

# **City or County Parks and Recreation Board Individual Naming and Dedication Policy**

## **I. PURPOSE AND SCOPE**

The purpose of this policy is to establish guidelines to govern the City or County Parks and Recreation Board, The Park Foundation, and the staff of Park and Recreation Department in the development and management of a program of naming and dedicating certain assets, including physical facilities and recreation programs, within Park department in honor of individuals whether alive or deceased and naming or dedications made in honor of any corporation, association, or other legal entity that is not an individual; whether the entity is organized for-profit or not.

## **II. DEFINITIONS**

Board: The City or County Parks and Recreation Board

Commemorative Naming: The process of Naming or Dedication of Park Assets to recognize an individual without regard to any financial contribution.

Dedication: The process of dedicating, without naming, Park Assets in honor of an individual.

Department: The City or County Park Department

Foundation: The City or County Park Foundation

Park Assets: Parks, fields, playgrounds, pavilions, structures and other facilities, buildings, rooms, landscaping, art or other physical features, and Park recreation or interpretive programs, in each case, owned or operated and designated by the Board to be available for naming.

Philanthropic Naming: The process of naming Park Assets in honor of an individual in recognition of a significant financial contribution.

Corporate Sponsorship Naming: The process of naming in recognition of a significant corporate contribution of support for the Park.

## **III. POLICY STATEMENT**

The Board has the exclusive right to name, rename or dedicate Park Assets and retains the exclusive right to name, rename or dedicate Park Assets being managed or operated by a third party.

The Board has adopted this policy to capture a positive fiscal impact from naming or renaming Park Assets in honor of individuals or corporations by encouraging financial contributions of significance made directly, or on their behalf, to the Park Foundation (Philanthropic Naming). Implementation of this policy has the potential to realize significant revenue for the Board to develop, maintain, improve, expand, support, preserve, fund, encourage and sustain its parks, facilities, programs and services for the benefit of users and the community at large. A successful naming program can also help avoid increased taxation or

higher user fees. The majority of the funds will be placed in the The Park Foundation and held in dedicated endowments to fund maintenance and improvements to those named facilities. Named programs will have funds dedicated to improvements, materials, and scholarships. Some Corporate Sponsorship monies may be directly given to the Park Department for improvements and financial support of programs and facilities.

#### **IV. COMMEMORATIVE NAMING**

The Board retains its sole and exclusive discretion to name, rename and dedicate Park Assets or provide memorials to individuals without regard to any charitable contribution. The factors the Board may consider for this purpose include whether the individual, as a community leader, has significantly impacted the mission of the department.

The Board intends to establish a Park and Recreation "Wall of Fame" at a location to be determined within the system that will accommodate the commemorative naming needs.

#### **V. PHILANTHROPIC NAMING and CORPORATE SPONSORSHIP NAMING**

##### **A. Financial Contributions**

Naming opportunities will be considered in conjunction with charitable contributions for the benefit of The Park and Recreation Department. Non-cash contributions, with the exception of land gifts, will generally not be considered for Naming opportunities. The Foundation will hold the proceeds from all charitable contributions in trust for the sole benefit of the Department to be utilized for the upkeep, maintenance, and/or operation of the specified Park Asset(s). Financial contributions maintained by the Foundation will not be refundable under any circumstances.

The appropriate financial contributions for Naming opportunities shall be determined by Asset Inventory prepared by the Park Board on an annual basis, the range is determined and the Foundation has latitude to negotiate with the prospective donor within the provided range.

The amount of the charitable contribution associated with a Naming opportunity should be sufficient to cover:

- All or a significant portion of annual maintenance and/or program expenses for the Park Asset during the full term of the agreement;
- Naming expenses incurred by the Department, including design, production and installation costs for plaques, signage, and other recognition benefits;
- An administrative fee for the Foundation of up to 12% may be assessed for overhead expenses;

A customized donor agreement between the donor or corporation and the The Park Foundation will be executed with each donor when Philanthropic Naming opportunities and / or Corporate Sponsorships are approved. Each agreement will adhere to a form approved by legal counsel, and require the signature of the Director of the Department to evidence Board consent. The agreement will recognize the Board as the owner of the Park Asset and stipulate the Department is a beneficiary of the agreement. The agreement will outline the details of the Philanthropic Naming opportunity or Corporate Sponsorship, the gift amount and recognition benefits provided, that no agreement shall give a donor or corporation an enforceable power to direct, or implied power to direct, the Department or Board on matters of policy, any other governmental process, or Park operations or proposed Park improvements.

## B. Naming Standards

The legal first, middle, and last given names (or respective initials) of individuals will be considered for Philanthropic Naming opportunities. Nicknames may be considered in the Department's discretion, provided that the individual's nickname:

- 1) is widely known in the public domain or is used to distinguish the individual from another individual with the similar name;
- 2) does not include a title, honorary title, or word that gives impression of a title except for public officials as described below;
- 3) does not describe an activity, event or experience;
- 4) does not refer to a business or commercial enterprise of the individual; and
- 5) is not rejected for the reasons outlined below.

