



To Rename a Ball Field



# Renaming/Commemoration Options

1

Naming Rights

2

Honorary  
Naming

3

Park Memorial  
Program



# Naming Rights

- Contribution of at least 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

# Honorary Naming (requirements)

- ▶ Public contribution = size/significance of facility
- ▶ Individual honoree
  - ▶ Deceased for minimum 5 years or
  - ▶ Elected official/public employee minimum 5 years after retirement
- ▶ Business, organization, or group
- ▶ Legal authorization for use of name
- ▶ At least one of the following:
  - ▶ 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)

# Honorary Naming (process)

- Application submission/review
  - Identify property
  - Has criteria been met
  - Historical/biographical information
  - Letters of support
- Department review
- Public Services Committee review
  - Public notice (21 and 7 days) – invites input
- City Council review and approval

# Park Memorial Program

- Purchase a tree (20-year maintenance) or bench
- Includes small commemorative plaque
- Application, price verification, installation



# National Tragedy of Great Local Significance

- Route 91 Harvest Festival (Las Vegas)
- October 1, 2017
- Deadliest mass shooting in US history
  - 58 killed (36 women, 22 men)
  - Victims associated with Corona
    - Austin Davis, 29
    - Thomas Day, Jr., 54
    - Patricia Mestas, 67
    - Christopher Roybal, 28
  - More than 500 injured





# For your consideration

- Norco: Bennetta's Heart Healing Garden
- Commemorates San Bernardino shooting (12/2/15) victim Bennetta Betbadal
- The 6<sup>th</sup> of 14 planned tree groves in Southern CA
  - Incredible Edible Community Garden Foundation
  - City of Norco, CAL Fire, and the Forest Service.





# Remembrance Field

- Rename the ball field or other outdoor facility in remembrance of all Las Vegas Shooting victims associated with Corona
- Make it a community effort
  - Encourage families, residents, businesses to enhance the naming through the Park Memorial program with trees and benches
  - Encourage community organization involvement in commemoration
  - Solicit community ideas



# Review of Options

- Naming rights--not the best alternative for current consideration
- Honorary Naming—requires some change to policy
- Park Memorial—a viable option for personal recognition
- Alternative commemorative effort—affords the greatest flexibility and comprehensive recognition





Questions?

