

June 15, 2015

City of Lewisburg Tennessee
Mr. Randall D. Dunn
City Manager
131 East Church Street
Lewisburg, Tennessee 37091

VIA ELECTRONIC MAIL

Dear Mr. Dunn:

Responsive to your request, please find enclosed a sampling of facility naming policies:

- City Facilities/Property Naming Policy – Las Vegas Nevada
- Municipal Property Naming Policy – Bristol Tennessee
- Naming of City-Owned Land and Facilities – San Jose California
- Park, Recreational Facility, City-Owned Building and Street Naming Policy – Seaside California
- Parks, Areas, & Facilities Naming Policy – West Linn Oregon
- Policy for the Naming, Dedication, and Sponsorship of City Facilities and Acceptance of Donations – Vacaville California
- Public Park and Facility Naming Policy – Johnson City Tennessee

Please let me know if you require further assistance on this matter.

Very truly yours,



Jeffrey J. Broughton
Municipal Management Consultant

City Facilities/Property Naming Policy

No:	CM107	Type:	Policy
Department:	Office of the City Manager		
Approval Date:	08/08/2010	Approval:	<i>Elizabeth H. Frehwell</i>

Purpose

To establish guidelines relating to the naming or renaming of City of Las Vegas facilities and property.

Scope

City Management.

Policy

It is the City's Policy to encourage the naming of City facilities and property which identifies:

- The neighborhood and community in which the facility or property is located; or
- The function and usage of the facility or property; or
- A significant historical feature or events, or
- An individual or group (living or deceased) who has made exceptional contributions to the City of Las Vegas, such as:
 - Donating or contributing a significant amount for the acquisition and/or development of the property or facility
 - The donation/contribution must exceed 51% of the project/renovation budget, appraised value of the facility, or annual maintenance budget
 - Providing a direct and significant contribution benefiting the public as a local or community leader.

The City Manager may also consider naming rights based on a nomination or referral from a representative from another public organization.

The City Manager may assemble a nomination review committee to evaluate the submitted naming recommendations.

The naming of City of Las Vegas facilities or properties shall require the recommendation of the City Manager and the approval of the City Council.

City facilities or property may be renamed only if the current name does not have geographical, historical, or other significance. Facilities named after individuals should not be changed unless the continued use of his/her name for the facility would not be in the best interest of the City. Facilities named by deed restriction or other legally binding obligation cannot be considered for renaming unless permitted by the deed or other restriction. The procedure for renaming a facility or property shall be the same as for originally naming a facility or park.

Individual rooms or areas may be given a name that is different from that of the overall facility. The Policy for naming such a room/area shall be the same as for naming an entire facility or property.

This Policy is not meant to supersede the Park / Recreation Facility Naming Policy adopted by the City Council on November 7, 2001. This Policy is intended to provide clarification for the City Manager's Office when identifying a recommendation for City Council. The Park and Recreation Advisory Board will fall within the purview of a nomination review committee.

References

Park / Recreation Facility Naming Policy adopted by City Council on November 7, 2001

MUNICIPAL PROPERTY NAMING POLICY

CITY OF BRISTOL TENNESSEE
September 1990

- I. GENERAL PURPOSE - The purpose of this policy is to provide guidance for the naming of municipal property. This policy shall only apply to buildings and other facilities, parks, etc., constructed after the adoption of this policy. All municipal property, buildings and parks currently in the City's inventory shall be excluded from this policy. No provisions of this policy are intended to conflict with any existing policies or ordinances of the City of Bristol Tennessee.
- II. REQUIREMENTS - This policy shall apply to property owned by the City of Bristol Tennessee. Property and buildings operated and maintained by the City of Bristol Tennessee School System are excluded from the provisions of this policy. As a provision of this policy, no municipal structure or park should be named for a living human being. In order to be considered by the City Council for naming of municipal property, a person should have been deceased at least one (1) year. The nominated person must have been a resident of the City of Bristol during their lifetime.
- EXCEPTION - When an individual has provided exemplary service to the community; committed acts of heroism; and/or served as a financial benefactor through the contribution of money, property or other valuable considerations. The City Council may by unanimous agreement consent to the recognition of an individual who may still be living or who never actually resided within Bristol, but met the previously-established criteria.
- III. APPLICATION PROCEDURES - When it has been established that a building, park or other City property should be given a name, the City shall announce at a regular City Council meeting that nominations for naming structure or facility shall be open for public comment. The nominations for the naming of municipal property must be presented as follows:
- (1) Letter of nomination.
 - (2) Narrative statement detailing a history of the nominated person. The personal history must include birthdate and date of death of person; other items, such as the person's contribution to the community and the reasons stated (very briefly) why a particular piece of property or structure should be named for this individual.

(3) Name, address and telephone number of contact person(s) concerning the nomination.

(4) Other items, such as photographs or newspaper articles concerning the nominee.

These materials should be submitted in a timely manner to the office of the City Manager, P. O. Box 1189, Bristol, TN 37621. Incomplete nominations will be returned to the sender.

IV. REVIEW PROCESS - Upon receipt of the nomination, the staff will review the material for completion and forward the nominations to the City Council for consideration. The nominations will be placed on a City Council agenda following receipt of all associated materials. At that meeting, sponsors of the nominations will be allowed to present their nominations before City Council. The decision of the City Council will be final and binding.

V. POST-NOMINATION PROCEDURES - Following any approval of a nomination by City Council, the City will be responsible for the costs associated with installation of appropriate signage which would be placed on City property or structures. City personnel will be responsible for the actual installation of all signs and/or plaques. All signage must be in accordance with the sign ordinance of the City of Bristol Tennessee.

APPROVED:

DATE

MAYOR

ATTEST:

RECORDER

Facility Naming Policy

The City Council adopted a municipal naming policy in 1990. That policy includes in Section III a formal process to be used “when it has been established that a building, park, or other city property should be given a name.” No process has been set forth, however, to denote *when it has been established that a name should be given*.

To enhance operation of this policy in the future, it is recommended that the City Council modify the policy to provide that the Council must first formally approve by resolution that a particular building or park should be named, after which time the operative elements of the policy take effect.

