

**City of Manor, Texas
Naming Policy**

I. Policy and Principles.

A. Policy.

This policy is to establish uniform criteria and procedures for a change in name or adoption of a name for City of Manor, Texas (“City”) facilities, parks, or other city owned property suitable for naming. The roads and streets of the City are not eligible for this policy.

B. Principles.

The naming of City property is the placement of a permanent identity and given the limited public resources amenable to a name, the process is cautious and constrained to allow for meaningful names that tells the story of the City and creates a worthy and enduring legacy for the community.

II. Categories of Naming Requests.

This naming policy endorses three broad categories of naming requests, however, a suggestion outside of these categories will be considered given appropriate circumstances.

A. Exceptional Individuals.

Exceptional city leaders or individuals or entities that have made the City a better place through civic engagement.

B. Historic Events, Places, and Persons.

The history of a major event, places, or historic person that have shaped the history of the City, the State of Texas, or the nation.

C. Major Gifts.

Gifts of time, skills, resources, products, and money that deserve the recognition of community generosity.

III. General Principles.

A. Renaming City Property.

Renaming City property is not encouraged and should only be entertained after a full investigation of the history and context of the original name and potential impact of a name change. Names that have become ingrained, widely accepted, or are historical or commonly used names should be preserved whenever possible.

B. Naming and Renaming for Exceptional Individuals.

The following guidelines apply to naming or renaming requests for Exceptional Individuals:

1. Naming public facilities is encouraged only for persons who have historical significance and good reputations have been secured in the history and lore of the community, the state, or the nation.

2. Naming parks and recreational facilities is available for only deceased persons and should be given to those who have significant and lasting contributions to the City. Naming City property after state, national or international figures should be rare and only upon a substantial

demonstration of the figure's connection to or special importance in the City, the State of Texas, or the nation.

C. Naming and Renaming for Historic Events and Places.

When City property is located near or otherwise associated with events, places, and people of historic, cultural, or social significance, it is appropriate to consider naming such public facility after such events, places and people. The relationship of the public facility to the events, places, and people of historic, cultural, or social significance should be demonstrated through research and documentation. The appropriateness of naming the facility after such an event, place, or people is further supported if people of the City or the surrounding neighborhood have already identified the City property with the name of the historic event, the place of the historic event, or people involved in the historic event.

D. Naming and Renaming for Major Gifts.

1. On the occasion a gift is of such magnitude and generosity that naming the City property according to the request of the person, persons, entity or entities that made the gift may be considered. Renaming City property associated with a gift to refurbish that property is discouraged.

2. Further guidelines for naming and renaming City property include:

(a) The threshold for naming rights on City property include one or preferably more of the following: (i) deeding to the City most if not all of the land on which the facility to be named will be situated; (ii) payment of one-half or more of the capital costs of constructing the City property to be named (depending on the availability of matching funds or grants); (iii) some long-term endowment for the repair and maintenance of the City property; and (iv) the provision of significant program costs for City property that will serve the City's program needs.

3. Naming City property after a benefactor, either a person or entity, will be evaluated on its own merits. The City reserves the right to rename any public property where the person or entity subsequently acts in a disreputable way. No corporate logos, brands, insignias or direct advertising may be used for the naming of any City property.

E. General Considerations.

In considering any proposal to name or rename City property, the following questions should be considered:

1. Will the name have historical, cultural, and social significance for generations to come?

2. Will the name engender a strong and positive change?

3. Will the name memorialize or commemorate people, places, or events that are of enduring importance to the community, state, or nation?

4. Will the name engender significant ties of friendship and mutual recognition and support within the community, state, or nation?

5. Will the name be identified with some major achievement or the advancement of the public good within the community, state, or nation?

6. Will the name be particularly suitable for the City property based on the location or history of the facility or the surrounding neighborhood?

7. Will the name have symbolic value that transcends its ordinary meaning or use and enhance the character and identity of the facility?

8. Will the naming request that accompanies a financial gift result in undue commercialization of the facility?

IV. Procedure.

A. Application.

An application for the naming or renaming of City property must be submitted to the City Manager. The application must include the information requested on the application attached hereto as **Exhibit A** as well as any other pertinent information that the applicant desires the City to consider. The City Manager or the City Manager's designee will review the application and determine if the requested name or name change is consistent with this policy.

B. Naming Committee.

If the naming or renaming request is within these guidelines, the request will be submitted to a naming committee consisting of the City Manager, the Mayor, and the Mayor *pro tem*. If the naming or renaming involves City facilities, the Director in charge of such facility will be a part of the naming committee.

C. City Council Action.

If the naming committee approves the naming or renaming of the City property, the naming committee shall submit its recommendations to City Council. The City Council will hold a public hearing regarding the naming or renaming of the City property and receive public comment. City Council may approve a naming or renaming of City property by simple majority and entered into the public record by resolution.

D. City Council Denial.

If a request for a naming or renaming has been denied by the City Council, the request may not be considered for a two year period.

EXHIBIT A

**CITY OF MANOR
NAMING/RENAMING OF CITY PROPERTY APPLICATION**

PROPOSAL:

SIGNIFICANCE OF NAME:

IMPACT ON COMMUNITY:

OTHER INFORMATION TO CONSIDER:

DRAFT