

## **RESOLUTION NO. 2013-56**

### **A RESOLUTION ADOPTING AN AMENDED TOWN OF CASTLE ROCK FACILITY NAMING POLICY**

**WHEREAS**, the current adopted Town of Castle Rock Facility Naming Policy has a section reserved for Naming Rights for Financial Consideration; and

**WHEREAS**, the goal is to provide an opportunity for companies and individuals to contribute significant donations to project in exchange for recognition; and

**WHEREAS**, the desired process for Naming Rights includes review by Town staff, Boards and Commissions and Town Council.

**NOW, THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF  
THE TOWN OF CASTLE ROCK AS FOLLOWS:**

**Section 1. Adoption.** This resolution shall serve as the Town's policy on naming of Town facilities effective upon its adoption by the Town Council and remain in force and effect until amended or rescinded (Facility Naming Policy). The Facility Naming Policy shall read as follows:

#### **TOWN OF CASTLE ROCK FACILITY NAMING POLICY**

- 1.1. Town facilities for purposes of this Facility Naming Policy include, but are not limited to, public buildings, parks, trails, open space and arterial streets.
- 1.2. The Facility Naming Policy goal in selecting names for Town facilities shall be primarily to advance fostering a sense of community and small town character. This includes name which heighten the awareness of Town history, celebrate the natural environment and call attention to points of pride in our community, to people, events and geography that have shaped the Town, create our sense of place make our community unique. It is recognized that there will be instances in which name regarding a special tribute, a memorial, a geographic feature of a modern neighborhood may be appropriate.
- 1.3. Nominations in general or for a specific facility may be submitted at any time by any person utilizing a form provided by the Town to be generally available in Town facilities, communication and web site. The Town Clerk shall be responsible for receiving and maintaining an inventory of nominations. The Town Council and/or the Town Manager also reserve the right to establish a naming contest for a specific Town facility.
- 1.4. The Town Manager and/or designee shall chair a Town Staff committee responsible for establishing and/or prioritizing Town facilities in need of a name,

for reviewing nominations received and/or generating new nominations, and for selecting nominations for further consideration and/or recommendation (Naming Committee).

- 1.5. The report of the staff committee on the naming of a Town facility shall first be submitted to the Town Board or Commission most closely involved with the facility to be named. For example, the Parks and Recreation Commission shall review naming reports for parks, recreation, trails and open space facilities; the Utilities Commission for water, sewer and storm water facilities; the Public Works Commission for transportation and street facilities, the Public Safety Commission for police and fire facilities; the Public Art Commission for public art facilities, and the Planning Commission for general government facilities.
- 1.6. The Board or Commission shall consider the staff report, consider any additional public and Board/Commission input, and by majority vote make a recommendation to the Town Council for the naming of a particular facility. While the Board/Commission may recommend a name not included in the staff report, the Board/Commission is expected to respect the process established herein and adhere to the policy goals established herein.
- 1.7. The Board/Commission report and staff report shall then be submitted to the Town Council for final action. Final action of the Town Council shall be in the form of a Resolution established the name of the facility and the history, circumstances and reasons for the approved name.
- 1.8. Following Town Council approval of the name of a facility, Town staff shall be responsible for creating signage, on-site public information, community information and dedication ceremonies as appropriate.
- 1.9. Naming Rights for Financial Contribution. Companies or individuals wishing to contribute funding to a project or facility may request naming rights if the donation makes a significant impact to the capital construction or long-term operation of the facility. The application for Naming Rights for Financial Contribution will be available at the request of the donor. Each request will be evaluated on its own merits. The Town reserves the right to immediately remove the name of and rename any Town facility if the person/entity for which it is named turns out to be disreputable or subsequently acts in a disreputable way.
  - 1.9.1. Major Elements: A company or individual wishing to have naming rights to a major element of a facility (such as buildings, parks, etc.) shall complete a Major Element Naming Rights application and submit it to the Town Clerk. The completed application will be initially reviewed by the Naming Committee along with the appropriate department head for the facility using the guidelines set forth by the Naming Committee. If the application is agreeable, the process for adopting the name will be the same as any other naming nomination, being approved by Town Council by resolution.