It is additionally recommended that the Council policy be amended to provide that no building, park, or other city property that has been once named by the City Council will have its name changed unless the person for which the name is taken is later discredited, or unless facts unknown at time of naming become known warranting a name change.

This policy does not apply to the renaming of a street such as was recently undertaken, which involves a different process using the Planning Commission and adoption via ordinance as is done in the original naming of a roadway. In a like manner, it is recommended that no existing street name be changed to another name except when required to enhance public safety response or postal service delivery.

City of San José, California

COUNCIL POLICY

TITLE NAMING OF CITY-OWNED LAND AND FACILITIES	PAGE 1 of 5	POLICY NUMBER 7-5
EFFECTIVE DATE April 24, 1972	REVISED DATE June 8, 2010	
APPROVED BY COUNCIL ACTION 4/24/72; 11/03/92, Item 9c; 11/23/93, Item 7(b)(6)(d); 6/8/2010, Item 2.18, Res. No. 75393;		

The City of San José has a naming policy to guide the naming of public land and facilities. This revision updates the criteria and process to be used in considering the naming or renaming of public land and facilities, other than City streets, which is covered in City Council Policy 6-5.

PURPOSE

To establish Council policy regarding the determination of names to be given to City-owned land and facilities that are not City streets.

POLICY

It is the policy of the City of San José to determine names for City-owned land and facilities after following the procedures set forth herein.

It is the Policy of the City of San José to encourage:

1. Naming which reflects the City's ethnic and cultural diversity;
2. Recognition of distinct geographic, environmental or developmental features, or names of historical significance in naming City lands and facilities;
3. Recognition of individuals who have made a significant contribution to San José, the State, the Nation or the World;
4. Naming as early in the capital planning and development process as possible; and
5. Sponsorship through significant funding support from private donors for the construction and/or ongoing maintenance and operations of City lands and facilities in exchange for naming options. The minimum sponsorship or donation amount necessary to achieve the level of significant sponsorship or donation shall be determined by the responsible Department's Fundraising and Sponsorship guideline¹ as approved by the City Manager, unless otherwise approved by City Council.

BACKGROUND

The City Council of the City of San José is responsible for the naming of City-owned land and facilities. From time to time, the public desires to have City-owned land and facilities such as parks, athletic fields, the airport and golf courses, be named after venerated individuals, geographic features, or prominent organizations. Furthermore, the policy creates opportunities for the City to attract potential donors and sponsors who contribute significant funds to assist

TITLE NAMING OF CITY-OWNED LAND AND FACILITIES	PAGE 2 of 5	POLICY NUMBER 7-5
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the City in construction, maintenance, or operations of City lands and facilities, in exchange for naming rights.

IMPLEMENTATION GUIDELINES

GENERAL PROVISIONS

I. ESTABLISHMENT OF A NEW NAME FOR CITY-OWNED LAND AND FACILITIES

1. A public hearing by the appropriate Commission or Council Committee shall be held in order for the proper body and responsible Department to develop a recommendation to the City Council.
2. Potential names shall be considered if reflective of at least one of the following criteria:
 - a. Geographic location
 - b. Prominent geographic feature or local reference point
 - c. Adjoining subdivision/community
 - d. Historical event
 - e. A deceased individual (see criteria below)
 - f. An individual via a donation or sponsorship agreement
 - g. A group via a donation or sponsorship agreement
3. Consideration shall be given to the naming of City-Owned land and facilities after an individual only if one of the following criteria has been met:
 - a. The individual has been deceased for at least 5 years, and made significant contributions to the City through a long-term commitment to providing benefit to the residents and visitors to San José.
 - b. The individual has been deceased for at least 5 years, and made significant contributions to the State, the Nation or to the World through a long-term commitment to providing benefits to others, and the results of these efforts have also provided significant benefits to San Jose's residents and visitors.
 - c. A donation or sponsorship from an individual, deceased or living, of a significant level (as determined by the appropriate Department's City Manager approved Fundraising and Sponsorship Guidelines consistent with this Policy)) has been accepted by the City in exchange for naming City property or facility after the individual.
4. This Policy is intended to apply to the naming of City lands such as entire parks or other City facilities that are more substantial than an "amenity" (as defined in Other General Provisions #3 below) and requires City Council approval in conformance with this policy. Any capital campaign materials and all Fundraising and Sponsorship Guidelines shall indicate that no naming rights may be granted and the City shall not be obligated to name land, parks or any other facility that is more substantial than an amenity,

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notwithstanding any payment to the City, unless and until City Council has approved the naming of the land or facility pursuant to this Policy.

II. DONATION AND SPONSORSHIP

1. Consideration shall be given to the naming of City-owned land and facilities to a living individual, a group or private entity through a donation or sponsorship, only if one of the following criteria has been met:
 - a. The land or the money for its purchase has been donated for the benefit of the individual, group or entity.
 - b. A substantial financial contribution to the City (as determined consistent with this Policy) for the improvement, upkeep or operation of the land or facility has been provided to the City in exchange for the naming of the land or facility.
 - 1.b.1. The contribution amount must be in alignment with the responsible Department’s Fundraising and Sponsorship Guidelines as stated in Council Policy 1-17.

III. RENAMING OF CITY-OWNED LAND AND FACILITIES

1. It is the policy of the City to retain long-standing names of City-owned land and facilities unless the following criteria has been met:
 - a. An individual, group, or private company has made a substantial contribution to the City for the acquisition, improvement, upkeep, or operation of the land or a facility, and in accordance with City Council Policy 1-17 and pursuant to a Department’s approved Fundraising and Sponsorship Guidelines, unless otherwise approved by City Council.
 - b. Even if funds are offered in exchange for naming rights, staff shall make reasonable efforts to have the donor or sponsor agree to incorporate the existing name into a newly recommended name while still acknowledging the funding support of the donor or sponsors. An example of this proposal would be “Dr. Roberto Cruz, Alum Rock Library”. Nothing herein limits the requirement of City Council approval for naming rights pursuant to this policy.

