RESOL	UTION	No.	2837
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A RESOLUTION AUTHORIZING THE CITY COUNCIL TO ADOPT A POLICY FOR NAMING OR RENAMING PARKS & RECREATION FACILITIES; GUIDELINES, PROCEDURES AND NAMING RIGHTS, AND PROVIDING AN AFFECTIVE DATE.

WHEREAS, the Parks & Recreation Advisory Board and Parks & Recreation Department staff have discussed and recommended the adoption of a parks naming/renaming policy; and

WHEREAS, the City Council has reviewed this policy and given further direction and the Parks & Recreation staff has followed such direction; and

WHEREAS, the City Council has concluded that this policy is in the best interest of the city regarding future park and recreation development, and

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF CARROLLTON, TEXAS:

SECTION 1

The purpose of this policy is to provide a formal process to assist the City Council with naming or renaming city parks and recreational facilities. This policy provides for city staff and citizen input, Park and Recreation Board recommendations, and City Council approval.

SECTION 2

Guidelines for proposed names shall be based on at least one of the following:

- A. An adjacent street to the park;
- B. Predominant physical features (such as lakes, rivers, creeks, etc.) in or adjacent to the park;
- C. The subdivision in which the park property is located;
- D. A state or nationally recognized person who has improved the quality of life for the public:
- E. A significant historic feature or event;
- F. An individual or group who has made exceptional contributions to the City of Carrollton. Facilities named after individuals (living or dead) must include a biographical sketch, a description of the individual's involvement in the community; and the individual's connection, if any, to the facility or activity for which the facility will be used. Exceptional contributions include;
 - 1. Donating or contributing a significant amount for the acquisition and/or development of the park facility;

2. Providing direct and significant and significant public services benefiting the community.

Persons currently serving as elected officials, staff or appointed city board members may not be considered for naming.

SECTION 3

Procedures shall be as follows:

- A. Individuals shall submit a written nomination for park or facility names along with the justification to the Park and Recreation Board a minimum of fourteen days prior to being placed on the Board's agenda. The nomination shall include:
 - 1. Reasons for the proposed name(s)
 - 2. Evidence of community support for the proposed name(s)
 - 3. Petitions, if submitted, must state the intent and include printed names, signatures, addresses, zip codes and telephone numbers of each signer as proof of residency.
 - 4. All of the above must be submitted to the Parks and Recreation Board for review.
 - 5. The sponsoring party will incur all costs associated with renaming including signage, brochures, publications and administrative fees.
- B. The Parks and Recreation Board shall:
 - 1. Review the proposed names or renames in accordance with Section II of the guidelines;
 - 2. Research, review and evaluate the supporting documentation;
 - 3. Forward three recommended options to the City Council.
- C. The City Council shall review the Parks & Recreation Board's recommendations and make the final determination on naming and renaming all park and recreational facilities.

SECTION 4

Naming Rights shall be as follows:

- A. Major equipment or significant structure facilities within parks: i.e. playgrounds, picnic shelters, gazebos, etc. can be considered as an alternative to the park naming subject to review and approval by the Parks Department staff, Parks and Recreation Board, and City Council. The Guidelines (II) and Procedures (III) apply.
- B. Sponsorships: City structures, equipment, programs, services or accessories of lesser financial value or prominence such as rooms, foyers, courtyards, benches, equipment furniture, etc. can be privately funded. Sponsorship agreements may include name plaques, publicity, signage, etc. City staff is responsible for sponsorship approval and management.
- C. Public/private alliances: Selling naming rights for public property may leverage public funds through corporate/private financing. This may be appropriate for new developments, renovation and/or maintenance operations for facilities such as a sports

complex, stadium, maintenance station, museum, major event or program, trail system, bridge/overpass, etc.

The identification of the corporate donor is usually low-key and requires negotiating the naming rights for an agreed upon period of time. Limitations may include no permanent signage. Corporate donors/shareholders may receive values such as advertising space, publicity/marketing, free admission, seating and parking, and/or opportunities to sell products.

SECTION 5

That this resolution shall take effect immediately from and after its passage.

DULY PASSED AND APPROVED by the City Council of the City of Carrollton, Texas this 21st day of September, 2004.

Mark Stokes, Mayor

ATTEST:

Ashley D. Mitchell, City Secretary

R. Clayton Hutdhins, City Attorney

APPROVED AS TO FORM:

Scott Whitaker, Parks & Recreation Director

APPROVED AS TO CONTENT: