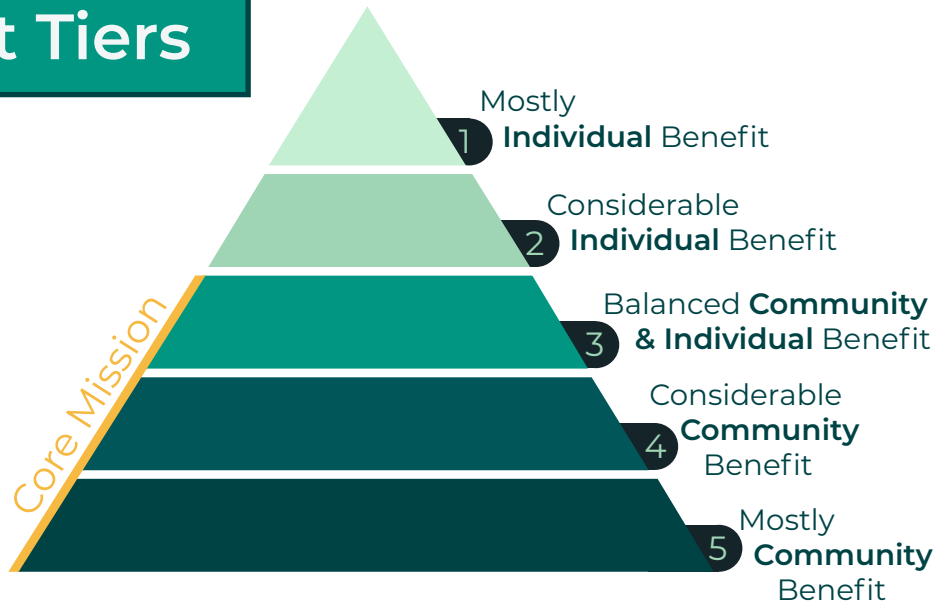
*individuals
& groups*

*instructors
& program providers*

*non-profits; for profits.
high occupancy orgs.*



Public Benefit Tiers



1. Mostly Individual Benefit

General Definition

- Profit center potential
- May be interchangeable with private sector
- Outside the core mission
- Ex:** marinas, exclusive tennis clubs

Subsidy Policy

- Direct cost:** no direct costs
- Indirect costs:** 20% of indirect costs may be subsidized
- Cost recovery:** target to recover 100% of direct costs and 80% of all costs.

2. Considerable Individual Benefit

General Definition

- Specialized services & programs
- Designed for specific groups
- May have a competitive focus
- Ex:** competitive sports

Subsidy Policy

- Direct cost:** no direct costs
- Indirect costs:** 40% of indirect costs may be subsidized
- Cost recovery:** target to recover 100% of direct costs and 60% of all costs.

3. Balanced Community & Individual Benefit

General Definition

- Promote individual physical and mental well-being
- Provide **intermediate** level skill development

Subsidy Policy

- Direct cost:** 20% at most
- Indirect costs:** 100% of indirect costs may be subsidized
- Cost recovery:** target to recover 80% of direct costs.

4. Considerable Community Benefit

General Definition

- Promote individual physical and mental well-being
- May provide **introductory** skill development

Subsidy Policy

- Direct cost:** 50% to 90%
- Indirect costs:** 100% of indirect costs may be subsidized
- Cost recovery:** target to recover 10% to 50% of direct costs.