IV. OTHER GENERAL PROVISIONS

1. The San José Municipal Code established limits upon the City Managers’ contracting authority in Chapter 4.04 of the San José Municipal Code, as it may be amended from time to time.
2. The naming of interior rooms of City-owned facilities, smaller areas within a park, and other “amenities” on City-owned land will not be required to follow this Policy but may be named subject to the City Manager’s approval.

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3. An “amenity” is an improvement located on identifiable City property such as a wall on a park, a plaza in front of a City building, a trail located along City property, an interior room or rooms in a building. A fully enclosed structure such as a City building with walls and roof (examples being community center, stand-alone gym, a warehouse, or stand-alone building housing a restroom and locker room) is more substantial than an amenity and City Council approval is required before granting naming rights. An amenity may include the following if located on City property: plazas located that constitute only a portion of a larger parcel City property, gazebos, archways, paths, athletic facilities that are not enclosed structures or stand-alone City buildings, picnic areas, tot lots, play structures, hard courts, and trail segments. If the administration is unsure if a specific City improvement is an amenity or more substantial than an amenity, the City Manager shall seek direction from the City Council Rules Committee.
4. Guidelines for amenities and interior naming opportunities is a part of the Department’s internal Fundraising and Sponsorship guidelines as referenced in City Policy 1-17. ²
5. The staff of the Department overseeing the consideration of the naming rights will ensure that implementation of this policy does not conflict with existing Municipal Code provisions or existing City policy.
 - a. These could include, but are not limited to, Chapter 4.04 of the San José Municipal Code, Donation, Sponsorship, and Fundraising Guidelines (Policy 1-17), the Code of Ethics (Policy 0-15), the City’s Zoning Code (Title 20 of the SJ Municipal Code) and Sign Ordinance (Title 23 of the SJ Municipal Code), City procurement requirements, the Prevailing Wage and Living Wage Policies, Uses of Public Property (Policy 6-16), the California Environmental Quality Act, and the Long-Term Use of City Parklands for Private Enterprise Purposes (Policy 7-8).

V. THE NOMINATION PROCESS

All requests to City Council, including those developed by City or Agency Staff, for naming or renaming of City-owned lands and facilities must be submitted to the City Clerk and contain detailed justification for the request, except for names that are put forward at the public hearings held by the applicable Commission, Council Committee, or City Council.

1. Any person may recommend a name by submitting a written request to the Office of the City Clerk.
 - a. The proposal will provide the minimum of information contained on the form provided by the City Clerk.
2. The City Clerk will transmit the form and supporting documents to the proper Commission, Council Committee, and Department for review and, if deemed appropriate and consistent with this Policy, the scheduling of a public hearing before a recommendation is made to the Council. If it is unclear which Commission or Council Committee would be appropriate for review, the naming request shall be made to the City Council Rules Committee.

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- a. The request for consideration of a new name or renaming for City land or City facility shall follow all appropriate public noticing regulations for the identified Commission or Council Committee.
- b. The Department shall make a determination of appropriate action based on this Policy and its approved Sponsorship Guidelines.

2.b.1. Department staff will prepare a report and recommendation to the appropriate Commission or Committee and a subsequent memo for City Council approval addressing the Department's and the Commission's recommendation on a proposed City-owned land or facility naming and renaming. The report shall include a Net Benefit Analysis that includes an evaluation of factors such as: proposed length of sponsorship opportunity; the cost of sponsorship; and the ratio of the funding provided by the proposed donation or sponsorship to the costs of acquisition, construction, ongoing facility operations and maintenance; current market factors; and alignment to the Department's Fundraising and Sponsorship Guidelines and business plans.

- 3. Any person may speak at the public hearing on the proposed name and may suggest one or more new names for the City property.
- 4. After action has been taken on the nomination by the appropriate Commission or Council Committee, the recommendation will be sent back to the City Clerk to be placed on the City Council agenda.
- 5. The Clerk will notify the petitioner of the date for Council consideration and/or the subsequent action by City Council.

¹ As required in Council Policy 1-17 (Donation, Sponsorship and Fundraising Guidelines)

² Staff in the respective department will work with City Attorney's Office in order to determine the restrictions, including without limitation federal tax law restrictions related to naming opportunities. Assuming that it is determined that naming opportunities may proceed, the Department may include a list of the significant interior naming opportunities and naming opportunities of other "Amenities" and corresponding sponsorship or giving levels. Interior naming opportunities may also be offered at existing facilities. The respective Department Head will submit the list of naming opportunities to the City Manager, for approval.

City Of Johnson City

Public Park and Facility Naming Policy

RECOMMENDED CHANGES

Parks and Recreation Department

I. Purpose

To establish a formal policy and procedure for the consideration of the Johnson City Parks and Recreation Advisory Board to name public parklands and facilities in the City of Johnson City. An appropriate policy and sound procedures can add meaning and significance that embody the value and heritage of this Community. This policy does not imply or intend to imply that all parks and recreation facilities will be named for an individual, a group or organization. This policy simply puts a process in place by which potential naming may occur.

II. Authorization

The Johnson City Parks and Recreation and Advisory Board shall be responsible for recommending to the Johnson City Board of Commissioners the naming of all public parks and facilities in the City of Johnson City subject to the approval of the Johnson City Board of Commissioners.

III. Objectives

- A. Provide name identification for individual parks and specific areas within land designated as a City park.
- B. Provide name identification wherever appropriate for public buildings, structures, facilities and specific recreation facilities.
- C. Provide for citizen input into the process of potential naming of parks and facilities as enumerated within.
- D. Ensure control for the naming process of parks and facilities by the Johnson City Board of Commissioners through the recommendations of the Parks and Recreation Advisory Board and the Parks and Recreation Director.

IV. Qualifying Names

Potential names shall provide some form of individual identity to one or more of the following:

- A. The geographic location of the park or facility.
- B. An outstanding natural feature of the park or parkland facility.
- C. The adjoining residential area or development.
- D. Commonly recognized historical event, group or individual(s).
- E. An individual or group who contributed significantly to the acquisition or development of the individual park or facility.
- F. An individual who provided an exceptional service in the interest of the park system as a whole for a period of more than five (5) consecutive years.