- 1.9.2. Minor Elements: A company or individual wishing to have naming rights to a minor element of a facility (such as, but not limited to a meeting room, ball field or any element of a facility that is distinguishable) shall complete a Minor Element Naming Rights application which will be submitted to the Town Clerk and reviewed by the appropriate board or commission using the guidelines set forth by the Naming Committee. Such recognition shall be approved by the appropriate department director and Town Manager and/or designee.
- 1.9.3. Other Recognition Opportunities: Other opportunities for recognition may be established with any facility project or within any department. Such opportunities may include, but are not limited to: recognition bricks or plaques at the facility site; temporary signage in or at a facility; program names, logos on t-shirts or other printed materials. Such opportunities shall be established by the department.

**PASSED, APPROVED AND ADOPTED** this 1<sup>st</sup> day of October 2013, by the Town Council of the Town of Castle Rock, Colorado, on first and final reading by a vote of 7 for and 0 against.

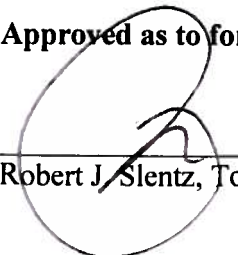
**ATTEST:**

  
Sally A. Misare Town Clerk

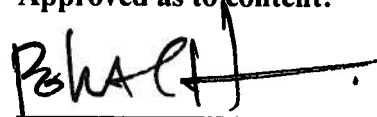
**TOWN OF CASTLE ROCK**

  
Paul Donahue, Mayor

**Approved as to form:**

  
Robert J. Slentz, Town Attorney

**Approved as to content:**

  
Mark Stevens, Town Manager



Meeting Date: Oct. 1, 2013

## **AGENDA MEMORANDUM**

**To:** Honorable Mayor and Members of Town Council

**From:** Kristen Trbovich, Park and Recreation Business Analyst

**Title:** Resolution No. 2013-56: A Resolution Adopting an Amended Town of Castle Rock Facility Naming Policy

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### **Executive Summary**

The current Town facility naming policy allows for public nominations of potential names that follow the Town's vision for new and unnamed facilities. Nominations are reviewed by a staff committee and submitted to the appropriate Board or Commission and finally approved by Town Council.

The adopted policy has a place holder for naming rights and recognition in exchange for financial contributions. Staff is proposing a resolution adopting an amended naming policy to fill that place holder. The new section in the policy is section 1.9 and it outlines the procedure for recognition (e.g. naming rights) in exchange for contributions toward Town facilities.

The proposed section breaks down procedures based on the type of facility or contribution being made. The three categories are:

1. Major elements: things like parks, recreation centers/field houses, other buildings.
2. Minor elements: things that are a part of a major element like meeting rooms within a building or single ball fields within a complex.
3. Other sponsorship opportunities: these are more temporary opportunities like event or program sponsorship and memorial trees and benches.

The policy only outlines the procedures for requesting recognition in exchange for a contribution. As these types of instances will each be very unique, it is difficult to create a policy that is all-encompassing of every situation that may come up. However, it is important to have some guidelines to help with decisions and to assist those who wish to pursue recognition. Therefore, the Naming Committee has developed a set of guidelines for naming rights and recognition.

The guidelines describe the different types of facilities and types of donations:

1. Major gift
2. Gift
3. Sponsorship

In addition, the guidelines outline general specifications for the types of organizations that will not be considered for naming rights (similar to the electronic sign usage guidelines). No political or religious groups, nor businesses that get a majority of revenue from alcohol, tobacco, firearms or sexually explicit material.

Staff is seeking approval of the resolution to update the naming policy.

### **Notification and Outreach Efforts**

Staff has discussed the naming rights issue with the Castle Rock Parks and Trails Foundation to get feedback regarding how such organizations might reach out to possible donors and the community. They gave positive feedback about the policy and just want to be able to understand the Town's guidelines before soliciting donations for their projects. The Naming Committee reviewed the policy and also developed a set of guidelines to follow when reviewing naming applications.

