



ITEM SUMMARY

MEETING DATE: October 17, 2022
FROM: Andrea McCue, City Manager, Administration
SUBJECT: Naming of City Programs, Events and/or Facilities

BACKGROUND

During the Council's discussion regarding the City's scholarship program, naming of scholarships came up which led to a larger discussion about how the City should go about naming city related programs, events and/or facilities. The Council was interested in having a policy and/or procedure in place to assist in determining how programs, events, and facilities including property are named.

ANALYSIS

Following are recommendations for the Council's consideration:

- The City Council should have sole authority to name or rename programs, events, and facilities.
- The naming or renaming of a city program, event and/or facility should be determined by the council either based on a city initiative, a recommendation by the city manager, or the request of any person or entity desiring to assist the city in determining the name of any city property.
- When considering the naming of any program, event and/or facility, the city council and city manager should consider the following naming attributes:
 1. Recognized geographic names
 2. Natural historic features
 3. Significant contributions to the city, State of Florida, or United States
 4. Significant material or financial contributions to the city
 5. Persons of historic service to the city
 6. Persons of outstanding civic service to the city
 7. Documented community support for the name
- The following should also be considered by the city council and city manager when naming any city program, event and/or facility:
 1. Names selected should correlate with the significance of the program, event, or facility.
 2. Preference should be given to names that lend dignity to the program, event, or facility.
 3. Current council members or existing city employees should not be considered.
 4. Will the naming lead to the undue commercialization of the program, event, or facility.
 5. Names that promote alcohol and tobacco products or political organizations should not be considered.
 6. Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered.
 7. The same name for different programs, events, and facilities should be avoided.
 8. Multiple names for different parts of a particular program, event, and facility should be avoided.
 9. Has the individual whose name is being considered, ever been convicted of a felony.
 10. The cost that the naming or renaming will have on the city.

FINANCIAL INFORMATION

Any cost associated with the naming and/or renaming of a city program, event or facility would be included in the budget.

LEGAL

Staff recommends that the City Attorney prepare any documentation for the Council's consideration.

STAFF RECOMMENDATION

The City Attorney has prepared ordinances establishing a policy and procedure for other municipalities and should the Council desire to proceed with establishing a policy and procedure, the City Attorney's office will proceed with an Ordinance for the Council's consideration.