V. Naming Process

- A. At the time parkland or a facility is acquired but before development occurs the Parks and Recreation Director will assign a nondescript temporary working name for the area or facility, in accordance to the Capital Improvement Program of the City.
- B. Once the development is initiated the Parks and Recreation Director may make a recommendation to the Parks and Recreation Advisory Board to open up by legal announcement process a thirty (30) day period to be announced by the Parks and Recreation Advisory Board at its regular monthly meeting to start receiving proposed names for the park or facility. The Parks and Recreation Advisory Board can approve or deny this request and recommendation to determine to make a recommendation to the City's Board of Commissioners based on the above criteria.
- C. After the thirty (30) period to receive names, the Parks and Recreation Advisory Board will hold two (2) public input forums to discuss those names received from the public. Public Notice of the recommended Qualifying Name(s) will occur twice during a fifteen (15) day period in the local media, other forms of publication and on the Government Access Channel, along with the dates, times and places of the Public Input Forums.

Citizen comments and recommendations must be in writing to the Parks and Recreation Director or designee and be postmarked within the thirty (30) day period to received proposed names for consideration.

- D. For an individual (excluding historically significant individuals) to be considered, that person must have contributed significantly to the acquisition or development of the

park or facility or to the park system overall. The recommended name must be accompanied by a biographical sketch which shall provide evidence of contributions to the park, or specific system or facilities or park system overall.

- E. After the thirty (30) day public notice period, the Parks and Recreation Director will meet with the Parks and Recreation Advisory Board, to set the two (2) public forums for discussion of names received. After the two (2) public input forums the Advisory Board shall meet to consider the names or determine not to name the facility or parkland. With the approval of the Parks and Recreation Advisory Board, the Parks and Recreation Director will submit the recommended name to the Johnson City Board of Commissioners through the City Manager's Office, to be placed on the Johnson City Board of Commissioners agenda for presentation, discussion and final approval.

VI. Renaming

- A. The renaming of parks and facilities shall be discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discredit the value of the prior contributors or his/her family. Parks named by deed restriction shall not be considered for renaming.
- B. Only those parks and facilities named for geographic location, an outstanding feature, or civic group no longer chartered or recognized with a national charter or subdivision should be considered for renaming.
- C. Parks and facilities named after an individual or individuals shall not be changed unless it is found that the individual(s) personal character is better recognized at a facility associated with this individual in another parkland area of the City or that the individual's personal character is or was discovered to be such that the continued use of their name for a park or facility would not be in the best interest of the City.
- D. In order for a park or facility to be considered for renaming the following must occur:
- The recommended name must qualify according to Sections IV and V of this policy;
 - Be accompanied by a petition from the particular park or facility user group(s) or adjacent residential area(s) as to why the name should be changed;
 - Provide a complete detailed justification with the petition to request the renaming of a public park and/or facility. This process must pass the review of the Parks and Recreation Advisory Board by unanimous majority of all members present, before being sent to the Board of Commissioners.

VII. Other Naming Alternatives

- A. Parks and facilities that are donated to the City can be named by deed restriction by the donor. The naming and acceptance of land is subject to the recommended approval of the Parks and Recreation Advisory Board and the final adoption, acceptance and approval of the Board of Commissioners.
- B. Facilities within park, i.e. playgrounds, picnic shelters, etc. can be named separately from the parks and facilities they are in, subject to the general approval procedures in Section V of this policy. This policy recommends that naming a park structure or amenity or space in a facility be given careful and thorough thought.

VIII. Plaques, Markers, Memorials

This section does not apply to the City's Tribute Tree Program.

- A. All plaques, markers and memorials are subject to the same naming criteria in Section V of this policy.
- B. Because of their proneness to vandalism and high maintenance; plaques, markers and memorials should be used sparingly, unless they are installed flush with the ground or inside a building structure.
- C. New memorial applicants are encouraged to utilize the Johnson City Tribute Tree Program, rather than placing plaques, markers and memorials in the park areas.
- D. The Parks and Recreation Advisory Board, subject to approval by the Johnson City Board of Commissioners, establishes a standardized style, size, and placement of all plaques, markers and memorials, in cooperation with the Parks and Recreation Director or designee for use in all public parks and/or facilities in the City of Johnson City.

City of Seaside
PARK, RECREATIONAL FACILITY, CITY-OWNED BUILDING AND STREET
NAMING POLICY

I. PURPOSE:

To establish a uniform policy regarding requests for the naming or renaming of City-owned land and facilities including parks, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques, that are compatible with community interest and will enhance the values and heritage of the City of Seaside.

II. GENERAL :

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of city-owned facilities.
- B. The City Council shall have the final authority to name and rename City parks, recreational facilities, city-owned buildings, streets and to designate commemorative street names and plaques.
- C. Under extraordinary circumstances that would cast a negative image upon the City, any naming of city-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.
- D. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the City of Seaside should be avoided.
- E. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the City to name the land and/or facility or any portion thereof after an individual, family or organization.
- F. Existing names are deemed to have historic recognition. It is the City of Seaside's policy to keep the name of any existing park, city-owned buildings, or recreational facility, particularly one whose name has City or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and a unanimous vote of the City Council. Furthermore, the City will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major, overriding contribution to the City and whose distinctions are as yet unrecognized.
- G. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (4 to 1) of the City Council and a required minimum of 2/3 of the affected property owners (as shown on the latest Monterey County Tax Roll) written approval, the changing of street names that have existing homes or businesses using the street name in their address, or streets which connect with adjacent jurisdictions.

- H. Street naming and renaming shall be made by City Council resolution or as a result of an approval and recordation of a subdivision map.
- I. All costs including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request.

