



## CHICAGO PARK DISTRICT GUIDELINES AND POLICIES FOR BUY-A-BRICK CAMPAIGNS

From time to time, the Chicago Park District allows a park Advisory Council to raise funds for renovations through a "buy-a-brick" campaign through which local residents or business establishments donate a small sum of money and have a brick installed in a park walkway with an inscription recognizing the donation. The purpose of such programs is to raise money for the renovations or other Advisory Council projects. Allowing donor-recognition inscriptions on the bricks is intended to promote fundraising. The purpose of the walkway and buy-a-brick campaign is not to provide a forum for public or private speech or debate. The Park District provides numerous other areas and avenues for speech and discourse. The purpose of allowing inscriptions on brick pavers is solely to allow donor-recognition to assist in raising funds. The Park District's current "Guidelines for Plaques, Markers and Donor Recognition in Parks" do not apply to inscriptions on brick pavers pursuant to a buy-a-brick campaign. Those guidelines apply to brick pavers only when such pavers are components of a larger, integrated installation, such as a memorial wall. Accordingly, these guidelines and policies are intended to set forth the permissible subject matter and procedures for brick inscriptions in buy-a-brick campaigns in the Chicago parks.

*Text and Subject Matter* – The brick inscriptions are intended solely to recognize the donor and assist in raising funds. The only inscriptions that will be allowed are those that:

- a) contain only the name(s) of the donor(s) or family member(s) of the donor(s) (including any official title such as Dr. or Alderman); or
- b) commemorate the death of a family member, and in such instances may include the name of the deceased, the words "In memory of" and the deceased person's name, and a date (either the date of death or date of inscription); or
- c) in instances in which the park allows pets, the name of the donor's pet.

No inscriptions of any other kind shall be allowed, and no text other than that described above shall be permitted on any brick paver. No signs, symbols or logos of any kind shall be allowed.

*Procedures* – The Park District shall provide these Guidelines and Policies to each Advisory Council that utilizes a buy-a-brick campaign to raise funds. It is the responsibility of the Advisory Council to communicate these guidelines to potential donors, and to advise them that all inscriptions are subject to review by the Park District, and to include these guidelines, or a summary thereof, in any advertisements or promotional materials for buy-a-brick campaigns. Each Advisory Council is responsible for submitting all proposed inscriptions to the Park District for review. The Advisory Council shall submit the proposed inscriptions to the project manager for the project, who in turn, shall submit the proposed inscriptions to the Park District's legal department for review. Neither the Advisory Council, nor the project manager, has authority to make decisions or make representations with respect to whether a proposed inscription is permissible.

The Park District General Counsel, or his or her designee, shall be responsible for reviewing all proposed inscriptions. If a proposed inscription is rejected because it does not comply with these guidelines and policies, the Park District shall communicate such rejection and the reasons therefore to the Advisory Council president in writing, who in turn, is responsible for communicating the rejection to the donor. If the Park District Legal Department does not reject a proposed inscription within thirty days of receipt by the Legal Department of the proposed inscription, such inscription shall be deemed accepted.

Any rejection of a proposed inscription can be appealed by the Advisory Council or the donor to the General Superintendent of the Park District in accordance with and pursuant to the time limits of Chapter VII, Section C.6(a) and (b) of the Code of the Chicago Park District.

*Effective: May 1, 2004*