

**City of Phoenix
Parks and Recreation Board Policy**

Number 3.3	Park Naming	Adopted: 9/13/1967
		Revised: 4/26/2012

Park Naming Criteria

The Parks and Recreation Board shall have final approval authority for all names for parks, parks features and recreational facilities.

In considering proposed names for parks, park features and recreational facilities, the Board shall consider whether the following conditions apply:

1. The person or entity proposing the name donated the park, park feature or recreational facility.
2. The person or entity proposing the name donated funding equal to the value of the land for the park or the development of the park, park feature or recreational facility.
3. The person or entity proposing the name donated funding equal to at least 50 percent of the cost of the park's development or major renovation.
4. The person or entity proposing the name made a series of donations to the City of Phoenix park system whose sum is the percentage values required in paragraphs 1, 2, or 3.
5. A nonprofit organization that operates a parks facility and proposes a name for a park, park feature or recreational facility meets the criteria outlined in the Naming Rights Guidelines for Nonprofit Operators of Department Facilities below.
6. The individual person whose name is proposed is accepted by the general public as being a local, state, or national hero or has had historical significance deemed deserving of extraordinary recognition through park naming.
7. The name conveys and reflects a City of Phoenix park and/or facility.

The Board shall have the authority to establish additional guidelines/criteria which may not be covered in this policy. The Board may consider names through contests, community recommendations, the establishment of a special naming subcommittee, term agreements, or other appropriate means representative of the policy guidelines.

Special Park Feature/Recreation Facility

A specific park feature or recreational facility may be named in honor of a donor or in recognition of a special event, person, or cause without having to rename the park it is located in. For example, a person or group may wish to donate a special piece of equipment, the construction of a basketball court, the dedication of an amphitheater,

ball diamond, construction of a picnic ramada, etc. Plaque dedications, benches, special tree plantings, trail dedications, etc., have traditionally become recognized features in parks. The Department shall have the authority to approve the naming of a special park feature. The Board retains the authority to approve the naming of multiple special park features of significant monetary value. Monuments and memorials are addressed in a separate Board-approved policy guideline.

Term-limited Sponsorship Agreements

The Parks and Recreation Board shall have approval authority over all term-limited naming-rights agreements. Such an agreement involves a delicate balance between the public park facility and a potential sponsor. The Board should consider opportunities for the Parks and Recreation Department to earn revenue by granting the naming rights for a period of time while preserving programming and facility rights for the public. The naming rights agreement shall address signage, promotional materials, media exposure, programming, and other benefits that match the sponsor's business/individual development perspective. In valuing a sponsorship, the board shall consider the potential value of other sponsorship opportunities in a park or recreational facility. The Board shall also consider other terms, such as a right of first negotiation to renew the agreement at the end of the term.

Naming Rights Guidelines for Nonprofit Operators of Department Facilities

The Parks and Recreation Department relies on nonprofit organizations to operate numerous Department facilities and services for the benefit of the general public. Nonprofit operators of Department facilities may offer naming rights, subject to Parks and Recreation Board approval, as a means to generate facility operating funds according to the following considerations:

1. The nonprofit operator shall contribute a percentage of the facility's fair market value in funds, furniture, fixtures, and/or equipment at levels sufficient to merit Parks and Recreation Board approval of naming rights during the term of an operating agreement. The total contribution may be less than the levels established within this policy for other entities.
2. A nonprofit operator may, subject to the approval of the Parks and Recreation Board, offer naming rights in acknowledgment of a donation. Such naming rights donations shall be used by the nonprofit operator for the operation of the City facility and its services for the general public in compliance with the terms and conditions of the Board approved Operating Agreement. The nonprofit operation shall provide the Parks and Recreation Department an accounting of the use of the funds.
3. Lesser contribution levels for naming rights for an area or feature of a facility may also be considered.
4. The Parks and Recreation Board will have the option to approve facility naming rights on behalf of nonprofit operators in perpetuity when the level of contribution meets the requirements listed in Park Naming Criteria above.

5. This policy applies only to facilities owned by the Parks and Recreation Department. This naming rights policy does not apply to programs or other sponsorships (such as events) to which the nonprofit operator may provide naming rights in acknowledgment of a donation.

Park Renaming/Un-naming

With the exception of parks and facilities with term-limited names, the Board shall not change the name of any named park or facility unless there are extraordinary circumstances of local or national interest and no other park facility can be so designated. Officially named parks and facilities are defined as those which have been named by the Board. The Board should change the name of a park only with great deliberation. For example, (1) in reaction to related geographical name changes; or (2) in response to negative public opinion related to inappropriate, derogatory, or offensive naming reference; or (3) to commemorate a person or persons who have made overriding contributions to the park or who are of local and national interest and whose distinctions are as yet unrecognized. A five-year waiting or "grace" period from the time of the death of a person whose name is being proposed for a park shall be followed. For renaming an existing park, it is the policy of the Board to take no formal action until after a thorough public notification/hearing process has taken place on the proposed change. Living next of kin shall be queried as to their wishes regarding any request to change the name of a "person/family named park." The stated purpose of this policy guideline is to preserve, honor, and protect the official actions of previous Boards and to consider a name change only after thorough research and public discussion has taken place. In all cases, the Board shall have the prerogative of formally considering, accepting, or rejecting the proposed name change. Board policy decision is final for City of Phoenix designated parks. Naming or renaming of specific geographical features may be subject to State Board of Geographic and Historic Names (A.R.S. §41.935.02, 835.05) and U. S. Bureau of Geographic Name policies.

Delia Ortega Nowakowski, Chair
April 26, 2012

Reference: Policy No. PRL-17, Parks Board Minutes 2/24/2005, 5/6/1980