



Parks and Recreation Naming Policy

Date: February 26, 2014 (updated January 15, 2015)

Background

In September 2013, the Parks Foundation of Burlington entered into a Memorandum of Understanding with the City of Burlington through City Council resolution. The resolution identified that a naming policy would be created in collaboration with the Foundation. This policy will offer prospective donors the opportunity to name, dedicate, or rename Burlington Parks' assets appropriately in return for significant financial contributions.

In order that requests for the naming, renaming, or dedication of parks and park assets are responded to appropriately the Parks Foundation Board, Parks Department Staff and City need a policy that:

- 1) Clarifies which assets can and cannot be named, renamed or dedicated,
- 2) Outlines the criteria for making those decisions,
- 3) Provides prospective donors with minimum suggested contribution amounts
- 4) Defines the oversight and approval responsibilities of the Foundation Board, Parks Commission and City Council.

The naming or renaming of parks and recreational facilities is a complex and sometimes emotionally evocative process since assigning a name is a powerful identity for a public place and/or facility. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of the City's parks and/or recreational assets.

Policy Statement

Burlington Parks and Recreation parks and recreational facilities within parks are generally named for a geographic area, natural historic feature or appropriate outstanding individual; as appropriate parks and areas and facilities within parks may be named to reflect significant historic, cultural, material or financial contributions to the Parks Foundation or the City of Burlington. Additionally, individuals or groups of individuals who have contributed significantly to civic service may be honored through naming opportunities. New or existing parks and recreational facilities within parks may be dedicated or renamed to acknowledge exceptional civic service or in return for significant financial contributions that will further the capacity to address the needs of Burlington Parks and Recreation.

Consistent with the existing MOU between the Parks Foundation of Burlington and the City of Burlington, the process for naming, renaming, or dedicating parks or park facilities as outlined in this policy and approved jointly by the Parks Foundation and City. Any changes to this policy must also be approved by both parties.

Recognition

Markers may be placed in parks and on park facilities to recognize those individuals or groups' individuals being honored or memorialized. These identifications shall be approved by the Parks Department's Director and Parks Planner and conform to the policy on signage and way finding. All recognition must be in keeping with the Parks character as defined by the comprehensive Parks Master Plan and any individual Park planning documents.



Exceptions

Exceptions to the financial contributions requirement will be considered in cases where the proposed individual being honored has provided historic or exceptional civic service to the City.

Naming Opportunities

Naming for Major Donations

Minimum gift will be set by the Parks and Recreation Director, in consultation with the Parks Foundation of Burlington, whether financial or in-kind contribution (land or otherwise). To be considered for naming the following must be taken into account:

- Land for the majority of the park was deeded to the city.
- Contribution of a significant portion of the costs associated with developing the park/recreational facility.
- Provision of an endowment for the continued maintenance and/or programming of the park/recreational facility.

Renaming a park and/or recreational facility

Proposals to rename parks and/or recreational facilities whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads, waterways or defined pause places. However, naming of specific major recreational facilities within parks will be permitted. Under these circumstances such names should be different to the park name to avoid user confusion. (e.g. Paquette Arena at Leddy Park)

Named Physical Divisions within parks, pause places, overlooks, pocket parks

These spaces to be defined by the Director of Parks and Recreation and Parks Commission

Naming Recreational Facilities within parks (Examples of but not limited to...)

Neighborhood Playground
Regional Playground
Universal Playground
Playfields (Soccer, Lacrosse, Baseball, Other at Discretion)
Courts (Tennis, Basketball, Bocce, Other at Discretion)
Dog Parks
Shelters
Park Buildings

Named Scholarship or Program Endowments

Endowed Event



Endowed Program
Endowed Scholarship

Procedures & Guidelines

The naming, renaming, or dedication of Park assets and the amounts of the contributions necessary shall be determined by the Parks Foundation of Burlington in collaboration with the Parks and Recreation Director or his/her designee and the Parks Commission. Financial contributions associated with naming rights or dedications shall be held by the Parks Foundation of Burlington until naming agreement has been reached. Endowment funds will remain with the Parks Foundation and be appropriated annually for maintenance and/or program support.

The following procedures and guidelines have been established to ensure that the naming or renaming of parks and/or recreational facilities is approached in a consistent manner.

Requests for naming/renaming of parks and/or recreational facilities

All requests for the naming or renaming, whether for major gift of citizen request, of a park and/or recreational facility shall be made in writing to the Director of Burlington Parks and Recreation.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- If proposing to rename a park or facility, include justification for changing an established name.
- If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the City's, State's or Nation's history.

Process

Non-donation based naming decisions will be forwarded by the Director of Parks and Recreation to the Parks Commission for approval. City Council can also extend naming rights for a geographic area, natural historic feature or appropriate outstanding individual.

Major donation based naming decisions will be forwarded by the Parks Foundation of Burlington in collaboration with the Director of Parks and Recreation to Parks Commission.

The City Burlington Parks and Recreation Department will have final approval on all wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.

Business Naming Policy

1. Where facility, building, landscape area, programs, or other related Park and Recreation asset is named for a corporate entity, the name used should normally be the shortest name possible.
2. Where the naming rights purchased are for a corporate entity or business, the naming rights shall be limited to not longer than the life of the corporate entity.



3. Benefits which may violate other City policies or the Sign Ordinance will not be included in any agreement.
4. The Parks Foundation, through the City of Burlington Parks and Recreation Department, reserves the right to reject any corporate naming or presentation sponsorship request. The following criteria must be met for any corporate entity or business or corporate naming or presentation sponsorships:
 - a. Does not discriminate against any person, employee, member, or volunteer on the basis of race, color, creed, religion, gender, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability, in compliance with all federal, state, and local laws and statutes; and
 - b. Name does not have connotations that by contemporary community standards are derogatory or offensive.
 - c. Does not promote environmental, work, or other practices that, if they took place in the City, would violate U.S. or state law (i.e., dumping of hazardous waste, exploitation of child labor, etc.).
 - d. Does not promote drugs, alcohol, or tobacco.
 - e. Does not constitute violations of law.
 - f. Does not participate in unethical business practices as determined by a court of law.
 - g. Does not exploit participants or staff members of the Department.

Sponsorship Policy

Citizens, organizations, businesses or other that wish to sponsor a park, program, event or asset within a park may receive named recognition for that work upon recommendation of the Director of Parks and Recreation. Sponsorship levels are determined by the Parks and Recreation Department as needed.

Sunset Clause

All naming opportunities are subject to a predetermined length of time for which a donation is recognized by naming. The naming opportunity and agreement for naming will include a sunset clause to be at minimum ten years or for the life of the asset. A named asset for which a donor has contributed can be removed or relocated at the discretion of the Director for any reason including but not limited to repeated vandalism, significant renovation or having extended its useful life.

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