

A POLICY FOR NAMING/RENAMING CITY FACILITIES AND PARKS INCLUDING COMMERCIAL NAMING RIGHTS

1. Definition.

a. Facilities and Parks. A facility refers to any structure or designated area that supports recreational/educational activities and amenities for public use. These can include buildings (including community centers), rooms in buildings, parks, garden areas, playgrounds, sports fields (like soccer, baseball, or football fields), courts, picnic areas, shelters or pavilions, walking or cycling paths, restrooms, and swimming pools. The purpose of facilities is to enhance the recreation, provide spaces for physical activity and community gatherings, and promote the overall well-being of community members.

b. Non-facilities. Items or features within an area or park that do not fall under the definition of a facility typically include natural features and landscaping elements such as trees, lawns, undeveloped land, and general open space areas. Additionally, small, non-structural amenities like park benches, signage, waste receptacles, and minor decorative elements are not considered facilities and fall under City Manager policy.

2. Policies and procedures for naming parks/facilities operated by the City.

a. Naming Objectives:

- i. Identify the site/facility/area and create a site image.
- ii. Provide a geographic location for the site/facility that could assist the public in easily locating a specific site within a park.
- iii. Recognize those individuals/organizations that develop facilities/areas for public use.
- iv. Honor a person for historical or commemorative reasons.
- v. Carry current values into the future.
- vi. Provide for added or enhanced development through the purchase of naming rights by commercial businesses, private individuals, or civic groups.

b. Procedure for naming new facilities/parks/areas or renaming existing facilities/parks/areas:

- i. Staff or community member(s) propose name or new name.
- ii. Appropriate city committee with jurisdiction uses guidelines provided in section c below to evaluate proposals for facility/park naming/renaming.
- iii. Appropriate city committee recommends a name for park/facility.
- iv. City Council approves name and any naming rights agreement.

c. Guidelines and/or considerations to be used for naming or renaming facilities/parks:

- i. Be imaginative and creative.
- ii. Utilize names of cultural places or features, i.e. streets, schools.
- iii. Name after historic sites, events, or persons.

- iv. Geographic or natural features, i.e. creeks, hills, or vegetation.
- v. Names should express appreciation, educate, or convey historical significance.
 - 1. Living People:
 - a. When 50 percent of the value of the park land, facility, or area is donated, or
 - b. When "substantially all" of the development is donated, or
 - c. When public individuals have made a significant contribution over a long period of time to, or
 - d. When public individuals have special interest in the park and/or other facility.
 - e. When a person is determined to have played an essential role in the evolution of the facility or area.
 - 2. Deceased People:
 - a. When it is appropriate to name a facility/park in honor of a deceased person, it may be a war or civilian hero or a person who has made a major contribution to the community and/or who has been instrumental in acquiring or developing the facility/park area. The name of a deceased person for a facility/park should not be considered until 6 months after the date of the death of that person and should be considered only if deemed appropriate.
 - 3. Organizations:
 - a. When 50 percent of the value of the parkland, facility or area is donated, or
 - b. When substantially all the development is donated.
 - c. When a donation has been "deemed significant" in the development of a facility or area.
- vi. Commercial Naming Rights:
 - 1. When a negotiated percent of the facility/park/area is donated, or
 - 2. When a negotiated amount of funding is provided for the development or enhancement of the park/facility/area.
- vii. Naming rights to facilities and programs will not be allowed for alcoholic beverages, tobacco products and other businesses that do not reflect the wholesome nature of the facility and services provided and do not represent the mission and values of the City of Hermiston.
- viii. Length of rights will be determined through a negotiated contract, which will be approved by the City Council.
- ix. Avoid duplication with other names in the state and surrounding areas.
- x. The City of Hermiston reserves the right to refuse contributions.