

POLICY TITLE NAMING OF CITY PARKS, FACILITIES AND FACILITY AMENITIES

POLICY STATEMENT:

This policy intends to address the following naming situations:

1. The opening or reopening of parks, facilities, and facility amenities
2. Providing recognition of financial contributions
3. Honoring individuals or organizations in recognition of their significant contributions to the community.

The criteria for naming rights will include the following:

1. The person or organization has a longstanding affiliation with the City
2. The name provides a sense of place, reflecting the geographic location, community, neighborhood or street where the park, facility or amenity is located
3. The name recognizes the historical significance of the area or reflects unique characteristics of the site
4. The names of persons, organizations, corporations, foundations or families will be considered when they have made a significant contribution to the City by:
 - a. Enhancing the quality of life and well-being of the City
 - b. Contributing to the historical or cultural preservation of the City
 - c. Contributing toward the acquisition, development or conveyance of land or building
 - d. Making exemplary or meritorious contributions to the City
5. If named in memorial, the individual must be deceased at least one (1) year, have been a resident of Santa Cruz, and/or have made a significant contribution to the community in terms of improvement of quality of life.

Names will not be chosen that:

1. Cause confusion due to duplication or names sounding similar to existing locations within the City of Santa Cruz
2. Are the name of companies whose business is substantially derived from the sale of alcohol, tobacco, firearms and/or pornography
3. Are discriminatory or derogatory considering race, gender, creed, religious or political affiliation, or other similar factors.

Where the name of an individual is recommended, consent shall be obtained from the individual or their next of kin prior to the City Council's public consideration.

Where the naming opportunity is the result of a financial contribution, the following factors must be considered:

1. The significance of the contribution made, relative to the construction and/or operating costs of the parks, facilities, and amenities within those facilities
2. The cost of establishing the naming option (costs to be determined by the responsible Department on an individual basis).

The duration of naming rights of parks, facilities, and amenities within those facilities shall be decided or negotiated on a case-by-case basis. Naming rights of parks, facilities, and amenities may be renewed by mutual agreement between the parties.

Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signs, rebuilding community recognition and updating records (i.e. letterhead, databases, and promotional materials).

Each application will be considered on a case-by-case basis. Applicant(s) shall submit a written request for naming rights to the corresponding Department Director, with justification to aid in considering the proposal. The proposed name shall be placed on the appropriate Commission agenda (if required), allowing appropriate time for review by the Commission, and to publicize and receive input from the public at the Commission meeting. The Commission's recommendation will be forwarded to the City Council for determination of the official name.

AUTHORIZATION: Council Policy Manual Update of November 17, 1998
Revised by motion May 23, 2006

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