III. NAMING CRITERIA

A. PARKS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES:

- 1. Naming shall begin early in the development and/or acquisition as possible.
- 2. Names should be appropriate to the park, city-owned building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to the Community of Seaside.
- 3. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
- 4. Areas that can be recognized include: Points of entry, walkways, trails, room or patio within a city-owned building, recreational facilities such as group picnic areas or ball fields, and physical features such as valley, hills, streams or vista views.
- 5. Names which reflect the City's ethnic and cultural diversity are encouraged. Signage shall be in English.
- 6. Commemorative names honoring individuals or families should be based on the following criteria:
 - a. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - b. made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
 - c. made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside;
 - d. be associated to an economic development or redevelopment activity;
 - e. had a positive impact on the lives of Seaside's residents;
 - f. has volunteered for ten (10) or more years of service to the community;
 - g. an individual who is to be honored shall be deceased for a minimum period of three (3) years.

B. STREETS:

- 1. Names shall be unique, easily discernable, and simple to pronounce for public safety consideration. Similar sounding or duplicate street names shall not be considered.
- 2. North and South thoroughfares shall be called streets, and East and West thoroughfares shall be called avenues or boulevards.

3. Street names may recognize native wildlife, flora, fauna or natural geologic features related to the community and the City of Seaside.
4. Names with the same theme (i.e. flowers, states) are suggested for naming streets in an entire subdivision, as a means of general identification.
5. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
6. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.
7. Names for public and private streets in a new subdivision shall be proposed by the developer, reviewed by the Planning Commission, approved by the City Council. The street names are adopted by the City when the final subdivision map for the development is recorded.

C. COMMEMORATIVE STREETS NAMES AND PLAQUES:

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street name shall be retained and a supplemental sign or plaques shall be installed beneath the existing street name signage. Commemorative street name signs shall consider the same criteria for naming of streets.
2. Commemorative plaques shall be placed in common areas such as the entrance columns of City Hall and public benches. In recognition of individuals that should be honored for their accomplishments and contribution to the city, a community COLUMN OF HONOR is to be established at City Hall on the entrance columns of the building. The COLUMN OF HONOR will be a permanent honor, consisting of a marker describing the honorees accomplishments, placed on a bronze plaque. Recognition will be made either at a City Council Meeting or at a special ceremony at the COLUMN OF HONOR. The applicant or sponsoring group/organization will be responsible for the cost of the plaque. If a special recognition ceremony is requested, the applicant may be charged for the cost.
3. Criteria for commemorative street names and plaques are as follows:
 - a. Names honoring **individuals (posthumously)**, groups, or families should be based on the following criteria:
 - i. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - ii. made substantial contributions to the betterment of the City of Seaside which has positively impacted the lives of citizens of the City of Seaside,
 - iii. be associated to an economic development or redevelopment activity in fulfillment of the City's mission;
 - iv. commemorates a significant historical event;

- v. contributed outstanding civic service to the City for a minimum period of ten (10) years;
 - vi. an individual who is to be honored shall be deceased for a minimum period of three (3) years.
- b. Names of **living persons** shall be considered only under the following circumstances:
- i. The honoree contributed half or more of the cost of a major facility;
 - ii. The honoree initiated or contributed major time to the establishment of the city project;
 - iii. The overwhelming belief (public opinion) that the honoree would be likely be honored of that facility posthumously;
 - iv. No other individual now living has, or is likely to have, greater public support for being honored;
 - v. The honoree has given extraordinary service to the City and to the community;
 - vi. The honoree has attained national or international prominence and achievement.
- c. Naming after an individual who has served as a **City Official** or as a **City employee** shall occur after the person has separated from City service and should be based on the following criteria:
- i. Made contribution over and above the normal duties required by their positions.
 - ii. Had a positive impact on the past and future development of programs, projects, or facilities in the City of Seaside.
 - iii. Made significant volunteer contributions to the community outside the scope of their job.
 - iv. Had exceptionally long tenure with the City of Seaside; a minimum of ten (10) years.
 - v. Significant public support for a memorial to the city official or city employee on the occasion of their death or retirement.

IV. NAMING PROCEDURE

- A. A request shall be submitted in writing on the standard application form. Fees associated with administrative and hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs. An application fee has been established and will be based on the most current adopted city's Fees & Charges Schedule. The payment of the application fee is required at time of application submission.
- B. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Seaside community.

- C. The application will be reviewed for completeness based upon the naming criteria by staff in the Resource Management Services Department. All recommendations or suggestions will be given the same consideration without regard to the nomination source.
- D. Completed applications will be forwarded concurrently for review to the Parks and Recreation Commission and the Historical Commission at a regularly scheduled meeting within a thirty (30) day period.
- E. Notice of intent to name a park, recreational facility, city-owned building, or commemorative naming of a street shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's Commissions.
- F. After the 30-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.

City of Seaside
Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Applicant's Name: _____

Mailing Address: _____

E-mail: _____ Phone: _____

Park Location _____

Recreational

Facility Location _____

Commemorative

Street Name Location _____

Street Location _____

City-owned

Building Location _____

COLUMN OF
HONOR

Yes No

Honoree Name, if yes, please complete the following page.

Does this pertain to only a portion of the site or facility? _____

If yes, portion suggested for naming: _____

Signature

Date

Print Name

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No
 Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.

If yes please explain:

Yes No
 Has made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility, or to the City of Seaside which has positively impacted the lives of citizens.

If yes please explain:

Yes No
 Has made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.

If yes please explain:

Yes No
 Is associated with an economic development or redevelopment activity that meets the Mission of the City of Seaside and improves the quality of life for its residents.

If yes please explain:

Yes No
 Commemorates a significant historical event.

If yes please explain:

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No The name preserves the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole.

If yes please explain:

Yes No The land, facility, or the funds for the purchase, construction, renovation or maintenance was donated by the individual, family or organization.

If yes please explain:

Yes No An in-kind contribution or service of major and lasting significance was made to the acquisition of the land, facility, or the planning, development, construction, renovation or maintenance of a facility.

If yes please explain:

Yes No The name recognizes a benefactor organization, group or business that contributed to the site or facility.

If yes please explain:

Yes No The name commemorates a significant historical figure.

