



MONTGOMERY COUNTY DEPARTMENT OF PARKS
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB
Item # 13
12/6/07

November 30, 2007

MEMORANDUM

TO: Montgomery County Planning Board

VIA: Mary Bradford, Director

FROM: Terry H. Brooks, Chairman, Public/Private Partnership Committee

SUBJECT: Montgomery County Tennis and Education Foundation, Inc. Proposal to Rename the Cabin John Indoor Tennis Facility to The Paulene Betz-Addie Tennis Center at Cabin John Regional Park

Staff Recommendation: Approval

Background:

On November 8, 2007, the Montgomery County Tennis and Education Foundation, Inc. (MCTEF) submitted a preliminary two phased public/private partnership proposal for the Commission's review and consideration. (*See Attachment #1*)

The purpose of MCTEF's proposal is to recognize the local, national, and international contributions of a world-class Olympic tennis player, Ms. Paulene Betz-Addie, a Montgomery County Resident, by renaming the Indoor Tennis Facility at Cabin John Regional Park located at 7400 Tuckerman Lane in Rockville in her honor.

MCTEF is a volunteer, non-profit, 501(c)(3) community tennis association serving the residents of Montgomery County and adjoining communities. MCTEF hosts tennis tournaments, including the USTA Mid-Atlantic Section Championships. MCTEF is dedicated to providing tennis, education, and mentoring opportunities to underserved segments of the County.

Proposal:

MCTEF proposes to make a donation of \$100,000 to the Commission for improvements and expansion of the indoor tennis facility in Cabin John Regional Park.

A donation of an initial payment of \$100,000 shall be paid to the Commission the moment the Commission agrees to rename the Cabin John Indoor Tennis Facility in honor of Ms. Paulene Betz-Addie in recognition of her extraordinary contributions to the sport of tennis, patrons of the indoor tennis facility at Cabin John Regional Park, and the citizens of Montgomery County.

MCTEF proposes to dedicate up to 20% of their proposed initial \$100,000 donation or \$20,000 of their first phase donation to be spent on actual facility commemoration and new facility signage. The balance of the initial MCTEF's donation, \$80,000, is to be spent by the Commission on the development of a facility plan, which will serve to identify the more detailed design and site development costs associated with the future expansion of additional indoor courts, i.e., the possible construction of six (6) indoor hard tennis courts with tournament quality lighting, adequate HVAC, and an adequate viewing area. The 6 indoor courts are to be constructed and operated by the Commission.

Pending the results of the Phase One Capital Facility Plan, MCTEF will work to dedicate another \$400,000 toward the development cost of construction of an addition to the indoor tennis facility at Cabin John Regional Park. MCTEF does not want its proposal to adversely affect the Department of Parks existing funding priorities contained in the Commission's adopted and proposed Capital Improvements Plan (CIP) and proposes instead to work with the Commission proactively to use its resources to seek the support of the Montgomery County Council, Montgomery County Executive, and the State Legislature in securing the balance of funding needed to complete the proposed indoor tennis facility expansion.

Commission Park and Facility Naming Policy:

On September 10, 1998, the Commission adopted the following policy:

"Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks may be named to reflect local folk usage, or significant historic, material, or financial contributions to the Commission, or persons of historic or outstanding civic service. Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations." (See Attachment # 2)

Staff reviewed the Commission's adopted policy with our Legal staff and found MCTEF's Proposal in compliance with the Commission's adopted policy on the renaming of parks facilities.

Public/Private Partnership Committee Recommendations:

The Public/Private Partnership Committee (PPPC) supported MCTEF's proposal provided the proposal was facility planned in order to obtain a project development cost estimate and that the funding for the proposal did not adversely impact currently approved CIP funding priorities and resources. The PPPC found that MCTEF's proposal met that criteria and supports the proposal.

Staff Recommendation:

Staff recommends the Commission accept the MCTEF's donation proposal along with the terms and conditions requested.