Corporate Sponsorship Naming will constitute the name of the company, or in some instances a logo or similar recognition, with the Park Director, acting on the behalf of the Board having the final say on the recognition .

The names of fictional characters, professional titles and academic degrees are not permitted. Titles established by federal, state or local law for public officials, may be included for a naming, renaming or dedication opportunity at the discretion of the Department. Consent must be granted by the individual being honored through the naming, renaming or dedication opportunity or, if the individual is deceased, by his or her heirs.

Names containing words or phrases that are reasonably deemed by the Foundation or Department to be harmful or otherwise developmentally inappropriate for the purpose of this communication will not be permitted. This standard is used so as to maintain family appropriateness in the Park and Recreation Department . Examples of names that may be rejected for this reason are those with words and phrases that:

- Are sexually suggestive or obscene;
- Denigrate people on the basis of race, ethnicity, religion, or any other classification protected by law;
- Connote inappropriate violence or intimidation; or
- Relate events, activities or behaviors that are criminal.

The name of any individual who is convicted of a crime of infamy or moral turpitude is not eligible for a Philanthropic Naming opportunity, and the Department may revoke its prior consent if an individual is convicted after the term of a Philanthropic Naming agreement begins.

## C. Appeals

Any applicant for a Philanthropic Naming opportunity who is aggrieved by a decision of the Foundation or Department may appeal that decision to the Board. The Board will provide the applicant with an opportunity to be heard and consider the basis of appeal on the merits. After due consideration, the Board will provide its decision on the appeal in writing and that decision will be final.

#### D. Recognition Benefits

As provided by agreement with the donor responsible for an approved Philanthropic Naming Opportunity or an approved Corporate Sponsorship, the Foundation shall place semi-permanent naming plaques and/or signage in parks, on facilities, or in the general area where the approved Park Asset is located. The layout and content of any markers, signage or plaques must conform to all park signage standards and plaque policies, including standardized text, plaque size, font size, material content and related policies promulgated by the Department from time to time.

The minimum and maximum term of an agreement for each Philanthropic Naming opportunity and Corporate Sponsorship depends on the nature of the Park Asset involved. Generally, the minimum term for an entire park shall be twenty (20) years, with the maximum term being one hundred years (100). The minimum and maximum terms for other Park Assets shall be established by the Department by a standardized schedule known as an Asset Inventory and developed to reflect the expected life cycle of the Park Asset or changes in facility use or design, and/or as determined by the Foundation in negotiation with the donor. When the term expires, the donor or their successors may be given the opportunity to renew the naming, renaming or dedication opportunity, the Department may elect to consider other Commemorative, Philanthropic naming proposals, and Corporate Sponsorships, or the Department may elect to eliminate the Park Asset from further naming.

In the event it becomes unnecessary, undesirable, or impractical to continue operating and maintaining the named facility or program designated as a Park Asset during the term of a Naming agreement, the Foundation shall coordinate with the Department to offer the donor an opportunity to name a reasonably comparable Park Asset for the remainder of the term. Should the donor or its successor become unavailable, the Foundation shall be entitled to utilize the funds to support Department facilities or programs it deems to be comparable to those identified by the original donor, and the Foundation may continue an alternative naming, renaming or dedication opportunity as determined by the Foundation trustees and approved by the Department.

#### **VI. ADMINISTRATION**

As outlined in the memorandum of understanding (MOU) approved by the Board and Foundation for the purpose of incorporating and implementing this policy, the process for Philanthropic Naming and Corporate Sponsorships will be administered by the Foundation in cooperation with the Park Director. This process includes, but is not limited to the marketing of Philanthropic Naming opportunities, Corporate Sponsorships, renaming or dedications, negotiating terms of proposed naming agreements, and presenting those agreements to Foundation trustees and the Department for approval. The Department is authorized to promulgate appropriate standards, policies and regulations necessary to effectuate the purpose of this policy. The Foundation, as outlined in the MOU, must adhere to specific policies relating to naming, including but not limited to:

- Plaque Policies - The Policy outlines the size, material, letter font, script, placement and other pertinent details.
- Media Recognition Policy- The Policy outlines the types of recognitions afforded different size gifts. Larger gifts generally receive press releases, family and board receptions, and other recognitions. The policy assures all gifts of similar nature are handled and afforded similar recognition.

Commencing one year after the adoption of this policy by the Board and every year thereafter, the Foundation and the Department will provide to the Board, a list of the Philanthropic

Naming opportunities that have been requested and/or the Park Assets that have been named or renamed as a result of a Philanthropic Naming opportunity or Corporate Sponsorship. The Board will provide an updated Asset Inventory with appropriate financial ranges for all pre-approved naming rights. A detailed report will include the length of term of the name and the financial considerations to the Foundation associated with each naming.

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