5. Mostly Community Benefit

General Definition

- Provide recreation, address social needs, and enhance quality of life for residents
- Potentially increase property values

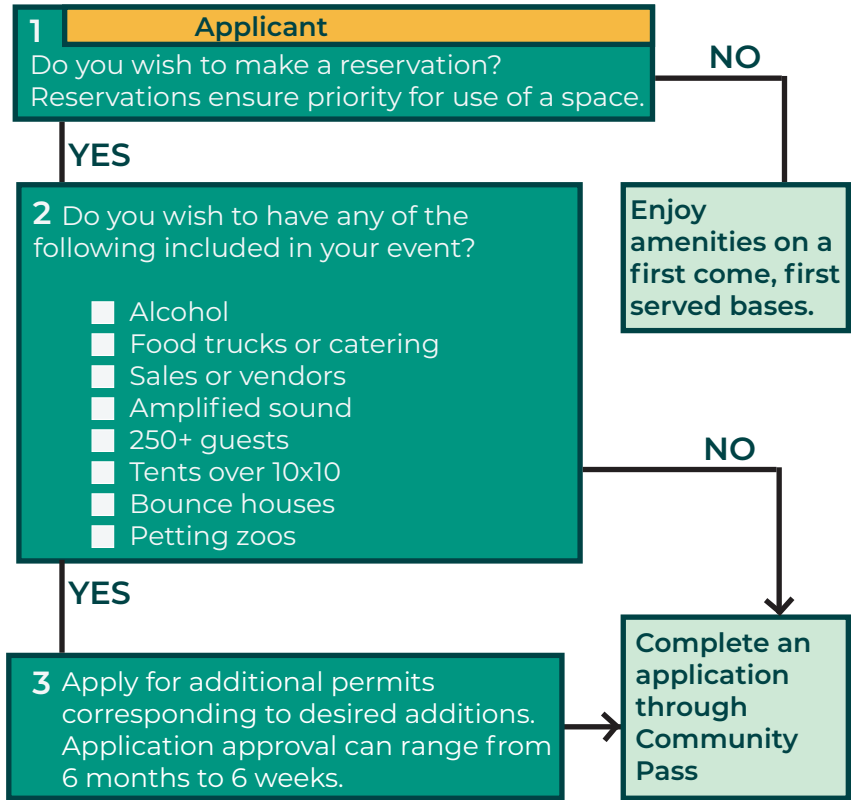
Subsidy Policy

- Direct cost:** 90% to 100%
- Indirect costs:** 100% of indirect costs may be subsidized
- Cost recovery:** target to recover 0% to 10% of direct costs.

Events Permitting Process

For shelters, sports fields, and special events

- Action
- Decision
- Actors



Note on Fees:

Review recreation fee schedule. Additional fees may be required for permits outside of the Parks & Recreation Division.

Program Provider Application

- Action
- Decision
- Actors

Application Criteria:

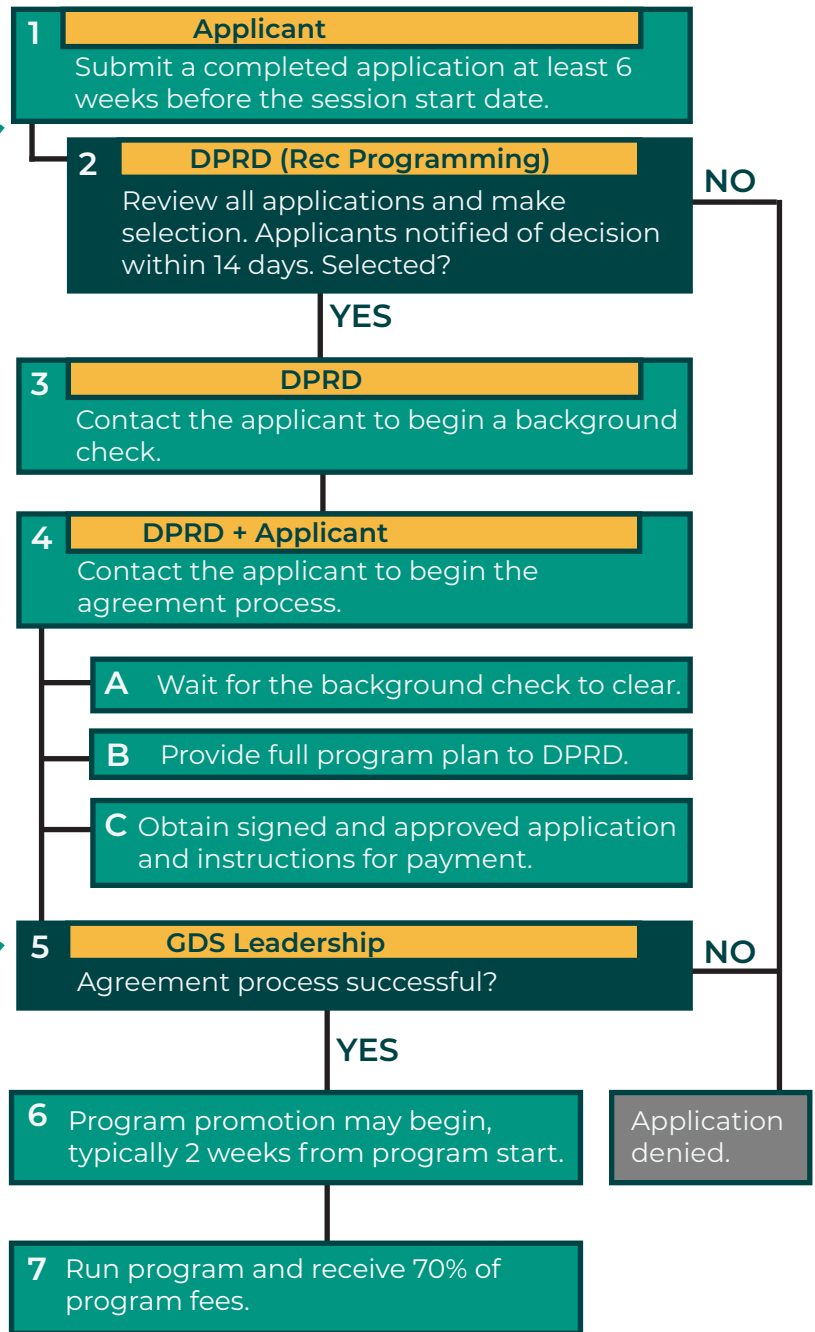
- Provides nature-based, STEM, arts & culture, fitness, language, music, critical needs, enrichment, education, or aquatics-based content.
- Provides programming that DPRD currently does not have the capacity to facilitate.
- Title and subject matter are appropriate and consistent with the City's policies, missions, goals, and strategic plans.
- Does not create economic hardship for participants.
- Is not a religious based program.
- Does not promote alcohol, drugs, firearms or weapons, tobacco, gambling or sexually explicit materials.
- Proposed program may be operated within the existing facility, policies, and operating times.

Program Provider Agreement Check-List:

- Liability, Worker's compensation, and Automobile Insurance
- Background Check Form
- Checks Payable to Information
- W9 or 1099

Note on Fees:

- All payments will be processed through Parks & Recreation's Community Pass.
- Providers will receive 70% of all program fees collected, DPRD will receive 30%.



Donation Authorization Process

- Action
- Decision
- Actors

Note: Historic Designations

If the donation is to be contributed toward a park of historic designation, additional approval from HDAB will be required.

Materials for All Gifts:

- Gift letter
- Site plan
- Scope of work
- Sketch / rendering

Additional materials:

