



# TOWN OF APPLE VALLEY

## TOWN COUNCIL STAFF REPORT

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**To:** Honorable Mayor and Town Council                      **Date:** July 12, 2016

**From:** Ralph Wright  
Parks and Recreation Manager  
Parks and Recreation Department                      **Item No:** 9

**Subject:** REQUEST TO NAME THE GYMNASIUM AT JAMES WOODY PARK IN HONOR OF MICHAEL H. MARTIN

**T.M. Approval:** \_\_\_\_\_                      **Budgeted Item:**  Yes  No  N/A

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### RECOMMENDED ACTION:

Approve and Adopt Resolution No. 2016-20 naming the Town's gymnasium in honor of Michael H. Martin.

### SUMMARY:

On December 31, 2015, Parks and Recreation Commissioner, Michael Martin, passed away. In honor of the contributions that Mike provided to the community as a fifteen (15) year employee of the Apple Valley Parks and Recreation District, his over ten (10) years as a Parks and Recreation Commissioner for the Town of Apple Valley and his many years of volunteer efforts with Town events, the Parks and Recreation Commission met on June 27, 2016 and unanimously recommended that the Town Council approve naming the gymnasium at James Woody Park in honor of Michael H. Martin.

### BACKGROUND:

Currently, the Parks and Recreation Department's only gymnasium, located in James Woody Park, does not have an official name other than the gym or main gym and therefore, this request is to establish a name for the gymnasium.

The Town of Apple Valley revised PR 17, The Town's Sponsorship and Facility Naming Policy, in January 2012. This policy sets the following guidelines and criteria for naming/renaming a facility that is not associated with a financial contribution.

1. To be named after an individual, family or organization, that entity must have:
  - a. Made a lasting and significant contribution to the betterment of a facility or park.
  - b. Made substantial contributions to the advancement of recreational opportunities within the Town.

Mike Martin was a resident of Apple Valley since he was eight (8) years of age, attended elementary, junior high and high school in our community. After obtaining his bachelor's degree, Mike returned to Apple Valley and served the community in many ways. His contributions in the Town of Apple Valley made a lasting and significant contribution to the betterment of the community as a whole as he worked for the Apple Valley Park and Recreation District for fifteen (15) years and had substantial positive impact on the youth of the community at the gymnasium through the many District programs and in particular, the youth basketball program. Rightfully stated in an article dated January 5, 2016, in the Daily Press; "Mike molded a generation of gym rats, providing them with a safe haven and gentle guidance." Additionally, Mike Martin made substantial contributions to the advancement of recreational opportunities within the Town separate from his efforts with the District. Mike Martin served for over ten (10) years as a Parks and Recreation Commissioner and was a consistent supporter for many Town sponsored and community events.

In addition to the unanimous support of the recommendation by the Parks and Recreation Commission, many of the Town's staff and residents brought forward inquiries and recommendations for this action. Staff believes it is warranted to name the gymnasium in honor of Mike Martin as he will be forever remembered for his public service to the community.

The Parks and Recreation Commission recommended the name of the gymnasium moving forward as:

### **The Michael H. Martin Gymnasium**

Staff's initial recommendation would be to place signage above the front entrance of the gymnasium. The exact design of the signage will be determined at a later date and would align with other signage in the Town's system. Additionally, a dedication plaque would be placed in the entrance of the gymnasium.

**FISCAL IMPACT:**

The Commission and Mike's family felt it was appropriate to raise new funds so that there is no impact on the General Fund or the Parks and Recreation Fund and therefore, the Parks and Recreation Commission recommended that a fundraising program be established to raise the funds for the signage and plaque. The exact cost is to be determined but is estimated to not exceed \$2,000.