P.O. Box 1475
Olney, Maryland 20830
Voice: 301-951-6282
Web: www.mctatennis.org

Montgomery County Tennis and Education Foundation

November 8, 2007

Dr. Royce Hanson, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910

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Re: Proposed Partnership Project to Rename the Cabin John Regional Park Indoor Tennis Facility –
The "Pauline Betz-Addie Tennis Center at Cabin John Regional Park"

Dear Mr. Hanson:

On behalf of the Montgomery County Tennis and Education Foundation, a qualified public charity under section 501(c)(3) of the Internal Revenue Code (MCTEF), we would like to submit a formal proposal to launch a two-phased partnership project for the Commission's review and consideration. I have been working on the modification of our original proposal with Mr. Terry Brooks, Chairman of the Commission's Public/Private Partnership Committee in order to better comply with the Commission's policy and guidelines in our request. Our goal is to recognize the many contributions made by Pauline Betz-Addie without placing an undue burden upon the limited resources of the Commission.

Phase One

MCTEF agrees to make a donation of \$100,000 to M-NCPPC, payable the moment the Commission agrees to rename the Cabin John Indoor Tennis Facility in honor of Ms. Pauline Betz-Addie in recognition of her extraordinary, historic, national, and international contributions to the sport of tennis, the patrons of the Indoor Tennis Facility at Cabin John Regional Park and citizens of Montgomery County in general. Up to 20% of this initial contribution is to be spent on the actual facility commemoration and new facility signage.

The remaining 80% is designated toward the initial cost of developing a capital development facility plan intended to identify the design costs for developing additional indoor tennis courts and associated amenities for the tennis community. Building additional indoor courts at Cabin John Park is critical as there is so much demand for indoor tennis by the residents of Montgomery County. Unfortunately, land prices have locked out the construction of new indoor tennis courts. Both the Wheaton Tennis Center and the Cabin John Indoor Tennis Center run substantial operational net profits for the Park Service while greatly enhancing the lives of Montgomery County residents.

The decision by the Commission to rename the Cabin John Indoor Facility must be made as soon as possible and no later than six (6) months after the date of this proposal. MCTEF urges the actual re-naming ceremony to be scheduled (complete with the new facility signage both designed and installed) as soon as possible after the approval so that Pauline Betz-Addie can enjoy this well deserved honor. As you may know, Pauline is now 88 years old and in frail and declining health. She is recovering from a recent broken hip and subsequent hip replacement.

She resides at the Summerville Assisted Living home across from Cabin John Shopping Center.

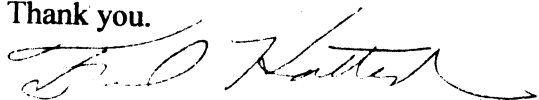
Phase Two

Pending the results of the Phase One Capital Development Facility Plan, MCTEF will work to dedicate another \$400,000 toward the cost of development and construction of an addition to the indoor tennis facility at Cabin John Park. MCTEF will also use its resources proactively to seek the support of the Montgomery County Council, County Executive and the State Legislature in securing the balance of funding required to complete the proposed indoor tennis facility expansion effort in Pauline Betz-Addie's honor as well.

MCTEF wants to work together with the Park Commission to honor the many international, national, and local accomplishments of the legendary Pauline Betz-Addie, and in her name to expand the recreational opportunities of the residents of Montgomery County.

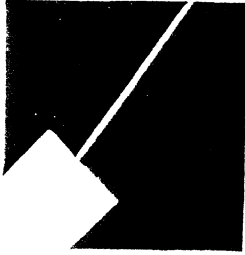
Dr. Hanson, please feel free to contact me with any questions with regard to these proposals.

Thank you.

A handwritten signature in cursive script, appearing to read "Frank Hatten", written in dark ink.

Frank Hatten
President, Montgomery County Tennis and Education Foundation

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

MCPB Lunch-time Item
October 22, 1998

MEMORANDUM

To: Montgomery County Planning Board

From: Donald K. Cochran

Subject: Park Naming Policy: Guidelines Recommendation

Date: October 22, 1998

The Policy

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks may be named to reflect local folk usage, or significant historic, material, or financial contributions to the Commission, or persons of historic or outstanding civic service. Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations.

Approved: September 10, 1998

GUIDELINES RECOMMENDATION

Guidelines for Naming or Renaming Parks

Guidelines for Naming or Renaming Areas in Parks and Facilities in Parks

Guidelines for Memorials and Dedications in Parks and on Park Structures and Facilities

1. Requests for naming or renaming parks, and naming or renaming areas and facilities in parks, and establishing memorials in parks and on park structures and facilities, shall be reviewed by staff of the Department of Park and Planning. A report with recommendations shall be presented to the Planning Board within sixty (60) days of the initial request.