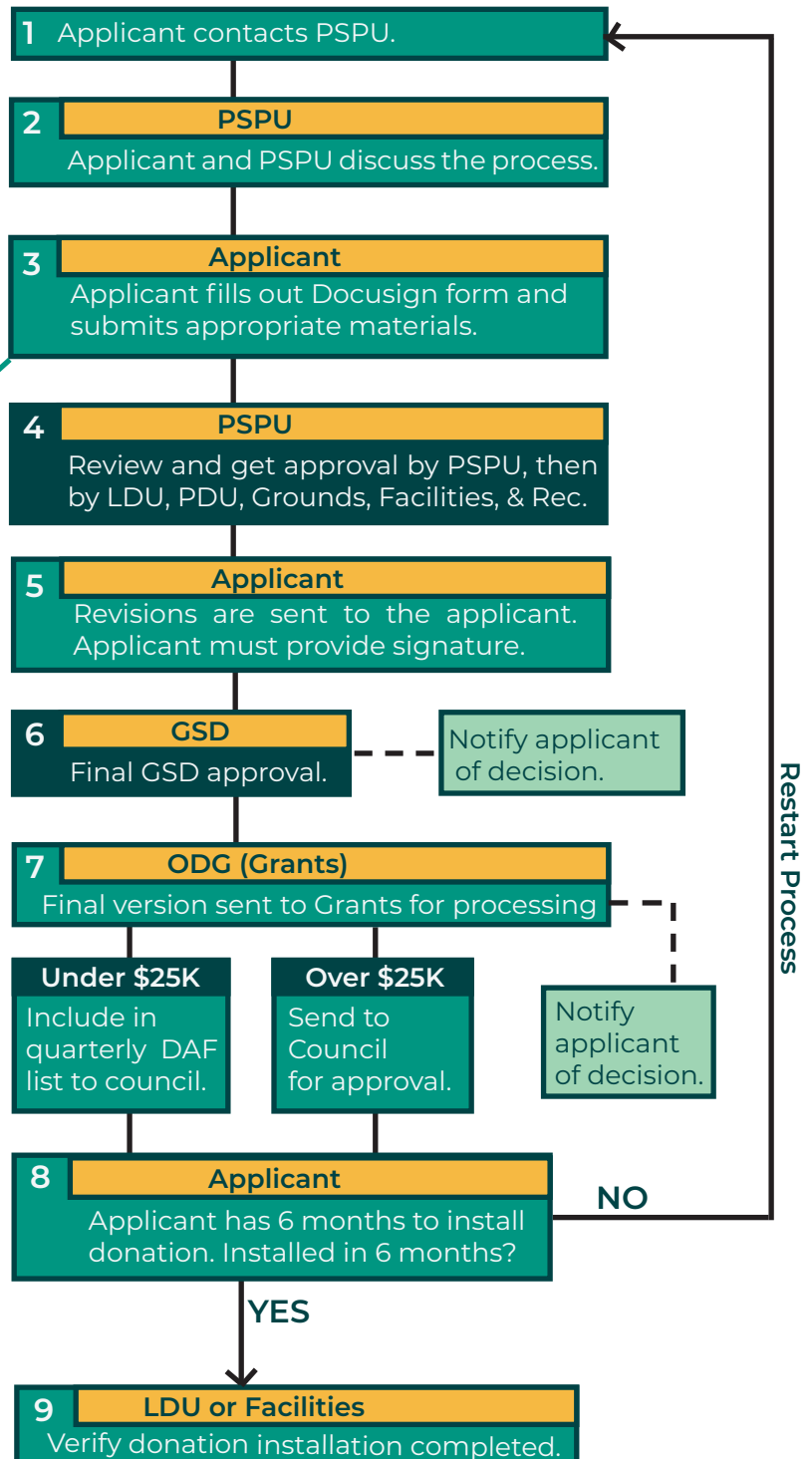
- For Landscaping & Gardens:
 - Grounds site review & approval
- For Signage:
 - Proposal / Contract
 - Installer information
 - Permit (BSEED)
 - Banner Permit (PLA)
- For structures:
 - Specs
 - Installer information
 - Structural permit (BSEED)

For events:

- Does this event involve 25+ people and require permitting?
- Approval from Rec Events Permitting Team

Note:

Materials provided will be evaluated to determine if the donation may be accepted. An approval decision typically takes 6-8 weeks.