**ATTACHMENT:**

1. PR 17 – Sponsorship of Programs and Facilities, Inclusive of Facility Naming/Renaming Guidelines

**RESOLUTION NO. 2016-20**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, NAMING THE TOWN'S RECREATION GYMNASIUM IN HONOR OF MICHAEL H. MARTIN.**

**WHEREAS**, Michael H. Martin was a resident of Apple Valley for forty-five (45) years, attending elementary, junior high and high school in our community; and

**WHEREAS**, after obtaining his bachelor's degree, Mike returned to the community where he would serve to make a difference; and

**WHEREAS**, Mike's passion was with the youth in our community as he molded a generation of "gym rats," providing them with a safe haven and gentle guidance; and

**WHEREAS**, Mike was known to many as "Big Mike," as he managed the Apple Valley Park District's basketball leagues, day camps and many other programs offered by the district for fifteen (15) years; and

**WHEREAS**, his motivational spirit as he encouraged our youth to pursue their dreams never wavered; and

**WHEREAS**, he retired as acting general manager to follow other passions in public service, his legacy with the community only thrived; and

**WHEREAS**, on December 14, 2004, Mike was appointed to the Town of Apple Valley's Parks and Recreation Commission where he served as an integral part of the leadership team. As Chairman of the Commission, Mike's sole focus was to ensure that our youth were provided a "Better Way to Live and Play" in our community; and

**WHEREAS**, he was a familiar face to events throughout the Community, both sponsored by the Town and others; and

**WHEREAS**, Mike could always be found assisting with programs and coaching youth sports, wherever and whenever needed, working to ensure that all who participated would receive enjoyment; and

**WHEREAS**, Mike's contribution to the community as a whole and the youth in particular was lasting and significant; and

**NOW, THEREFORE, BE IT RESOLVED** that the Town of Apple Valley forever applauds Mike Martin for his contributions and commitment to providing service to others: and

**BE IT FURTHER RESOLVED** that to honor Michael H. Martin's legacy, the Town Council of the Town of Apple Valley hereby dedicate the gymnasium within James Woody Park by naming it the Michael H. Martin Gymnasium and that a sign and plaque so stating shall be installed.

**APPROVED** and **ADOPTED** by the Town Council of the Town of Apple Valley this 12<sup>th</sup> day of July, 2016.

\_\_\_\_\_  
Barb Stanton, Mayor

**ATTEST:**

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La Vonda M-Pearson, Town Clerk

(SEAL)

# POLICY & PROCEDURE



Apple Valley Park and Recreation Department

<b>TITLE: SPONSORSHIP OF PROGRAMS and FACILITIES, INCLUSIVE OF FACILITY NAMING/RENAMING GUIDELINES</b>	<b>NO. PR17</b>
<b>APPROVED BY: Apple Valley Town Council</b>	<b>DATE: 01/24/12</b>

## PURPOSE:

The purpose of this policy is to allow the Town of Apple Valley to actively seek alternate revenue sources to maintain or enhance current facilities and services through sponsorships.

This policy provides guidelines that shall apply to the Town's participation in sponsorship and naming rights agreements ("Sponsorship Agreements"). A Sponsorship Agreement is a contract between the Town of Apple Valley and an external party that may be an individual, corporation, partnership, or other business entity or organization ("Sponsor"), by the terms of which the Sponsor provides funds, goods or services to the Town of Apple Valley as consideration for recognition, acknowledgement, or other promotional considerations or benefits, in respect to a Town facility, property or program.

Sponsorship Agreements are distinct from individual, business or other donations or gifts to the Town for which there may be no consideration or recognition. This policy also establishes a consistent approach, criteria and guidelines specific to exclusive right to use the names of Town of Apple Valley facilities or events as a means of acknowledging a Sponsor.

## POLICY:

### Section 1. Sponsorship Opportunities

Opportunities for sponsorships include, but are not limited to:

1. Park/Facility Development (New– financial or in-kind support associated with the design, construction or improvements of a particular facility such as playgrounds, picnic areas, dog parks, tennis courts, buildings (new or renovated).
2. Events – financial or in-kind support for events or special programs organized by the Town.
3. Naming rights – annual financial support associated with a long term contractual agreement, or significant contribution to the development of a new facility or amenity.
4. Recreation programs – financial or in-kind support of existing programs such as youth sports, running events, aquatics programs, et al; or contributions to offer a new program if it is determined to fit within the goals and objectives of the Town.
5. Other recurring or one-time programs, projects and events presented by the Town.