2. Staff recommendations regarding the naming or renaming of parks, and areas and facilities in parks, shall be guided by the following considerations:
 - A. Recognized geographic names
 - B. Natural historic features
 - C. Folk usage
 - D. Significant historic contributions
 - E. Significant material contributions
 - F. Significant financial contributions (at least 25 percent of the total project cost)
 - G. Persons of historic service to the County or Commission
 - H. Persons of outstanding civic service to the County or Commission
3. Memorials or dedications may consist of (a) structures, such as buildings, or facilities, such as athletic fields, that may be named in memory of individuals and organizations as complete entities, or (b) memorial or dedication plaques or signs on or inside structures and facilities.
4. The name of a memorial or dedication must be approved by the Planning Board.
5. Upon approval by the Planning Board, letters of agreement shall be exchanged between the Commission (or the Montgomery County Parks Foundation, Inc.) and the person(s) or organization(s) requesting a memorial or dedication, authorizing and designating responsibility for the planning, design, construction and funding of the memorial or dedication.
6. Staff recommendations to the Planning Board regarding the establishment of memorials and dedications in parks and on park structures and facilities shall be guided by the following considerations:
 - A. The location, design, and configuration of a proposed memorial or dedication shall be in keeping with the park purpose and usage and shall not interfere with public use of the park or park facility.
 - B. Department of Park and Planning staff shall participate in the planning, design, and construction of a memorial or dedication, if relevant.
 - C. All costs associated with a proposed memorial or dedication, including planning, design, construction, utilities, and maintenance (if significant) shall be the sole responsibility of the person(s) or organization(s) requesting the memorial or dedication. Full funding for the memorial or dedication shall be paid to the Commission or to the Montgomery County Parks Foundation, Inc., prior to the start of planning, design, and construction.
 - E. In all cases involving memorials or dedications, only the memorial or dedication itself may be named. The park name shall remain unchanged.

Parks Impacted by the Park Naming Policy

1986 Robert C. McDonell Campgrounds

Cabin John Regional Park

(M-NCPPC paid for sign and a plaque on a stone and gave family a photo album of the ceremony)

1987 Robert Remington Athletic Fields

Strawberry Knolls Local Park

(M-NCPPC paid for sign and gave the family a plaque)

1988 Roberth H. Hill Athletic Field

Olney Manor Recreational Park

(M-NCPPC paid for sign and plaque)

1989 Opal Daniels Neighborhood Park

(M-NCPPC paid for sign, community paid for plaque on stone)

1989 Black Hill Visitor Center

Black Hill Regional Park

(M-NCPPC paid for plaque in lobby, which dedicates the facility in honor of Norman B. Christeller, former Commission chair)

1990 Alvin Robinson Picnic Area

Northgate Local Park

(M-NCPPC paid for plaque on stone)

1991 Joshua Maggin Hiker/biker Trail

Avenel Park

(Community paid for plaque on stone)

1991 Clifford Bland Athletic Area

Darnestown local Park

(M-NCPPC paid for sign, family paid for plaque on stone)

1994 The Ed Wilhelm Athletic Fields

Takoma-Piney Branch Local Park

(M-NCPPC paid for sign)

1994 The John Durham Athletic Fields

Long Branch-Wayne Local Park

(M-NCPPC paid for sign)

1995 Johnson's Park

Name of Emory Grove Local Park reverted to property's original name.

(M-NCPPC paid for sign)

1997 Little Bennett Golf Course Clubhouse
Little Bennett Regional Park
(M-NCPPC paid for plaque, which honors former Executive Director and Director of Parks, Jack Hewitt)

1997 The Pauline Betz Addie Tennis Court
Cabin John Indoor Tennis Facility
(Western Area Recreation Advisory Board paid for plaque)

1998 Brookside Gardens Visitors Center
Wheaton Regional Park
(Dedicated in honor of Elizabeth Turner, whose bequest funded the majority of the visitors center; Commission paid for plaque)

1999 Leaman Local Park
Name of Germantown Estates Local Park reverted to name of original property owners whose ancestors were among original settlers of Germantown