If yes please explain:



Parks, Areas, & Facilities Naming Policy

PARKS AND RECREATION 22500 SALAMO RD #1100 WEST LINN OR 97068 *503-557-4700 *503-656-4106 FAX

Purpose:

The purpose of this policy is to establish a systematic and consistent approach for the official naming of parks and recreational areas and facilities.

Objectives:

Ensure that parks, recreational areas and facilities are easily identified and located.

Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.

Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.

Encourages the dedication of lands, facilities, or donations by individuals and/or groups.

Definition:

Parks, recreation areas and facilities – includes all property assets under the City's ownership and the Parks and Recreation Department control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

Criteria:

The policy of the Parks and Recreation Department is to name parks, recreation areas and facilities through an adopted process utilizing established criteria emphasizing community values and character, local history, geography, environmental, civics and service to the uniquely West Linn community.

1. The following criteria shall be used in determining the appropriateness of the naming designation:

- a. Geographic location (neighborhood, significant areas, etc.)
- b. Natural features
- c. A person (non-living) or place of historical or cultural significance
- d. A person (non-living), group, or feature particularly identified with the land or facility

2. The process to name parks, recreation areas and facilities should begin within 12 months after the City has acquired title to the land and/or formally accepted the dedication.

3. Conditions of property donation as agreed upon by the donor and the City shall be honored regarding the naming of the parks, recreation areas and facilities subject to these adopted policies.

4. Names that are similar to existing parks, properties or facilities in the City

system (or other systems in the Metro area) should not be considered in order to minimize confusion.

5. The City reserves the right to change the name to maintain consistency with these policies.

Procedure:

1. Naming of Parks, Recreation Areas and Facilities

a. A request for naming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Advisory Committee, through the Parks and Recreation Department.

b. Those submitting a naming request should show how the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the application will describe the contributions to the City. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Advisory Board. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.

c. The Parks and Recreation Advisory Board will offer the opportunity for public input on the proposed naming.

d. The Parks and Recreation Advisory Board shall forward their recommendation to City Council for final decision.

e. The Parks and Recreation Advisory Board can initiate the naming process whenever deemed necessary and/or in the best interest of the City.

f. In the absence of any naming requests, the Parks Recreation and Advisory Board shall adhere to criteria stated in this policy in recommendation of name.

2. Renaming of Parks, Recreation Areas and Facilities

Renaming of parks, recreation areas and facilities carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

a. A request for renaming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Advisory Board, through the Parks and Recreation Department.

b. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe the contributions to the City. Written documentation approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Advisory Board. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.

c. The recognized Neighborhood Association will be notified of the proposal when the Parks and Recreation Department receive a complete application.

- d. The Parks and Recreation Advisory Board will offer the opportunity for public input on the proposed naming.
- e. The Parks and Recreation Advisory Board shall forward their recommendation to City Council for final decision.

POLICY FOR THE NAMING, DEDICATION, AND SPONSORSHIP OF CITY FACILITIES AND ACCEPTANCE OF DONATIONS

POLICY PURPOSE

This Policy establishes a process and criteria for the consideration of requests by City of Vacaville resident(s), business owner(s) or property owner(s) for the naming or renaming of City facilities.

POLICY STATEMENT

It is the policy of the City to provide a process for consideration of the naming and renaming of City facilities located within and without the City limits. In general, named facilities should only be renamed in exceptional circumstances. In addition, the following names should be avoided:

- Cumbersome, corrupted or modified names, profane, discriminatory or derogatory names relating to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories.
- Names that cause confusion due to duplication or that sound too similar to existing named locations within the City or surrounding areas.
- Names of companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, pornography, and/or other practices considered unsuitable or inappropriate.
- Names of appointed or elected local officials currently in office or current City employees.
- The re-use of former facility names other than for a reconstruction of the same facility in the same location.
- Names that would result in the overt commercialization of City facilities.

Names should not be overly recognized, either within the City or region. Only one facility, park, or street may be named in honor of an individual.

Renaming a facility, however, is appropriate when:

- The criteria set forth in Section III of this Policy are met;
- There is a valid reason for renaming the facility; and
- An appropriate level of community support exists.

The type, size, font, and placement of plaques, monuments and signs installed or placed at City facilities shall be at the sole discretion of the City. The costs of plaques, monuments, and replacement of signs resulting from, or done in conjunction with the dedication or commemorative renaming of a facility, will be borne by the individual, group, or organization requesting the name change, if any .

Plaques, benches, trees, and other donated objects are not intended to be a place of worship or an official gathering place.

It is the further policy of the City to accept the donation of equipment and materials and the dedication of property to the City in accordance with the process and criteria set forth in this Policy. When acknowledging such donation or dedication, the dedication language shall conform to the naming criteria set forth above.

I. Process for Naming/Renaming Parks and Recreation Facilities.

- A. Naming New Parks and Recreation Facilities.** Parks and recreation facilities are those facilities that would fall under the purview of the City's Community Services Commission ("Commission") as described in Section 2.34.030 of the Vacaville Municipal Code. The process for naming new parks and recreation facilities is as follows:

1. Facilities shall be named at least thirty (30) days before the facility is open for use by the general public.
2. The Commission shall create a Naming Committee of the Commission ("Committee"), which will develop a "Facilities Naming List" of suitable names solicited from the public and other sources. The Committee shall periodically review the list and solicit additional names for inclusion on the list as deemed necessary or advisable by the Committee. The Facilities Naming List will not expire, but may be amended or expanded from time to time as deemed necessary by the Committee.
3. A request for the initial naming of a new facility shall be screened by the Committee, which will then present a list of three (3) or more suggested names to the Commission together with the reason(s) for the recommendation. The Commission shall consider the recommendation and, thereafter, forward its list of recommended names to the City Council for the Council's consideration and final action. The list shall be prioritized and include not less than three proposed (3) names.
4. Upon receipt of the Commission's list of recommended names, the City Council shall either select a name or remand the list back to the Commission for further review and consideration.
5. If all City park and recreation facilities have been previously named and the City Council determines that a deserving or outstanding individual or group should be honored or recognized, the process for naming or renaming a portion of a City park or recreation facility specified in Section I.C, below, may be used to honor or recognize such individual or group.
6. It is not necessary that every City park or recreation facility have a name. Further, such facilities should not be named to honor or recognize an individual or group unless the City Council determines that it is appropriate to honor or recognize a deserving or outstanding group or individual for their actions and/or service.

