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MEMORANDUM

To: Mayor and City Council
From: Brent Walker, Parks Director
Date: May 21, 2018
Subject: **Approval of the Policy For Naming City Parks, Recreational Areas, Streets/Roads and Facilities and Event Sponsorship**

ITEM DESCRIPTION

Policy for naming City owned parks, roads and facilities and event sponsorship

BACKGROUND

The Purpose of this policy is to establish a systematic and consistent approach for the naming/renaming of parks, recreational areas, streets/roads and facilities owned and/or operated by the City and sponsorships of events offered by the City of Dunwoody.

The Policy for the naming of City parks, recreational areas, streets/roads and facilities is established in order to carefully administer determined naming criteria which emphasizes community values and character, local history, geography, environmental, civics and service to the Dunwoody community.

It is realized that the responsibility for naming City parks, recreational areas and facilities lies with the Mayor and City Council.

The City also recognizes the value in sponsorships from the local business community and individuals of events held in our parks and would to harbor these relationships through a process determined by the Mayor and Council.

RECOMMENDATION

Staff recommends the Mayor and Council approve this policy and direct staff to administer the requirements therein.

Denis Shortal Mayor
Eric Linton, ICMA-CM City Manager
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1
Jim Riticher City Council Post 2
Tom Lambert City Council Post 3

Terry Nall City Council Post 4
Lynn Deutsch City Council Post 5
John Heneghan City Council Post 6

Policy for the Naming of City Parks, Recreational Areas, Streets/Roads and Facilities

Purpose:

The City of Dunwoody believes that through mutually beneficial partnerships the overall quality of life in the community can be enhanced, community relationships can be strengthened and efficiencies in time and resources can be achieved. The City delivers quality, life-enriching activities, and state of the art facilities to the broadest base of the community.

The Purpose of this policy is to establish a systematic and consistent approach for the sponsoring and naming/renaming of parks, recreational areas, streets/roads and facilities owned and/or operated by the City of Dunwoody. This policy will guide name recognition and establish its uniform application. It is realized that the responsibility for naming City parks, recreational areas and facilities lies with the Mayor and City Council.

In appreciation for contributions and support the city receives from external organizations, individuals and businesses, it may be necessary to apply a policy whereby the City of Dunwoody would provide suitable acknowledgement of particular contributions and support. All recognition shall adhere to the aesthetic values and purpose of the City's parks, facilities and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair or diminish the visual, aesthetic or functional qualities of the site or be perceived as creating a proprietary interest.

Objectives:

- Enhance sense of community through naming of City parks, recreational areas, streets/roads and facilities.
- Ensure parks and recreational areas are easily identified and located.
- Ensure names given to city assets are consistent with the values, mission and characteristics of the City of Dunwoody.
- Assure the quality of the title/name, so it may beneficially serve the purpose of the City in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the asset or area affected.
- Encourage and recognize the dedication of lands, or donations by individuals or groups.

Criteria:

The Policy for the naming of City parks, recreational areas, streets/roads and facilities is established in order to carefully administer determined naming criteria which emphasizes community values and character, local history, geography, environmental, civics and service to the Dunwoody community. 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 Mayor and City Council determines that it is appropriate to honor or recognize a deserving or outstanding group or individual for their actions and/or service.

When naming a City park, recreational area, streets/roads and facilities the following Criteria will be considered:

- Geographical location of the facility including descriptive names. A name shall not be considered if an existing park or facility within a 50 mile radius of the City limits bears the proposed name.

- An outstanding feature of the area. (example: hill, river, vegetation)
- Commonly recognized subjects of historical significance such as event, person (non-living and deceased for a minimum of five years), group, culture, or place.
- A person (non-living and deceased for a minimum of five years) or group who significantly contributed to the acquisition or development of the park or facility.
- An individual (non-living and deceased for a minimum of five years) who provided an exceptional service in the interest of the city or community.
- The Mayor and City Council have the authority to waive the minimum number of years an individual must be deceased in order to be considered.
- Naming may be considered based on the provision of significant funding which substantially underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable city projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state, and local funding for such projects or complete donation of land.
- 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 approval by the Mayor and City Council.
- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.
- Naming Rights, or Sponsorship Benefits must not include depictions, words or phrases that are reasonably deemed to be harmful or otherwise developmentally inappropriate for the purpose of communication with, or display to the general public. Examples of depictions, words or phrases that may be rejected under this Policy are those which:
 - Are sexually suggestive or obscene;
 - Promote unlawful discrimination on the basis of race, ethnicity, religion, or any other classification protected by law;
 - Connote inappropriate violence or intimidation;
 - Relate events, activities or behaviors that are criminal or otherwise violate law (including without limitation ,violations or applicable environmental, controlled substance or safety laws); or
 - Promote activities or products that are reasonably determined to be detrimental to the public health or safety.
 - Associations with tobacco and alcohol are prohibited.

