



chicago park district

Administration Office
541 North Fairbanks
Chicago, Illinois 60611
t (312) 742-PLAY
(312) 747-2001 TTY
www.chicagoparkdistrict.com

Board of Commissioners
María N. Saldaña,
President

Gerald M. Sullivan,
Vice President

Dr. Margaret T. Burroughs
Reverend Daniel Matos-Real
Cindy Mitchell
Bob Pickens
Rouhy J. Shalabi

**General Superintendent
& CEO**
Timothy J. Mitchell

City of Chicago
Richard M. Daley
Mayor

MEMORANDUM

TO: DEPARTMENT DIRECTORS
REGION MANAGERS

FROM: 
LUPE GARCIA
GENERAL COUNSEL

DATE: MAY 10, 2004

RE: GUIDELINES FOR DONOR BRICKS AND
"BUY-A-BRICK" CAMPAIGNS

Please find attached the District's Guidelines for Donor Bricks and "Buy-A-Brick" Campaigns. Please distribute a copy of these guidelines to your staff and call me with any and all questions at 2-4602. These guidelines may be shared with Advisory Councils.

Additionally, please notify the Law Department of all such programs you may be managing or are aware of in the District. It is **imperative** that all District personnel follow the procedures of the new guidelines, and that all questions of inscription content be directed to the Law Department, specifically my office.

A donor name will be the only text allowed on a donor brick, and instances where a donor desires to commemorate the death of a **family member**, "In memory of" and the date of the death may be included with the inscription. Every request for content that deviates from the policy must be **immediately** communicated to the Law Department to meet the 30-day notice period to reject or accept the questionable text.

Your cooperation and compliance with this policy is appreciated.

Cc: Timothy J. Mitchell, General Superintendent & CEO

.Enclosure

CHICAGO
PARK
DISTRICT
come out
and play



CHICAGO PARK DISTRICT GUIDELINES AND POLICIES FOR DONOR BRICKS AND “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 approved Chicago Park District renovations. 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