B. Renaming Existing Parks and Recreation Facilities. The process for renaming an existing named park or recreation facility shall be as follows:

1. A request to rename a City park or recreation facility may be initiated by one (1) or more City resident(s), business owner(s), property owner(s), or City staff using the Commemorative Dedication and Names Application ("Application"), which shall be submitted to the Director of Community Services ("Director"). The Application shall include letters of support, articles, documents, and other evidence demonstrating broad-based community support for the Application.
2. The Application shall identify the City park or recreation facility, state the reason(s) for the proposed name change, and specify the proposed new name(s), if any.
3. The Director and City staff will review the Application and determine if it is consistent with this Policy. If consistent, the Application will be forwarded with a staff report to the Commission for review and consideration.
4. Applications that are determined by the Director to be incomplete, without sufficient support, or that are otherwise inconsistent with this Policy will be returned to the applicant together with a written explanation for the return. The applicant may resubmit the Application at any time with new or additional information to correct the insufficiencies identified by the Director.

5. The Commission shall review the Application and staff report submitted by the Director and shall make a recommendation to the City Council to approve, modify, or deny the Application together with the reasons therefor.
6. All decisions with respect to the renaming of a City park or recreation facility will be at the discretion of the City Council, which shall determine whether a City park or recreation facility or portion thereof should be renamed.

C. Naming/Renaming Portions of a City Park or Recreation Facility. The process for naming or renaming an area within an existing named park or recreation facility shall be as follows:

1. The process specified in Subsection I.B, above, shall be followed.
2. Areas within a City park or recreation facility may be named or renamed in honor of a deserving or outstanding individual, group, or organization. In selecting such individuals, groups, or organizations, the criteria specified in Section III of this Policy, entitled "Criteria to be Used in Naming All City Facilities," shall be followed.
3. Names of individuals, civic, fraternal, veterans, or other groups who have donated land, money, property, or equipment to the City may be considered for area dedications under the provisions of Section IV of this Policy, entitled "Donations and Sponsorships."
4. Plaques or other appropriate types of markers may be used when a park or an area within a park is named or renamed. Memorials depicting an individual's, group's, or organization's accomplishments may be marked with plaques.
5. The costs of plaques, monuments, and replacement of signs resulting from, or done in conjunction with the dedication or commemorative naming/renaming of an area within a park will be borne by the individual, group, or organization requesting the name.

II. Process for the Naming/Renaming of City Facilities Other Than Parks and Recreation Facilities.

The process for naming or renaming a public facility other than a City park or recreation facility shall be as follows:

- A. Application.** A request to name or rename a public facility may be initiated by one (1) or more City resident(s), business owner(s), property owner(s) or City staff using the Application, which shall be submitted to the City Manager's Office. The Application shall include letters of support, articles, and other evidence demonstrating broad-based community support for the Application.
- B. Contents of Application.** The Application shall identify the City facility, state the reason(s) for the proposed name or name change, and specify the proposed name(s), if any.
- C. Review of Application.** The City Manager and City staff shall review the Application and determine if it is consistent with this Policy. If consistent, the Application will be forwarded with a staff report to the City Council for review and consideration.
- D. Incomplete or Inconsistent Applications.** Applications that are determined by the City Manager to be incomplete, without sufficient support, or that are otherwise inconsistent with this Policy will be returned to the applicant together with a written explanation for the return. The applicant may resubmit the Application at any time

with new or additional information to correct the insufficiencies identified by the City Manager.

- E. Review by City Council.** The City Council shall review the Application and staff report submitted by the City Manager for its review and consideration. All decisions with respect to the naming or renaming of a City facility will be at the sole discretion of the City Council, which shall determine whether a City facility or portion thereof should be named or renamed.
- F. Naming Criteria for City Facilities Other than Parks and Recreation Facilities.** The City Council may elect to name or rename an area of a City facility as follows.
1. Areas within a City facility may be named or renamed in honor of a deserving or outstanding individual, group, or organization. In selecting such individuals, groups, or organizations, the criteria specified in Section III of this Policy, entitled "Criteria to be Used in Naming All City Facilities," shall be followed.
 2. Names of individuals, civic, fraternal, veterans, or other groups who have donated land, money, property, or equipment to the City may be considered for area dedications under the provisions of Section IV of this Policy, entitled "Donations and Sponsorships."
 3. Plaques or other appropriate types of markers may be used when a facility or an area within a City facility is named or renamed. Memorials depicting an individual's, group's, or organization's accomplishments may be marked with plaques.
 4. The costs of plaques, monuments, and replacement of signs resulting from, or done in conjunction with the dedication or commemorative naming/renaming of a facility or area will be borne by the individual, group, or organization requesting the name.

III. Naming Criteria for All City Facilities.

Priorities to be considered in naming all City facilities, including parks and recreation facilities (in order of importance) shall be as follows:

- A. Historic Names.** Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to Vacaville's own history.
- B. Places and Feature Names.**
1. **Recognizable area or neighborhood, e.g. "Browns Valley area."** Names that aid in locating a facility are acceptable. If the facility is located on a park or school site, the facility need not share the name of the park or school site.
 2. **Assumed Names.** Assumed names should be used only if the area has been known by that assumed name for an extended period of time, e.g. the "Fairmont" area. The existing name of a facility should not be changed merely for the sake of change.
 3. **Theme Names.** If a facility is located in an area with a specific theme, due consideration should be given to that theme.
 4. **Natural Phenomena.** Natural phenomena, such as rivers, creeks, and terrain.
 5. **Horticultural Features.** Horticultural features characteristic of a particular area.
 6. **Combination of Horticultural and Place.**

C. **Individuals, Groups, or Organizations.** The following criteria will be used in evaluating the use of names of persons (whether living or deceased), groups, and organizations.