## **Section 2. Sponsorship Agreements**

1. Town staff may actively solicit proposals for sponsorships, including naming rights, for municipal facilities or events, with the prior approval of the department manager under whom the program or facility falls.
2. Sponsorship Agreements must safeguard the Town's assets and interests, and result in benefits to the Town and its residents.
3. The Town will only enter into Sponsorship Agreements that are consistent with the Town's character, values and service priorities.
4. No Sponsorship Agreement will impair or diminish the authority of the Town and its responsibilities in respect to any municipal facility or event that is the subject of the Agreement.
5. All Sponsorship Agreements shall be subject to all state, federal and local laws, ordinances, rules, and regulations.
6. Sponsorship Agreements that will generate more than \$25,000 in annual revenue or in-kind goods or services to the Town and all naming rights agreements, regardless of dollar amount, will be subject to the approval of the Town Council.
7. The Town shall always have the right and opportunity to reject any submitted proposals.
8. The Town shall also have the right at any time to suspend or terminate a Sponsorship Agreement if circumstances arise whereby the continued arrangement would no longer satisfy the selection criteria by which the Sponsorship was initially evaluated and approved.
9. Sponsorship Agreements shall define the type of recognition, commensurate with the level of support. These may include renaming of a facility or program, short and long-term signage, publicity through Town outlets and other media, and name and logo usage on marketing materials for the facility or program.

## **Section 3. Selection Criteria**

The Town will determine and use selection criteria, based upon the nature and character of each proposed Sponsorship Agreement, to evaluate potential Sponsorship Agreement opportunities. The selection criteria used to evaluate a prospective sponsor ("Prospective Sponsor") may include, but shall not be limited to:

1. Consistency of the Prospective Sponsor's products, customers and promotional goals with the Town's character, values and service priorities;
2. The Prospective Sponsor's historical participation and association with community projects, events and continued willingness to participate;
3. Community support for, or opposition to, the proposed sponsorship;
4. The operating and maintenance costs associated with the proposed sponsorship;
5. Anticipated public perception of the association of the Town and the Prospective Sponsor;
6. The Prospective Sponsor's regard for and demonstrated success in valuing diversity;

7. The Prospective Sponsor's regard for and demonstrated success in environmental stewardship.

The Town may not enter into Sponsorship Agreements with any of the following, based upon review of the resulting benefit, perception and best interest of the community:

1. Business or non-profit entities not currently providing goods and/or services to the citizens of the Town.
2. Businesses that are subject to regulation or monitoring by local, state or federal law enforcement agencies, including the Apple Valley Police Department, for regulatory compliance (e.g. sexually oriented businesses, bars, massage facilities, gun shops, manufacturers or sellers of firearms or weapons).
3. Religious or political organizations.
4. Commercial enterprises whose business is substantially derived from the sale or manufacture of alcoholic or tobacco products.
5. Individuals or commercial enterprises having past, present, or pending business agreements or associations with the Town, if a Sponsorship Agreement would have an appearance of impropriety.
6. Any Sponsorship Agreement that will or may promote tobacco products, alcohol, gambling, sexually related products or services, the sales or manufacturing of firearms or weapons, or products or services that are contrary to the interest of public health, safety or welfare.

#### **Section 4. Naming Criteria**

##### Naming/Renaming associated with a contribution:

2. An existing Town recreation area, park, facility or event may be named after an individual, corporation, or other entity as recognition for financial support, where such naming is consistent with applicable Town guidelines and policies.
3. If a proposed Sponsorship Agreement will result in a name change to an existing facility, the history and legacy of the current municipal facility name should be taken into consideration and/or incorporated within the proposed new name.
4. A proliferation of names for different parts of the same facility should be kept to a minimum.
5. Town-owned land or facilities shall not normally be named after living persons unless it is deemed appropriate to take such action on the basis of a significant contribution, monetary or otherwise, which warrants deviation from this policy guideline.
6. Town-owned land or facilities may not be named after a seated elected or appointed official, or for a period of time less than three years from vacating the seat.
7. Town-owned land or facilities may not be named after a person whose sole contribution was a part of that person's normal duties as an employee of the Town.
8. To be named after an individual, family or organization, that entity must have:

- a. Made a lasting and significant contribution to the betterment of a facility or park.
- b. Made substantial contributions to the advancement of recreational opportunities within the Town.

