

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

DISCUSSION OF PUBLIC FACILITY NAMING RIGHTS IN EXCHANGE FOR A FINANCIAL CONTRIBUTION

Summary Statement:

As the Town's budget continues to contract, Town staff continues to look for alternate revenue streams to maintain or enhance services, particularly in the area of parks and recreation. We have acclaimed programs, popular special events and high-quality facilities that hold value and appeal to businesses, organizations and individuals that might wish to contribute.

Existing Town policies already address sponsorships, naming, and recognition plaques and memorials, however there is an opportunity to further develop the program. The intent of this item is to revisit the Town's established criteria and procedures for the naming and renaming of Town-owned land and facilities. In particular, interest has been expressed in pursuing commercial sponsorship for the Civic Center Park amphitheater and other amenities with high visibility.

The current town policy allows for the naming of a facility upon contribution of over 50% of the construction cost. This may continue to be the method to determine naming rights of a new facility; however, it doesn't allow the flexibility of letting the market determine the value for a multi-year agreement between a business and the town.

Staff research turned up information primarily on criteria for naming a facility after a geographical feature, street, landmark or community leader. Few specifically addressed commercial sponsorships.

(Continued)

Recommended Action:

Provide direction to staff for development of a formal policy to be brought back for adoption.

Proposed by: Kathie Martin, Marketing & Public Affairs Officer Item Number _____

T. M. Approval: _____ Budgeted Item Yes No N/A

It is anticipated the policy will allow flexibility for staff to negotiate a mutually beneficial agreement with a sponsor, to include value, payment options, signage and reversionary rights under identified circumstances. Agreements would be brought to Council for final approval.

Other topics the Council may wish to consider and provide input or direction:

- Sponsor criteria, such as requiring that the business or organization be currently providing products or services in or for the Town of Apple Valley.
- Minimum length of time for naming rights
- Pre-determined list of facilities/amenities with sponsorship opportunities
- Exclusions based on nature of business (i.e., selling a certain type of product)

Attachments:

TOAV Policy and Procedure CS-2 (1/2008) – Sponsorship Policy

TOAV Policy and Procedure CS-3 (1/2008) – Naming of Parks and Facilities

TOAV Policy and Procedure CS-4 (1/2008) – Recognition Plaques and Memorials

POLICY & PROCEDURE **Apple Valley Community Services Department**

TITLE: SPONSORSHIP POLICY	NO: CS-2
APPROVED BY: Town Council	DATE: 01/08/08

Background

To maintain and enhance the Town parks and recreation programs, the Town of Apple Valley's Community Services Department is actively seeking to establish alternate revenue streams that will allow the department to maintain the services that are currently delivered to the community and/or provide enhanced levels of service when applicable. One of the alternate revenue sources being pursued is sponsorship.

Policy Statement

It is the policy of the Town of Apple Valley's Community Services Department to seek sponsorships for events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase the Town's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded by the Town's General Fund.

Guiding Principles

1. The mission of the sponsorship organization should not conflict with the mission of the Town of Apple Valley.
2. Sponsorships cannot be made conditioned on the Town of Apple Valley's performance.
3. Sponsorships should provide a positive and desirable image to the community.
4. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.

Sponsorship Opportunities

- Events – Financial or in-kind support for an event organized by the Town of Apple Valley.
- Park/Facility Development – Financial or in-kind support associated with the design, construction or improvements of a particular park or recreation facility, typically one-time support.

Examples would be:

- Children's Playgrounds
- Group Picnic Areas
- Doggie Park
- Tennis Courts
- Building or Facility Renovation

- Naming rights to parks and recreation facilities –Annual financial support associated with a long term contractual agreement. The Town of Apple Valley's Naming of Parks and Facilities Policy outlines criteria for naming rights.
- Youth league or team sponsorship – Sponsors would be recognized on the jerseys of the participants. This would include financial or in-kind support. It can be a one-time or yearly sponsorship in the way of sponsorship package.
- Brochure advertisements – paid advertisements will be sought for placement in recreation brochure. Size and scope would be determined by available spacing in each brochure. Three offerings per year.
- Banner Sponsorship – Individual or multiple sponsors advertise through the use of signage at a facility. Annual financial support as well as multi-year contracts.

Examples would be:

- Banners placed in the gymnasium
- Banners placed in parking lot facilities

Additional Recognition

Sponsors will be provided with a level of recognition commensurate with their contribution. In addition to the aforementioned recognition mentioned with particular forms of sponsorship, recognition may include one or more of the following:

- A thank you letter
- Publicity through The Town of Apple Valley's website, newsletters, flyers, and/or media releases.
- Events such as press conference or photo opportunity
- Banners naming sponsors at events or in facilities.
- Team sponsors being recognized on the back of participant jerseys
- Plaque at site of park or facility for development sponsorship in accordance with naming rights policy

Sponsorship Considerations

- ❖ Consistently changing the names of parks and facilities is often confusing and lessens the value of potential sponsorships. The Town will consider the length of contracts when determining acceptance of sponsorship offers.
- ❖ Sponsorship packages will also be made available.
- ❖ Sponsorship fees for park development or naming rights would be determined by the cost of the improvement, visitation numbers to the facility, as well as comparable donations in other municipalities.

Reservation of Rights

The Town of Apple Valley reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship if the sponsorship is no longer in the best interest of the Town of Apple Valley. The final decision to terminate a sponsorship will be made by the Town Manager.

POLICY & PROCEDURE

Apple Valley Community Services Department

TITLE: NAMING OF PARKS AND FACILITIES	NO: CS-3
APPROVED BY: Town Council	DATE: 01/08/08

Background

The naming or renaming of parks and recreational facilities is a intricate and often emotional process since assigning a name is a powerful and semi-permanent identity for a public place and/or facility. The naming or renaming of parks and/or recreation facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be a source of confusion to the public. The purpose of this policy is to give guidance to those that have an interest in the naming or renaming of the Town's parks and/or recreational facilities.

Policy Statement

It is the policy of the Town of Apple Valley to reserve the naming or renaming of parks and/or recreational facilities for circumstances that will best serve the interests of the town and ensure a worthy and enduring legacy for the Town's parks and/or recreational facilities.

To this end, the Town of Apple Valley supports consideration of naming requests within the following categories, and in the priority listed.

5. Geographic location.
6. Unique, significant and/or historical feature or people pertaining to the park/facility site.
7. Outstanding Individuals.
8. Community contributions by individuals.
 - a. If the contribution was to the Town, the contribution must have significant benefit to the community at large.
 - b. If the contribution was to the park/facility site itself, it must represent a majority of the cost involved to build the park/facility.
9. Other events.

General Principles

In considering proposals for the naming or renaming of a park and/or recreational facility, the following general principles will be taken into account either collectively or individually.

When naming a new park and/or recreational facility, the proposed name will:

- Engender a strong positive image.
- Be appropriate having regard to the parks/recreational facility's location and/or history.
- Have historical, cultural or social significance for future generations

- Commemorate places, people or events that are of continued importance to the town.
- Have broad public support.

Renaming an existing park and/or recreational facility

Proposals to rename a park and/or recreation facilities will only be considered when there are compelling reasons and strong public sentiment for doing so.

Procedures and Guidelines

All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Town of Apple Valley, Attention: Community Services Manager

Requests should contain the following information at a minimum:

- Name and contact information of the person making the request
- The proposed name.
- Reasons for the proposed name.
- Description/map showing location of proposed park.
- If proposing to name a facility within a park, include a description/map showing the location of the facility.
- If proposing to rename a park or facility, include justification for changing established name.

Assessing and approving naming/renaming requests

Upon receipt of a naming request to the Town of Apple Valley, the Community Services Manager will review the request to ensure its adherence to the policies of the Town of Apple Valley and if applicable organize an informational meeting between the requesting party and appropriate town staff to discuss the proposal.

After the informational meeting, the proposal will be taken to the Park and Recreation Commission for review and recommendation. Lastly, the proposal will be taken to the Town Council for review and approval.

POLICY & PROCEDURE

Apple Valley Community Services Department

TITLE: RECOGNITION PLAQUES and MEMORIALS	NO: CS-4
APPROVED BY: Town Council	DATE: 01/08/08

The Town Council believes it appropriate to memorialize, recognize and thank individuals and organizations for services and/or donations made to the Town park system. This can be accomplished through the mounting of appropriate plaques within the park or facility.

The plaque should detail the following:

1. The name of the individual or organization being recognized.
2. The reason the individual or organization is recognized.
3. The specific date the facility was dedicated or the individual or organization was recognized.
4. All memorial donations must be applied to the programs or facilities that are of a current interest to the Town. Such interests may appear in the Master Plan or have been discussed and deemed appropriate by Town Council action.
5. All memorial plaques must be financially tied to a specific term or program in addition to the plaque itself. Items such as benches, group areas, furniture, trees, drinking fountains, planters etc., are standard types of memorial items.
6. All costs related to the memorial must be covered by the group or individual making the request. This may include the cost of the memorial item, the plaque, other materials and the cost of installation by Town Staff or independent contractors.

Procedures and Guidelines

All requests for the placement of memorial items or plaques should be made in writing to the Town of Apple Valley, Attention: Community Services Manager

Requests should contain the following information at a minimum:

- Name and contact information of the person making the request
- The name of the individual/organization being recognized.
- A description of the memorial item and its proposed placement.

Assessing and approving memorial item or plaque requests

Upon receipt of a naming request to the Town of Apple Valley, the Community Services Manager will review the request to ensure its adherence to the policies of the Town of Apple Valley and if applicable organize an informational meeting between the requesting party and appropriate town staff to discuss the proposal.

After the informational meeting, the proposal will be taken to the Park and Recreation Commission for review and recommendation. Lastly, the proposal will be taken to the Town Council for review and approval.