1998 The Stuart Kaufman Playground
Garrett Park Estates Park
(Garrett Park ES PTA and Town Council paid for sign)

1998 The Becca Lilly Playground
Sligo Creek Stream Valley Park
(City of Takoma Park paid for plaque)

1998 Dr. Robert Parilla Pathway
Rock Creek Regional Park
(M-NCPPC paid for sign)

1998 The Josiah Henson House
Ken-Gar Local Park
(M-NCPPC paid for historic marker)

1998 Thomas Jennings Athletic Fields
Columbia Local Park
(Community paid for sign)

1998 Rosemary Hills-Lyttonsville Local Park
Formerly Rosemary Hill LP; named changed to add geographic community adjacent to the park
(M-NCPPC paid for sign)

1998 Glenmont Greenway
Formerly Glenmont Urban Park, name changed to reflect facility as part of total greenway system



MCPB Lunch-time Item
September 10, 1998

Accepted

MEMORANDUM

To: Montgomery County Planning Board

From: Donald K. Cochran

Subject: Naming of Montgomery County Parks and Park Facilities, Policy Statement Recommendation

Date: September 4, 1998

RECOMMENDATION

The current park naming policy is effective for most situations and should be retained with amendments. Additional language is recommended (1) to cover the eventuality of major gifts of land or money by individuals or organizations, and (2) to provide for markers (plaques and signs) on park facilities honoring or memorializing individuals and organizations in lieu of naming the facility after them, in effect, recognizing a defacto policy.

Suggested Policy Language (new language is underlined; deleted language is in parentheses):

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks (could) may be named to reflect local folk usage, or historic, material, or financial contributions to the commission, or persons of historic or outstanding civic service. Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations.

BACKGROUND

The naming of parks and park facilities in Montgomery County has been well-guided by a policy adopted in 1985 by the Montgomery County Planning Board that limits names to geographic or historic features, folk usage, or historic or civic contributions. The 1985 policy, however, does not address the issue of memorials and honors and questions of whether to name parks or park facilities after organizations or individuals who provide significant material or monetary donations to the Montgomery County Parks Commission—questions of increasing relevance.

In New York City, parks officials are seeking revenue opportunities in concessions, special events, and marketing, in exchange for corporate name recognition. Being considered are corporation logos on playgrounds, buildings, basketball backboards, and even trash cans.

In up-state New York, the Syracuse school and parks and recreation departments received a \$1.5 million donation from Coca-Cola Company to help build an athletic complex in exchange for exclusive Coke distribution rights within the complex's food and beverage concession areas.

CURRENT POLICY

On December 19, 1985, the Montgomery County Planning Board adopted the following policy regarding the naming of parks and park facilities (a copy of the policy is attached):

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks could be named to reflect

- o local folk usage,
- o historic contributions to the commission, or
- o persons of historic or outstanding civic service.

Since the adoption of the 1985 policy, several parks, athletic fields, playgrounds, and picnic areas have been named for individuals (a complete list is attached).

More new names will be added to the list later this year, including three this fall: Hadley's Playground in Falls Road Park in Potomac, Pauline Betz Addie Court at the Cabin John Regional Tennis Facility, and the Becca Lilley Playground in Long Branch Stream Valley Park. These three names don't conform strictly to the present naming policy, that is, they are not based on "local folk usage, historic contributions to the commission, or . . . outstanding civic service."

In some recent cases, rather than naming facilities after individuals, the individuals have been memorialized or honored with plaques at park facilities. For example, the Visitors' Center at Brookside Gardens is dedicated in memory of John J. and Helen Eva Turner and John J. Turner, Jr., from Elizabeth A. Turner, the clubhouse at Little Bennett Golf Course is dedicated in honor of John P. "Jack" Hewitt, and the picnic shelter at Burtonsville Local Park is dedicated in memory of Roy R. Hunt.



PARKS AFFECTED TO DATE BY 1985 NAMING POLICY

- 1986 Robert C. McDonell Campgrounds
Cabin John Regional Park, Potomac
- 1987 Robert Remington Athletic Fields
Strawberry Knolls Local Park, Gaithersburg
- 1988 Robert H. Hill Athletic Fields
Olney Manor Recreational Park, Olney
- 1989 Opal A. Daniels Neighborhood Park, Takoma Park
- 1990 Alvin Robinson Picnic Area
North Gate Local Park, Aspen Hill
- 1991 Joshua Maggin Hiker/Biker Trail
Avenel Local Park, Potomac
- 1991 Captain Clifford Bland Athletic Area
Darnestown Local Park, Darnestown
- 1994 The Ed Wilhelm Athletic Fields
Takoma-Piney Branch Local Park, Takoma Park
- 1994 The John Durham Athletic Fields
Long Branch-Wayne Local Park, Silver Spring
- 1995 Johnson's Local Park, Gaithersburg
formerly Emory Grove Local Park
- 1997 Rickman Farm Horse Park, Boyds
- 1998 Stuart Kaufman Playground
Garrett Park Estates Local Park, Garrett Park
- 1998 Leaman Local Park, Germantown
Formerly Germantown Estates Local Park

