

~~APPROVED~~ - DISAPPROVED

By CITY COMMISSION

DATE: Dec 18, 2014

M. Dennis Peterson

ALSO see LAST PAGE

"TAKE IT TO THE TOP"
NAMING RIGHTS

AGENDA SUMMARY

December 18, 2014

DEPARTMENT: Administration

SUBJECT: Consider City Naming Policy

SUMMARY: This policy document establishes a process to name or rename municipally owned public buildings, infrastructure, and facilities in the City of Johnson City, subject to formal approval of the Board of Commissioners.

RECOMMENDED ACTION: As Appropriate

CITY OF JOHNSON CITY, TENNESSEE

PUBLIC BUILDING, INFRASTRUCTURE, & FACILITY NAMING POLICY

- I. Purpose: This document outlines the policy of the Johnson City Board of Commissioners with respect to the naming of public buildings, infrastructure, & facilities owned by the City of Johnson City;
- II. Authorization: The authority to name or rename all municipally owned public buildings, infrastructure, and facilities ultimately rests with the Johnson City Board of Commissioners. Any naming or renaming shall require adoption of a formal Resolution by the Board of Commissioners authorizing such designation;
- III. Qualifying Name: In order to qualify for consideration, proposed names must relate to one or more of the following categories:
 - Geographic location to facility;
 - An outstanding feature;
 - Historic site, event or individual;
 - Names of local significance;
 - Names of individuals or organizations that have made a substantial contribution in service or substantial financial contribution for acquisition/development/construction;
 - Individuals or organizations that have made significant documented contributions to the City, community, department, school or program;
 - Individuals from Johnson City who distinguished themselves in lifetime service or career over an extended number of years bringing pride, local, regional, state-wide or national recognition to themselves and Johnson City;

IV. Process:

1. In General: At its discretion, the Johnson City Board of Commissioners may formally solicit and/or consider recommendations for the naming of public buildings, infrastructure, and facilities from:
 - Citizens of Johnson City;
 - Civic organizations or groups;
 - Residents and businesses that are situated near, beside, or across from the public building, infrastructure or facility considered for naming;
 - Established boards and commissions of Johnson City including but not limited to the : the Johnson City Parks & Recreation Advisory Board and the Johnson City Regional Planning Commission;
 - City staff;
 - Other committees or groups that have an interest in public building, infrastructure, or facility;
 - Other entities or groups that the Johnson City Board of Commissioners may consider or designate;

2. Naming of School Buildings and Facilities:

For all school buildings and school facilities, the Johnson City Board of Commissioners shall solicit and will consider the naming recommendations submitted by the Johnson City Board of Education in accordance with their policies;

3. Qualifying Levels of Financial Contribution: The Johnson City Board of Commissioners may establish a standing policy to set qualifying levels of financial or service contributions for the naming of any public building, infrastructure, or facility project or it may, in its discretion, delegate, in whole or in part, this responsibility to a city board/ commission or committee established for this purpose. In all instances, the qualifying levels established shall be approved by a majority vote of the Johnson City Board of Commissioners, prior to the levels being advertised to potential contributors;

V. Renaming of Public Buildings, Infrastructure, or Facilities: A request to rename public buildings, infrastructure, or facilities will be considered only under specific conditions and will be strictly evaluated to ensure that any change in name would not diminish the original name justification or discount the value of the original name;

Consideration may be entertained if any of the following apply:

- The name of an existing building, infrastructure, or facility from an earlier time no longer has relevance, significance or has been tarnished or diminished;

- The proposed renaming of a building, infrastructure or facility has a cross-section of community support based on the documented contributions the individual or organization has made specifically to the City, community, department, school or program;
- The overall process for renaming beyond what has been outlined in this section shall follow sections I-IV of this policy;

VI. Policy Amendment: The Johnson City Board of Commissioners may, in its discretion, establish or amend the process or procedure for the naming of public buildings, infrastructure, or facilities of the City of Johnson City;

APPROVED BY THE JOHNSON CITY BOARD OF COMMISSIONERS, THIS 18th DAY OF

December 2014.



MAYOR

18 DEC 2014

APPROVED BY Board of Commissioners

M. Dennis Peterson

Delete #1 Below

'TAKE IT TO THE TOPP'
NAMING RIGHTS

FACILITY	AMOUNT
• STADIUM NAME	\$ 150,000
• FIELD NAME	100,000
• SCOREBOARD	150,000
• FIELDHOUSE	100,000
• WEIGHT ROOM	50,000
• TRAINING ROOM	20,000
• BAND SELECTION	30,000
• PRESS BOX	20,000
• SEATING SELECTIONS (6)	20,000

GENERAL STIPULATIONS

Delete →

1. Naming opportunities for contributors will be removed after ninety (90) days if payment is not made when due;
2. Once a naming right has been accepted by the Johnson City Board of Commissioners it may not be re-assigned or transferred to an alternate facility or section of a facility without prior approval of the Board of Commissioners;
3. Any naming right requests that occur following formal adoption of this document must be made at the time of payment of the donation in full or at the time of finalizing the terms of the donation pledge;
4. Since the campaign is geared towards construction, all donation levels must be provided as monetary contributions or in-kind construction contributions;

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