Branding Policy

When considering the acceptance of corporate sponsorship for parks or recreation facilities, and determining the appropriate display of recognition, the following is considered:

- The corporation and its logo do not conflict with the City's core values, vision, or strategic goals and does not adversely impact on the City's identity.
- The corporation and its logo are not in conflict with any applicable laws, City by-laws or policies.
- The corporation and its logo do not breach or conflict with any existing City agreements and contracts.
- The corporation and its logo have no adverse effects on public safety and do not incite violence or hatred, present demeaning or derogatory portrayals of individuals or groups, or cause wide spread offense.
- The corporation and its logo do not involve or promote alcohol, tobacco, cannabis, guns or firearms, sexually explicit material, or other materials deemed inappropriate by the City.
- The corporation's logo or other acknowledgement materials are not conflicting with the design standards of the City and are implemented such that they do not minimize that of the City. Whenever possible, recognition should be incorporated in plaques or existing informational signage.
- The time period of recognition is appropriate to the extent of the donation, typically 10 years for donations over \$50,000, and there are defined termination and indemnification clauses.

Example:



Logo may be scaled to the City of Detroit logo, or to the top of the pentagonal background, as appropriate.

Branding Policy Contin.

Type of Amenity	Recognition Standards & Options
Benches & Tables	Plaques: Inset into the bench or table, to be 8" or less
Picnic Shelters	Plaques: 1) On a shelter column, to be 8" or less OR 2) In-ground on concrete, to be 12" or less
Trees	Plaques: 6" or less on a branch, ring made of stretchable materials
Walking Paths	Plaques: In-ground, to be 12" or less
Gardens	Plaques: Boulder-mounted, to be 12" or less
Playgrounds	1) Plaques: In-ground on concrete, to be 12" or less OR 2) Sign Rider: 6"x48," placed below the park sign
Sports Fields	Score Board: Logos on score boards to take up 15% or less of the board
Sports Courts	1) Surfacing: Logos on courts to be 4' diameter or less OR 2) Plaques: In-ground courtside, to be 12" or less
Multiple Amenities	Sign Rider: A 6"x48" rider placed below the park sign
Other	Discretion of DPRD

Recognition Type	Contribution	Length of Recognition
Park or Facility Name	50% or more of total asset renovation cost	In perpetuity
Amenity or Program Name	50% or more of total amenity renovation or program cost	10 years
Addition of Logos to amenity	\$50,000 contribution	10 years or life of asset, whichever is first
Temporary Signs, Banners, Flags	[Determination in progress]	Length of the event
Amenity plaque	50% or more of total amenity cost	Expected life of amenity, if City maintained
Recreation Center billboard	[Determination in progress]	[Determination in progress]

