



## STAFF REPORT

**DATE:** NOVEMBER 14, 2023

**TO:** PEPPER TREE FOUNDATION BOARD OF DIRECTORS

**FROM:** ALEXA DAVIS, ASSISTANT CITY MANAGER

**SUBJECT:** PEPPER TREE FOUNDATION LARGE DONOR FUNDRAISING CAMPAIGN FOR NATURE CENTER PROJECT AND ASSOCIATED NAMING POLICY

### OVERVIEW

For the Board's review is the consideration of establishing a fundraising campaign for large donations toward the George F Canyon Nature Center project and an associated naming policy.

### BACKGROUND

A Pepper Tree Foundation (PTF) Fundraising Committee was established in November 2021 by the Board of Directors/City Council, with committee members appointed in the fall of 2022. The Committee has been meeting regularly to discuss fundraising opportunities for the Pepper Tree Foundation, with the priority to seek additional funds for the new Nature Center.

A goal of the Committee was first to establish a large donation campaign for the new Nature Center and begin connecting with community donors in the New Year once a campaign is conceptually approved by the Board of Directors. Thereafter, a small donation campaign will be launched to provide the community with a broader opportunity to support this local project. A small donation campaign for this project will be presented to the Board in the New Year.

The large donation campaign considers the following opportunities:

#### Donor/Naming Opportunities (Attachment A):

- Learning Pavilion \$250,000
- Observation Deck \$100,000
- Demonstration Garden \$50,000
- Canyon Gateway \$50,000
- Breezeway \$50,000
- Welcome Foyer \$50,000
- Education Displays \$25,000
- Bicycle Rack \$25,000
- Hitching Post \$25,000

The proposed campaign could raise funds up to \$625,000 to support the Nature Center project, including education components. Since the Nature Center project has been closely coordinated with the Palos Verdes Peninsula Land Conservancy, the Foundation would collaborate with the Conservancy to ensure funding support for their elements of the project in addition to costs associated with the construction and development of the site.

Additionally, for the Board's consideration is a new Naming Policy (Attachment B) specific to accommodating Pepper Tree Foundation-funded capital projects. This policy is different from the existing City Property Naming and Facility Naming Policy (Attachment C) in that it adds naming opportunities in conjunction with an established PTF donation campaign approved by the Board. No changes to the existing Naming Policy, which provides a process for naming city properties and facilities after former elected and appointed City officials or community leaders, are being proposed.

### **FISCAL IMPACT**

Upon the development and finalization of the fundraising campaign plan, the proposed large donor campaign could raise up to \$625,000 for the Pepper Tree Foundation toward the new Nature Center Project.

### **PUBLIC OUTREACH**

The agenda and staff report for this item were posted and noticed as required. Staff developed the proposed large donor campaign and the draft policy in coordination with the appointed PTF Fundraising Committee.

### **RECOMMENDATION**

Staff recommends that the Pepper Tree Foundation Board of Directors review, provide input, and approve 1) the conceptual proposal of the large donor campaign for the George F Canyon Nature Center project; and 2) the "Peppertree Foundation Funded Capital Project Naming Policy."

#### ***Attachments:***

- A- Nature Center Large Donor Campaign Opportunities
- B- DRAFT Peppertree Foundation Funded Capital Project Naming Policy
- C- City Property and Facility Naming Policy (revised 2018)



## Nature Center – Fundraising (Large)

- Naming Opportunities:
  - Learning Pavilion \$250,000
  - Observation deck \$100,000
  - Demonstration Garden \$50,000
  - Canyon Gateway \$50,000
  - Breezeway \$50,000
  - Welcome Foyer \$50,000
  - Education Displays \$25,000
  - Bicycle Parking Station \$25,000
  - Hitching Post \$25,000

**TOTAL = \$625,000**



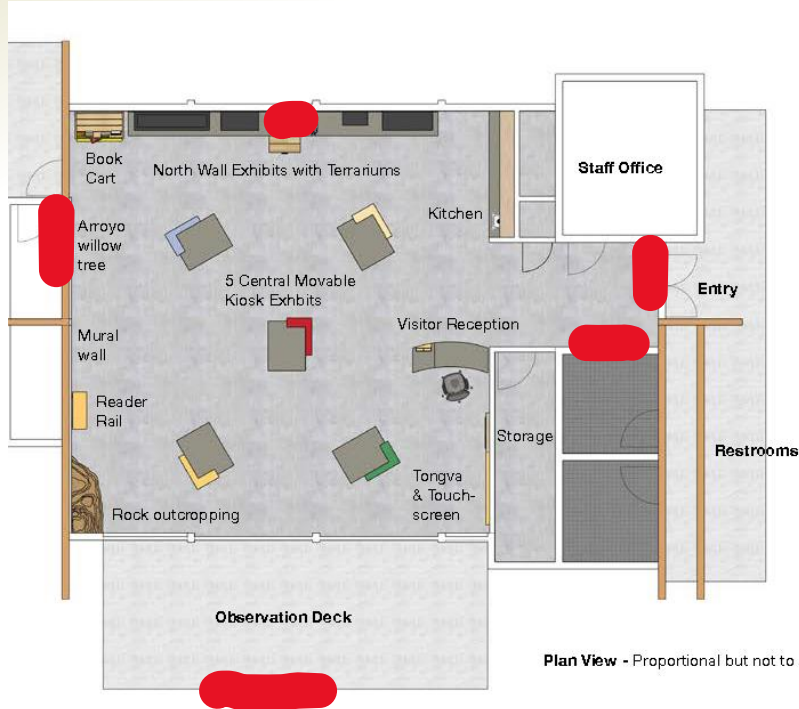
# Nature Center – Fundraising (Large)





