



MEMORANDUM

DATE: April 5, 2010

TO: Parks & Community Services Board Members

FROM: Shelley Brittingham, Assistant Director, 425-452-5213

SUBJECT: Bellevue Botanical Garden – Donation Recognition, Building Naming, and Status Update *(No Board Action Requested)*

ACTION REQUESTED

None. For information only.

BACKGROUND

City policy provides that the City Council, after a recommendation from the Parks & Community Services Board, is responsible for naming public parks, parks, and recreation facilities. As part of the adopted master plan for the garden, the official site name is the Bellevue Botanical Gardens at Wilburton Hill Park.

The Bellevue Botanical Garden Society has been in the planning and preparation phases of a capital campaign to support the botanical garden projects identified by the 2008 Parks Levy. Those projects include a visitor center (which includes both an education center and visitor services center) and expanded parking lot, as well as two additional garden “rooms” including the Wetland-Sun Terraced Garden and the Ravine Garden. The Society has set a goal to raise \$5M of the estimated \$11M project costs and has already received substantial donations from board and community members. The Society has supported the Bellevue Botanical Garden since its opening in 1992 through funding, events and educational programs.

RECOGNITION PROGRAM

One of the incentives used to attract potential donors is the ability to provide recognition on site. The Society has worked with their capital campaign manager and city staff to develop naming opportunities for significant donations that would be recognized on building or site elements. The list of current contribution levels is provided in Attachment 1, and includes the following:

- Education Center \$1.5 million
- Visitor Services Center \$1 million
- Ravine Garden \$500,000

Donors would be recognized through the building and garden signage, which is yet to be developed.

The Bellevue Botanical Garden Society has followed the model of the MSEEC (Mercer Slough Environmental Education Center) Recognition Program and adapted the donation levels to best fit the garden projects and potential donors.

If you have any questions or comments, please contact Shelley Brittingham at 425-452-5213, email sbrittingham@bellevuewa.gov.

ATTACHMENT 1

Bellevue Botanical Garden
Donor Recognition Program
Naming Opportunities

Education Center	\$1.5 M
Visitor Services Center	\$1 M
Ravine Garden	\$500,000
Courtyard	\$250,000
Wetland Sun Terrace Garden View Point	\$250,000
Wetland Sun Terrace Garden	\$200,000
Ravine Garden Loop Path	\$100,000
West Perennial Border Path	\$100,000

