



## ITEM SUMMARY

**MEETING DATE:** July 1, 2024

**FROM:** Andrea McCue, City Manager, Administration

**SUBJECT:** Ordinance 2024-16: First Reading

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### BACKGROUND

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In 2022, the City Council approved Ordinance No. 2022-42, thereby creating code section 2-2 related to the naming and renaming of City programs, events, and facilities. Section 2-2 mentions material or financial contributions to the City as one factor to be considered in the naming process. The proposed ordinance provides additional criteria specific to this factor.

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### ANALYSIS

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The proposed ordinance amends Section 2-2 by adding the following:

1. A tiered system for naming rights, whereby the duration of naming rights available to persons/entities is proportionate to the significance of the contribution. Short-term naming rights are for a period of up to ten years. Long-term naming rights are for a period greater than ten years. Legacy naming rights, which are reserved for extraordinary contributions, may be granted in perpetuity;
2. A subsection providing that all tiers of naming rights are subject to termination pursuant to subsection 2-2(i), without refund of the contribution;
3. A subsection providing for the deposit of donated funds in City accounts; and
4. A subsection providing for the establishment by resolution of minimum donation thresholds for each tier mentioned above.

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### FINANCIAL INFORMATION

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The proposed ordinance is not expected to have a direct impact on the City's regulatory costs.

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### LEGAL

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The proposed ordinance has been reviewed by the City Attorney.

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### STAFF RECOMMENDATION

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Staff recommends approval of the proposed ordinance.