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1999 Berca Little
Playground
in Long Branch
Steven Valley Park

2000 Hadley Playground
in Falls Road Local
Park

1999 Shirley Pouch
Field in Cabinjo
-August 1998 Reg. Pl.

Dr. Robert Park
Trail
Rock Creek
Reg. Park

1999, Pauline Betty Addie
Park
in Cabinjo
2001

add
Individuals who have
been memorialized or honored
with plaques at park facilities

~~Vociferous Center at Brookside Branch
in honor of Robert C. McDonell~~

22 #1

12/19/85 - MCPB Agenda

BOARD ACTION

3. Proposed Guidelines for Park Naming

Motion: KEENEY/GRANKE

Vote:

Yea: 4-0

Nay:

Other: KRAHNKE ABSENT

Action: APPROVED STAFF RECOMMENDATION AS MODIFIED TO REAFFIRM MONTGOMERY COUNTY PARKS AND AREAS AND FACILITIES WITHIN PARKS ARE GENERALLY NAMED FOR A GEOGRAPHIC AREA OR A NATURAL HISTORIC FEATURE, BUT, AS APPROPRIATE, PARKS AND AREAS AND FACILITIES WITHIN PARKS COULD BE NAMED TO REFLECT LOCAL FOLK USAGE, HISTORIC CONTRIBUTION TO THE COMMUNITY OR PERSONS OF HISTORIC OR OUTSTANDING CIVIC SERVICE."

4. Proposal for Naming of Park Area

In Memory of Robert C. McDonnell

Motion: KEENEY/HEIMANN

Vote:

Yea: 4-0

Nay:

Other: KRAHNKE ABSENT

Action: APPROVED STAFF PROPOSAL TO NAME THE CAMPGROUND AREA AT CABIN JOHN REGIONAL PARK IN MEMORY OF ROBERT C. MCDONNELL. DIRECTED THAT COPIES OF THE SIGNED RESOLUTION BE SENT TO THE COUNTY COUNCIL, AND THAT COUNCIL MEMBERS BE NOTIFIED FOR THE PUBLIC ACKNOWLEDGMENT OF THE NAMING TO BE HELD IN THE SPRING.

PARKS IMPACTED BY THE PARK NAMING POLICY

- 1986 ROBERT C. MCDONELL CAMPGROUNDS (Commission requested)**
 Cabin John Regional Park
 (Former Executive Director; M-NCPPC paid for sign and a plaque on a stone and gave family an photo album of the ceremony)
- 1987 ROBERT REMINGTON ATHLETIC FIELDS (Family requested)**
 Strawberry Knolls Local Park
 (D.C. Police Officer killed in action was resident of Montgomery County who played in leagues on this field; M-NCPPC paid for sign and gave family a plaque)
- 1988 ROBERT H. HILL ATHLETIC FIELDS (Community requested)**
 Olney Manor Recreational Park
 (County resident was a major builder of housing for black families in Olney-Sandy Spring area; M-NCPPC paid for sign and plaque)
- 1989 OPAL DANIELS NEIGHBORHOOD PARK (Community and Takoma Park Council requested)**
 (Resident was instrumental in acquisition and development of park, then died suddenly prior to park opening; M-NCPPC paid for sign, community paid for plaque on stone)
- 1990 ALVIN ROBINSON PICNIC AREA (Postal Service requested)**
 Northgate Local Park
 (Deceased Postal employee served Aspen Hill area and played at lunchtime on basketball courts in park; M-NCPPC paid for plaque on stone)
- 1991 JOSHUA MAGGIN HIKER/BIKER TRAIL (Community requested)**
 Avenel Park
 (Young child died suddenly; Community paid for plaque on stone)
- 1991 CAPT. CLIFFORD BLAND ATHLETIC AREA (Community requested)**
 Darnestown Local Park
 (County resident killed in Operation Desert Storm; M-NCPPC paid for sign, family paid for plaque on stone)