### **History of Past Town Council, Boards & Commissions, or Other Discussions**

Staff discussed the naming rights policy with the Parks and Recreation Commission at the June 26<sup>th</sup> meeting. The commission recommended the policy be presented to Town Council.

### **Discussion**

The current naming policy allows for public nominations of names for Town facilities. Names should meet the following general criteria:

- Foster a sense of community and small town character
- Heighten the awareness of Town history
- Celebrate the natural environment
- Call attention to points of pride in our community
- Call attention to people, events and geography that have shaped the Town of Castle Rock

Nominations are taken in by the Town Clerk and reviewed by a staff committee chaired by the Town Manager. Following the committee selection, the nominations are passed along to the appropriate Board or Commission for review and a final recommendation is submitted to Town Council for approval.

In considering naming rights and other types of recognition for financial contribution, staff had divided the naming rights/sponsorship policy into three sections:

- Major elements
- Minor elements
- Other recognition opportunities.

Major elements include things like parks, municipal buildings, recreation centers/field houses and pools. Minor elements are things that are a part of a major element. Minor elements would be things like ball fields, meeting rooms or anything that is distinguishable in a major element. Other sponsorship opportunities include things like

legacy bricks, benches and trees, event sponsorship, temporary signage in parks and facilities, program names and other forms of temporary recognition.

Each of the three types of naming rights/sponsorships will have its own procedure.

#### Major Elements

Companies or individuals requesting naming rights for major elements must make a contribution that makes a significant impact on either the capital costs or long-term operations of the facility. Such requests will be taken via application and reviewed by the Naming Committee (chaired by the Town Manager or designee). They will be reviewed by the appropriate Board or Commission and then approved by Town Council. Such naming rights will be accompanied with a legal contract that outlines the donation amount and the naming rights term.

#### Minor Elements

Companies or individuals wishing to have naming rights for minor elements will submit an application that will be reviewed by the Naming Committee and appropriate board or commission and the name and duration of the naming rights will be approved by the appropriate Department Director.

#### Other Recognition Opportunities

Other recognition opportunities may be established by any department and approved by the Department Director with donations being approved by the Department Director or Designee. An example of such an opportunity is the athletic division's current t-shirt sponsorship program for youth athletics. The division offers season-long sponsorships, which help fund supplies for youth programs in exchange for recognition on the youth athletic uniforms.

All name submittals will be reviewed against a set of guidelines established by the Naming Committee. This way, the Town can continue to promote its vision even through issuing naming rights and other forms of recognition. Such guidelines include things like not considering companies that receive a majority of their revenues through the sale of alcohol, tobacco, firearms or sexually explicit materials; and names affiliated with religious and political groups will also not be considered. Names should be community and family-friendly and to the best of our ability continue to foster a sense of small town character and history.

The Naming Committee developed a full set of guidelines to assist in reviewing naming and recognition applications. Along with some general provisions for the Town (e.g. the Town retains the right to re-name any facility at any time), the guidelines outlines different types of gifts that can be given:

- Major Gift – is a donation of at least 50% or capital construction costs, all or most of the land for a facility or a significant long-term operational endowment (10 year min).
- Gift – a donation smaller than 50% or capital costs, donation of products or services that aid in the construction of a facility or an operational endowment that lasts less than 10 years.
- Sponsorship – is a donation that will aid in the operation of a program or facility for a short period of time (one year or less).

Naming rights to any facility will only be considered in the case of a major gift. Other recognition opportunities (temporary signs or program advertising) may be available through the other types of giving and will be determined by way of the process outlined in the policy.

**Budget Impact**

None.

**Staff Recommendation**

Staff recommends adopting the updated naming policy.