Renaming:

The intent of naming is for permanent recognition. It is recommended that efforts to change a name be subject to the most crucial examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

Procedure:

- Staff, city residents, community leaders and organizations interested in proposing a name for a park, recreational area, streets/roads or facility shall submit written recommendations, petitions, and etc. to the City Manager for consideration. Recommendations need to describe in detail why the candidate merits such recognition.
- When naming after a person or persons, (non-living and deceased for a minimum of five years) written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.

- The City Manager shall consider all requests and names deemed worthy of consideration will be recommended to the Mayor and City Council.
- The Mayor and City Council shall allow for public input and comment.
- The Mayor and City Council shall confirm park, recreation areas, streets/roads and facility names by resolution.
- The Mayor and City Council has final approval and may reject any naming or renaming request.

The following principals form the basis of the City's recognition of sponsors:

- The City Manager or their designee has the authority to approve sponsorships of City events and programs.
- The City of Dunwoody appreciates all sponsorships that enable it to further its mission.
- Recognition of a sponsorship shall not suggest in any way the endorsement of a sponsor's goods or services by the City of Dunwoody, or any proprietary interest of the sponsor in the City.
- Any signage which recognizes a sponsor shall meet all applicable regulations set in Sign Regulations of the City of Dunwoody Municipal Code and shall not detract from the park surroundings, nor shall it impair or diminish the visual, aesthetic or functional qualities of the site or be perceived as creating a proprietary interest nor alter any interpretive message and/or a park visitor's experience. Signs be sized appropriately for the location they are placed as determined by the City Manager or their designee.

Only the following content will be deemed appropriate:

- The legally recognized name of the corporate sponsor.
 - The sponsor's organizational slogan may be considered if it identifies rather than promotes the organization or its products and services.
 - The City of Dunwoody will not make any statements which directly or indirectly advocate or endorses a sponsor's organization, products or services.
 - The City's Communications and Marketing staff must approve the use of the City of Dunwoody's name, marks or logo by the sponsor in their own business publications or other print, video, internet, broadcast, social media or display items developed to promote or communicate the sponsorship. All use must be associated with the specific sponsorship.
- All sponsorship agreements will be for a defined period of time having regard to the market value of the sponsorship at the time it is made.
 - Naming of events within a park or community building in recognition of a sponsor is permitted providing such names are subordinate to the name of the park, event or the community building.
 - Any physical sign, representation or symbol associated with the sponsoring of an event shall not be larger in font or size than the "City of Dunwoody" name or facility name at the location or in any and all marketing or promotional materials or communications.
 - All final graphics, logos, signs, representations or visuals are subject to a final approval of the City Manager and the Communications and Marketing department.
 - Costs associated with the manufacturing of the sign must be paid by the Sponsor

Renewal Rights and Process

When the City of Dunwoody executes an agreement with any sponsor, the agreement will include a right of renewal term. Contracted sponsors receive the "first right of refusal" to renew as a sponsor; however, the benefits and consideration of the sponsorship may be renegotiated as necessary.

Terminating Sponsorships

The City of Dunwoody reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of the City. Decisions to terminate a sponsorship shall be made by the City Manager.

EXAMPLE

50% OFF SPONSORSHIP SPECIALS

OPTION 1: Sponsor 1 event and get a 2nd event at 50% off, plus full benefits.
(Must be at equal value of lesser value)

OPTION 2: Maximize your exposure and sponsor ALL events. Call for special pricing.

Additional benefits and terms as negotiated

Sponsorship Levels	Presenting Sponsor \$1000	Gold Sponsor \$750	Silver Sponsor \$500	Bronze Sponsor \$300	Supporting Sponsor \$200	Friend \$100
Receive a window cling identifying your business as a park department supporter	Yes	Yes	Yes	Yes	Yes	Yes
Acknowledgment on event day signage	Prominent Placement	Logo	Logo	Logo	Logo	Yes
Sponsor Page - Website: Logo on dunwoodyga.gov	Prominent Placement	Yes	Yes	Yes	Yes	
Opportunity to provide the park department with your promotional materials for event participants	Prominent Placement	Yes	Yes	Yes	Yes	
Logo on email messages sent to 14,000+ subscribers	Prominent Placement	Yes	Yes	Yes		
Logo on Facebook page, flyers and registration forms	Prominent Placement	Yes	Yes	Yes		
PA announcements	Prominent Placement	Yes	Yes	Yes		
Complimentary tickets to sponsored event(s)	Yes	Yes	Yes			
Full color banner with logo	8	6	3			
Opportunity to distribute materials on-site at event; set-up, banners(s), and materials provided by sponsor	2'x 6' banner	2'x 5' banner	2'x 4' banner			
Logo in PD's, Park Guide, emailed to 14,000+ recipients	Prominent Placement	Yes				

All benefits vary depending on the event.