Naming/renaming not associated with a contribution:

The following principles will apply:

1. Geographic location
2. Unique, significant and/or historical feature or people pertaining to the site, or have historical, social or cultural significance for future generations
3. Commemorate places, people or events that are of continued importance to the Town
4. Have broad public support

### **Section 5. Responsibilities**

**Department:** A department considering a potential Sponsorship Agreement shall prepare a proposal setting forth the scope of a sponsorship program or project, including a description of the community benefit, financial goals, means of recognition and potential interested sponsors.

**Town Manager:** All sponsorship proposals must be reviewed and approved by the Town Manager or his designee.

**Town Attorney's Office:** The Town Attorney's Office will provide legal review of Request for Sponsorship documents and will review and approve the terms and conditions of proposed Sponsorship Agreements more than \$25,000.

**Parks and Recreation Commission:** The Parks and Recreation Commission shall review Sponsorship Agreements or other proposals that would result in the renaming of any parks and recreation facility or program.

**The Town Council:** The Town Council will consider approval and authorization of all Sponsorship Agreements that are anticipated to generate more than \$25,000 in annual revenue or in-kind goods or services to the Town, and all naming rights, regardless of the dollar amount.

### **PROCEDURE:**

The general procedures for the Town's participation in Sponsorship Agreements are as follows:

1. The department considering a Sponsorship Agreement will prepare a written proposal, defining the scope of a sponsorship program or project, including a

description of the community benefit, financial goals, means of recognition and potential interested sponsors. Proposals will then be submitted to the Town manager or designee for approval.

2. If a proposed Sponsorship Agreement will result in a name change to an existing facility, the history and legacy of the current municipal facility name should be taken into consideration and/or incorporated within the proposed new name.
3. The Sponsorship Agreement will take into consideration the valuation of the potential sponsorship.
4. Valuations should consider the following:
  - a. All tangible assets that are the quantitative benefits arising from a sponsorship package, such as media advertising, or printed ticket logos, or other publications; and
  - b. All intangible assets, which are the qualitative benefits that may arise from such a sponsorship, such as audience loyalty, audience recognition and prestige of the organization's marks and logos and standing in the community; and
  - c. Geographic reach/market impact factors, such as the number, size and value of the market(s) in which the sponsor will promote its affiliation with the facility, or event, or the desirability of Town property to a particular sponsor category.
5. If the sponsorship valuation indicates that the proposed Sponsorship Agreement may potentially result in more than \$25,000 in annual revenue, or goods or services to the Town, the initiating department will develop a Request for Sponsorship ("RFS").
6. Following the receipt of proposals, the department that initiated the Sponsorship Agreement proposal will review and evaluate all responsive proposals. The proposal for a Sponsorship Agreement that is most responsive and advantageous to the Town will be submitted to the Town Council for its consideration and possible approval.
7. If a proposed Sponsorship Agreement is anticipated to result in less than \$25,000 in annual revenue, or goods or services to the Town, and does not involve naming rights, the department may contract directly with a Prospective Sponsor, without issuing an RFS. The Town may elect to issue an RFS for Sponsorship Agreements that may result in annual revenue less than \$25,000, if it is deemed appropriate considering the circumstances, or is otherwise deemed to be in the best interest of the Town.
8. The Town shall always have the right and opportunity to reject any submitted proposals. The Town shall also have the right at any time to suspend or terminate a Sponsorship agreement if circumstances arise whereby the continued arrangement would no longer satisfy the selection criteria by which the Sponsorship was initially evaluated and approved.
9. For naming/renaming requests not associated with a contribution, a request consisting of the proposed name, strong, compelling reasons for the proposal, and justification for a name change (if applicable) shall be submitted to the Parks and Recreation Manager, for review by the Parks and Recreation Commission. The Town Council shall have final review.