ROLLING HILLS ESTATES  
PEPPER TREE FOUNDATION

# Nature Center – Fundraising (Large)



Plan View - Proportional but not to scale





# Nature Center – Fundraising (Large)





# **Pepper Tree Foundation Funded Capital Project Naming Policy** (adopted DATE)

## **Purpose**

The purpose of this policy is to:

Establish guidelines for the permanent naming of City properties and facilities after individuals, families and/or organizations that have made a significant donation to a capital project funded by the Pepper Tree Foundation.

## **Objective**

The naming of a City property, facility, or a portion of a property or facility, traditionally honors, recognizes, memorializes, and/or commemorates the service and contributions that a former City official or community leader provided the community, but may also recognize donors who have contributed toward a Pepper Tree Foundation-funded capital project under a designated fundraising campaign

## **Authority**

The City of Rolling Hills Estates City Council/Pepper Tree Foundation Board of Directors will provide final review and approvals for all naming of City facilities, property or elements of City property.

## **Assessment Criteria and Approval Process**

When naming a City facility, property or elements of a City property after a large donor to the Pepper Tree Foundation, the approval process requires the following:

- a. A fundraising campaign has been established to raise funds to supplement a designated Pepper Tree Foundation funded project.
- b. Fundraising donation levels and pre-determined naming opportunities to be approved by the City Council/Pepper Tree Foundation Board of Directors prior to start of the fundraising campaign.
- c. Only the full name, family or business/organization being recognized may be used in the naming of a City property or facility.

## **Duration of Name**

Recognizing a donor associated with a Pepper Tree Foundation project:

- a. The duration of the naming of a City facility, property or element of a property will be in perpetuity for individual(s), families, and entities, organizations or businesses unless the entity dissolves, changes ownership or the name of the business changes, or otherwise determined by the Foundation's Executive Director with approval by the Board of Directors.
- b. The duration of the name may be limited or excluded if the City subsequently learns that the individual(s), families, entities, organizations or businesses who had a City property or facility named for them have engaged in actions that would reflect negatively on the City, in which case there would be cause for the City to re-name the designated property, as determined by the Foundation's Executive Director with approval by the Board of Directors.

### **Review and Revision**

This policy will be periodically reviewed and updated to ensure its relevance and alignment with the purpose of the Pepper Tree Foundation and mission, vision values of the City of Rolling Hills Estates.



## City of Rolling Hills Estates

# **CITY PROPERTY AND FACILITY NAMING POLICY**

(Revised 10-29-18)

### **Purpose**

The purpose of this policy is to:

- Establish guidelines for the permanent naming of City properties and facilities after former elected and appointed City officials or community leaders; and
- Establish the application and approval procedures for the consideration of requests to name a public property or facility after a former City official or community leader.

### **Objective**

The naming of a City property, facility, or a portion of a property or facility, shall honor, recognize, memorialize, and/or commemorate in perpetuity except as provided in Section 5, the service and contributions that a former City official or community leader provided the community.

### **Acceptance Criteria**

The City shall use the following criteria in the evaluation of City property or facility naming requests:

- Commemorates a living or deceased former City official or community leader who has contributed significantly to the City while he/she was a resident of the City of Rolling Hills Estates;
- The person identified to have a City property or facility to be named after is no longer serving on a City Subcommittee, Committee, Commission, or Council;
- There is a nexus or relationship between the person requested to be named and the City property or facility; and
- Only the full name or last name of the person being recognized shall be used in the naming of a City property or facility.

## **Assessment and Approval Process**

The assessment and approval process shall be as follows:

- A City Property or Facility Naming Application shall be reviewed by the Park and Activities Commission. If the Commission is satisfied with that the application meets the City's criteria, a recommendation for approval will be forwarded to City Council for final approval.
- The application shall indicate:
  1. The number of years the person requested to be named has lived in the City;
  2. The dates that the person served on City Subcommittees, Committees, Commissions, and/or Council and their office(s) and/or position(s) on each or a detailed description of the community leader's record of community involvement;
  3. The nexus or relationship of the person named in the application to the City property or facility under consideration;
  4. Acknowledgement that in the event that the City determines that a public property or facility is required to be demolished, sold, or transferred, the City shall not be required to name a different property or facility after the former City official; and
  5. Acknowledgement that at any time that an individual, who has had a City property or facility named for them, whose actions would reflect negatively on the City could be cause for the City to re-name the City property or facility named for the individual.
- At the discretion of City Council, a fee may be requested from the applicant for the cost of producing and installing property signage.