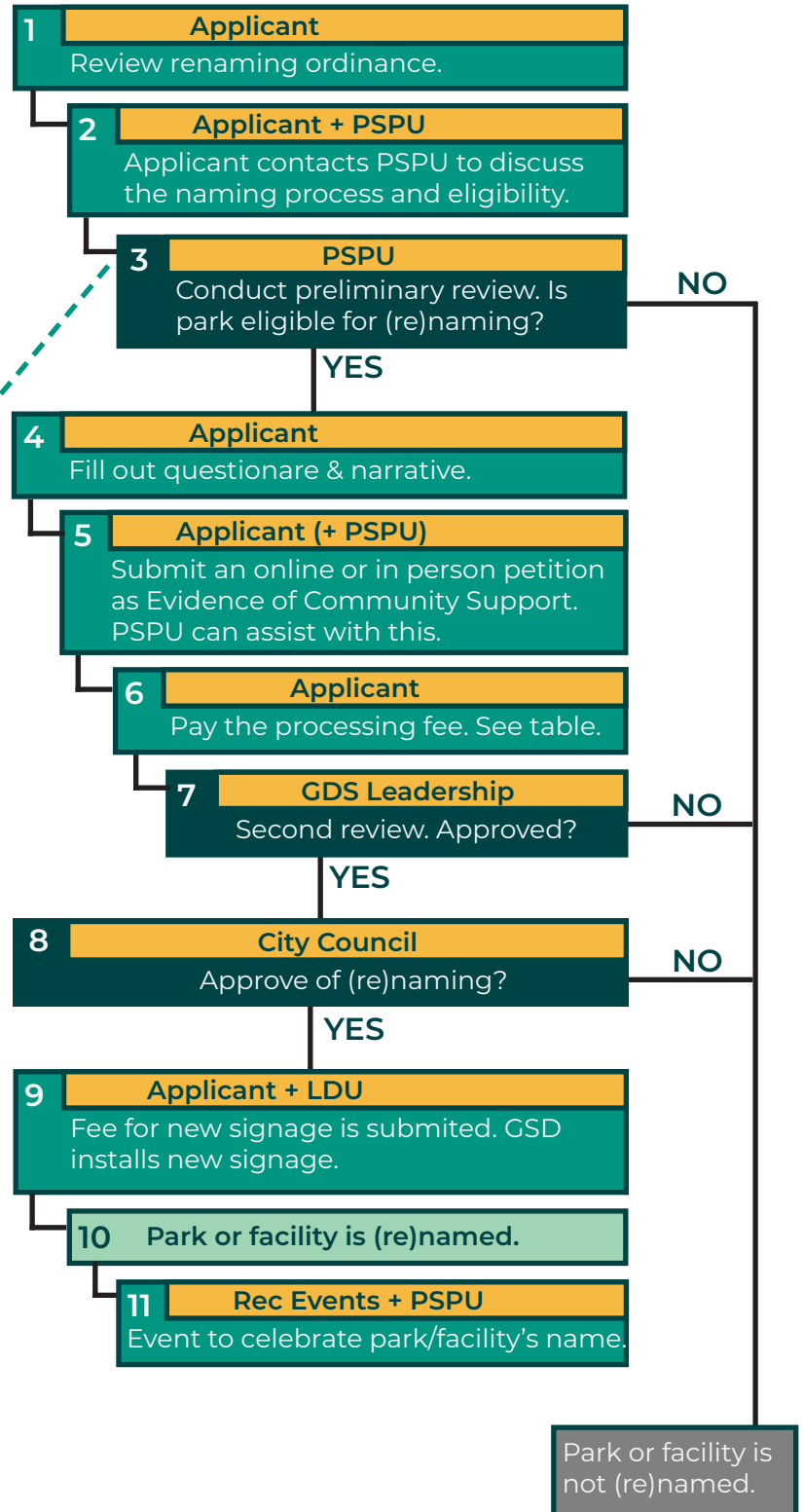
(Re)Naming Parks & Facilities

- Action
- Decision
- Actors

Preliminary Review:

- Is site currently named for an individual?
- Are there deed restrictions related to naming?
- Is the person living?
- Is the person recently deceased (under 2 years)?

If yes to any of the above, (re)naming may occur only under special circumstance or be prohibited.



Adopt - A - Park Stewardship Program

Park Stewardship Program

- Action
- Decision
- Actors

Park Steward Responsibilities:

- Host 2-4 park cleanups
- Host 2-4 programmed events
- Assist GSD's Marketing division with park announcements and community calendar

Application materials:

- Park Stewardship Application
 - Which park?
 - Organization description
 - Relevant previous stewardship work?
 - Why be a park steward?
- Letters of Support or list of supporting organizations

- Initial details for 2-4 park cleanup events
- Initial details for 2-4 programmed events (other than cleanups)

Fees & Resources:

- Park Stewards can receive 70% of program fees, if hosting an event through Community Pass.
- GSD can provide some supplies given advance notice.
- GSD will provide training and informational packets on all processes necessary to complete stewardship duties.

Multiple Interested Groups:

- Each park may only have one Park Steward group at a time
- Priority is to be given based on:
 - Residence near the park
 - Order of application
 - Alignment of mission with DPRD's mission & goals
 - Current good standing with DPRD and the City
- Groups may be required to form joint applications.