1. **General Criteria.** Names of persons, groups, or organizations having a longstanding affiliation with the City of not less than ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - a. Enhanced the quality of life and well-being of City residents;
 - b. Contributed to the preservation of the City's history or culture;
 - c. Made exemplary or meritorious contributions to the City or its residents; or
 - d. Contributed to the acquisition, development, or conveyance of land, buildings, structures, or other amenities to the City or community.
2. **Deceased Persons.** To be considered for a naming opportunity, the individual must have been deceased for at least three (3) years. Such individuals may include:
 - a. Historic persons.
 - b. National and/or local heroes. Those who have given outstanding service to mankind or who have worked over and above any ordinary interest level. A resident of Vacaville who has attained local, state, or national recognition for parks and recreation work or work in the areas of public safety or public health, as appropriate to the facility, would be highly acceptable.
3. **Living Persons.** Facilities may be named after living persons only after a study has been completed relative to the individual's background and qualifications pursuant to the criteria set forth in Subsection III.C.1, above.
4. **Groups and Organizations.** Facilities may be named after groups or organizations pursuant to the criteria set forth in Subsection III.C.1, above.

IV. **Donations and Sponsorships.**

A. **Acceptability of Donations.** Individuals, groups, organizations, associations, companies, or businesses may choose to offer a donation of land, equipment, materials, or funding to the City, earmarked for special projects. Such projects may include, but are not limited to, the development of a park or the purchase of scoreboards, display cases, benches, and trees.

Appropriate City staff will review the acceptability of any donation and determine if the benefits to be derived warrant acceptance of the donation. Criteria for evaluation include consideration of any immediate or initial expenditure required of the City in order to accept the donation, the potential and extent of the City's obligation to maintain the property or item donated, and the community benefit to be derived from the donation. Donation of an item may also be required to include funding for its installation and maintenance as determined by the appropriate City Department.

The appropriate City department director shall consider the desirability or need for the property or item to be donated. Consideration shall include an analysis of the make, model, and proposed location of the item or equipment to be donated. Donations of materials, equipment, or funding up to a value of ten thousand dollars (\$10,000) may be approved and accepted by the director of the appropriate City department pursuant to this policy, subject to the City Manager's prior consent.

Proposed donations having a value in excess of ten thousand dollars (\$10,000) shall be forwarded to the City Council for consideration and acceptance. If accepted, donations of land to be used for the development of parks or recreation facilities will be referred to the Community Services Commission for design considerations.

Donations involving modifications to existing City facilities that will have a significant visual, functional, or land use impact may, at the City Manager's discretion, be referred to the Director of Community Development for a report on such impacts and a recommended course of action, if any.

The City will assume ownership, control, and maintenance of any donated property or item unless the conditions of acceptance, as determined by the City, provides otherwise. The City shall not be obligated to repair or replace any donated property or item that is damaged or destroyed for any reason, such as by vandalism or theft or, in the case of live plants, if they die. Further, unless the conditions of acceptance, as determined by the City, provide otherwise, the City will decide when changes shall be made to any City facility, with no assurance that a donated item will be retained. The City reserves the right to remove and/or relocate any donated item at any time. However, if a donated item(s) needs to be removed, the City will make every reasonable attempt to relocate the item(s), if a need for such item(s) exists at another City facility. The City will attempt to notify the donor of any changes as they occur.

B. Naming Opportunities.

City facilities may be named in honor of an individual, group, organization, association, company, or business that has been instrumental in acquiring sites either by donation of land or money (enough to purchase the entire site) or who has donated the amount of land or money needed to complete development of a site. A lesser donation may be honored by an "area" dedication (see Subsection I.C, above). A land developer's donation may similarly be honored by an "area" dedication. However, the developer's name (or the developer's business name) shall not be used in the naming of any City park or recreational facility.

In the case of a donation of materials, equipment, or funds having a value of \$10,000 or less, the City department director accepting the donation shall obtain approval from the City Manager before naming an area or portion of a City facility in honor of the donor in accordance with the processes set forth in this Policy. The offer and acceptance of a donation does not necessarily ensure or confer upon such donor a naming opportunity.

Commemorative opportunities may from time to time be offered by the City, such as the placement of a plaque on a bench for which the donor sponsored the purchase. The administrative cost of providing a naming opportunity is substantial; therefore, a naming opportunity for donations or financial contributions unrelated to commemorative opportunities offered by the City will only be considered where the value of the contribution is \$500 or greater.

C. Donation Procedure.

1. The donor shall complete and submit a Donation and Sponsorship Application to the City Manager's Office. Applications shall be considered on a first-come, first-served basis.
2. The City Manager's Office will forward the Application to the appropriate City department.
3. The department will determine if the proposed donation is acceptable, with the approval of the City Manager, and shall notify the donor of the department's decision or recommendation, as the case may be. If a donation is approved

and accepted as provided in this Policy, City staff will arrange for the installation and any ongoing maintenance of any donated item.

3. If applicable, the applicant will indicate its preference for a proposed name, together with the background information supporting such name.
4. If the proposed name is that of a group, organization, association, company, or business, the background information shall include information regarding applicant's purpose, mission, and community involvement supporting the sponsorship request. If the proposed name is that of an individual, the background information shall include information demonstrating the individual's good character, personal achievements, contributions to the community, and/or efforts towards enrichment of the City or its residents.
5. The appropriate City department director will review the applicant's request and determine if the application complies with this Policy and any other City policies, rules, or regulations.
6. The director may propose alternate names. Once approved by the director and the City Manager, the application will be final or, as otherwise required under this Policy, forwarded to the City Council for its review and consideration.
7. The City Clerk shall maintain a written record of all donations and sponsorships.

The City reserves the right to reject any offer of donation if, upon review, acceptance of the donation is determined not to be in the best interest of the City.

V. Special Events/Promotions

In the case of special events where donations or sponsorship of that event is provided by a corporate or organizational sponsor, such donor or sponsor may, at the discretion of the appropriate City department director, be recognized through the display of the donor or sponsor's logotypes and/or names on event material(s). Such donation or sponsorship by a donor or sponsor shall not entitle that donor or sponsor to any special privileges.