

Naming Rights and Honorary Naming of City Parks, Facilities, and Amenities

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**CITY COUNCIL
STUDY SESSION
OCTOBER 26, 2016**

Existing Parks Naming Policy

5 Criteria:

- Street names on which the parks are located
- Spanish surnames
- Names of early Corona settlers
- Names of deceased war veterans of Corona
- Names that reflect Corona's heritage

Purpose of Proposed Policy Changes

- Maintain current naming criteria,
- Promote philanthropic giving through naming rights
- Recognize substantial non-monetary contributions to the community
- Establish criteria for naming rights and honorary naming
- Encourage public input in the process

Effected City Property

- Parks
- Facilities (i.e., community centers, gymnasiums, library, etc.)
- Significant amenities (i.e., restrooms, trails, fields/courts, playgrounds, picnic shelters, rooms within facilities, etc.)
- Excludes Utility Facilities
- Separate application process for park memorials (trees and benches)

Criteria: Naming Rights

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- Contribution of minimum 50% of total costs for:
 - Acquisition
 - Design, engineering, and construction
 - Development
 - Replacement/renovation
 - Maintenance
 - Operational costs
- Contribution commensurate with duration of naming period
- Contribution based on market value of project/operation

Criteria: Honorary Naming

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- Contribution commensurate with size/significance of facility
- Individual honoree
 - Deceased for minimum 5 years
 - Elected official/public employee minimum 5 years after retirement from service
- Business, organization, or group
- Honoree or legal representative must grant authorization
- Additionally (at least one):
 - Requires significant contribution apart from which property would not exist
 - Contribution significantly enhanced the property
 - 15 years of exemplary public service
 - Achieved unique distinction worthy of being honored (i.e., US President, Astronaut, Olympian, etc.)
 - Long and beneficial city affiliation and continuous residency (15 years minimum)

Criteria: Renaming

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- **Condition (at least one):**
 - Replacement/renovation necessary
 - Existing name not befitting City's best interests
 - Breach of agreement involving existing name
- **Thorough legal review of all documentation related to existing name**
- **Other considerations:**
 - Community input
 - Historical significance of existing name
 - Impact on party for whom property is currently named
 - Cost/general effect of change
 - Terms/conditions of existing naming agreement

Application Process (Honorary Naming)

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- Completed application/fee payment
 - Identify property
 - Demonstrates how criteria is met
 - Provides historical/biographical information
 - Includes letters of support
- Department review
- Public Services Committee review
 - Public notice (21 and 7 days) – invites input
- City Council review and approval

Agreement

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- Legally binding agreement to include:
 - Duration (never in perpetuity)
 - Renewal options (if applicable)
 - Contribution amount
 - Early termination rights:
 - ✦ Breach of agreement
 - ✦ City retains all contributions

City Rights

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- City Council has sole approval authority
- City reserves right of rejection (application)
- Names not to be considered:
 - Cause confusion – similar/duplicate name
 - Associated with:
 - ✦ Party “substantially involved in the sale of alcohol, tobacco, firearms, pornography, or sexually explicit goods or services”
 - ✦ Whose activities are such that they are not in the best interest of the city
 - Discriminatory or derogatory towards federally protected classes
 - Conflicts with federal/state/local laws
 - Conflicts with grant/other funding source requirements
- No vested rights are conferred

Questions?

Criteria for Honorary Naming

C. Criteria for Honorary Naming. All applications for Honorary Naming shall also meet the following criteria, as determined by the City Council in its sole discretion:

1. The personal contribution provided by the Eligible Name Source shall be commensurate with the size and significance of the City Property being named or renamed.
2. If the Eligible Name Source is an individual, he or she may either be deceased or living, but the following conditions shall apply before an application submitted on their behalf will be considered:
 - A. An individual must be deceased for at least five (5) years.
 - B. A City elected official or public employee must be separated from service with the City for at least five (5) years.
3. If the Eligible Name Source is a business, organization or group, it may either be currently or formerly in business or operation.

Criteria for Honorary Naming (cont.)

4. The Eligible Name Source, or their duly recognized representative (if deceased or no longer in business or operation), shall consent to the Honorary Naming and execute any documentation required under this policy.
5. The Eligible Name Source shall have done at least one of the following:
 - A. Made a significant, positive contribution to the community without which the City Property to be named or renamed likely would not have otherwise existed.
 - B. Made an important contribution that enhanced in an extraordinary way the City Property to be named or renamed.
 - C. Demonstrated continuous and longstanding exemplary public service or community volunteerism over a period of at least fifteen (15) years.
 - D. Achieved such unique public distinction as to warrant recognition.
 - E. Had a longstanding and beneficial affiliation with the City and maintained a continuous residence in the City for at least fifteen (15) years.