**Proposed Motion**

*"I move to approve Resolution No. 2013 -56: A Resolution Adopting an Amended Town of Castle Rock Facility Naming Policy"*

**Attachments**

- Attachment A: Resolution No. 2006-126: A Resolution Adopting A Policy On The Naming Of Town Facilities
- Attachment B: Resolution No. 2013-56: A Resolution Adopting an Amended Town of Castle Rock Facility Naming Policy
- Attachment C: Naming and Recognition Guidelines

RESOLUTION NO. 2006 – 126

**A RESOLUTION ADOPTING A POLICY ON  
THE NAMING OF TOWN FACILITIES**

**WHEREAS**, the Castle Rock Town Council desires to adopt a formal policy and procedure for naming new or existing unnamed Town facilities; and

**WHEREAS**, the overall goal for naming of Town facilities is to continue to foster a sense of community and small town atmosphere; and

**WHEREAS**, the desired process for naming Town facilities includes opportunity for participation by residents, Boards and Commissions and Town staff with final decisions made by Town Council.

**NOW, THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF  
THE TOWN OF CASTLE ROCK AS FOLLOWS:**

**Section 1.    Adoption.**    This resolution shall serve as the Town's policy on naming of Town facilities effective upon adoption by Town Council and remain in force and effect until amended or rescinded (Facility Naming Policy).    The Facility Naming Policy shall read as follows:

**TOWN OF CASTLE ROCK  
FACILITY NAMING POLICY**

1.1.    Town facilities for purposes of this Facility Naming Policy include, but are not limited to, public buildings, parks, trails, open space and arterial streets.

1.2    The Facility Naming Policy goal in selecting names for Town facilities shall be primarily to advance fostering a sense of community and small town character. This includes names which heighten the awareness of Town history, celebrate the natural environment and call attention to points of pride in our community, to people, events and geography that have shaped the Town, create our sense of place and make our community unique. It is recognized that there will be instances in which names regarding a special tribute, a memorial, a geographic feature or a modern neighborhood name may be appropriate.

1.3.    Nominations in general or for a specific facility may be submitted at any time by any person utilizing a form provided by the Town to be generally available in Town facilities, communications and web site. The Town Clerk shall be responsible for receiving and maintaining an inventory of nominations. The Town Council and/or the Town Manager also reserve the right to establish a naming contest for a specific Town facility.

1.4 The Town Manager shall chair a Town Staff committee responsible for establishing and/or prioritizing Town facilities in need of a name, for reviewing nominations received and/or generating new nominations, and for selecting nominations for further consideration and/or recommendation.

1.5 The report of the staff committee on the naming of a Town facility shall first be submitted to the Town Board or Commission most closely involved with the facility to be named. For example, the Parks and Recreation Commission shall review naming reports for parks, recreation, trails and open space facilities; the Utilities Commission for water, sewer and storm water facilities; the Public Works Commission for transportation and street facilities; the Public Safety Commission for police and fire facilities; the Public Art Commission for public art facilities; and the Planning Commission for general government facilities.

1.6 The Board or Commission shall consider the staff report, consider any additional public and Board/ Commission input, and by majority vote make a recommendation to the Town Council for the naming of a particular facility. While the Board/Commission may recommend a name not included in the staff report, the Board/Commission is expected to respect the process established herein and adhere to the policy goal established herein.

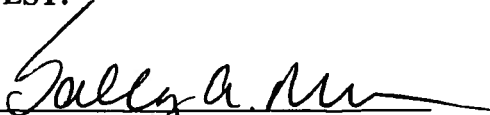
1.7 The Board/Commission report and staff report shall then be submitted to the Town Council for final action. Final action of the Town Council shall be in the form of a Resolution establishing the name of the facility and the history, circumstances and reasons for the approved name.

1.8 Following Town Council approval of the name of a facility, Town staff shall be responsible for creating signage, on-site public information, community information and dedication ceremonies as appropriate.

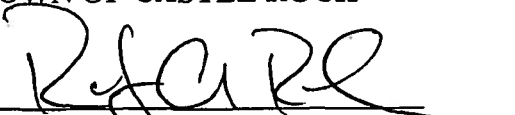
1.9. Naming Rights For Financial Consideration. Reserved.

**PASSED, APPROVED AND ADOPTED** this 26th day of September, 2006, by the Town Council of the Town of Castle Rock, Colorado, on first and final reading by a vote of 7 for and 0 against.

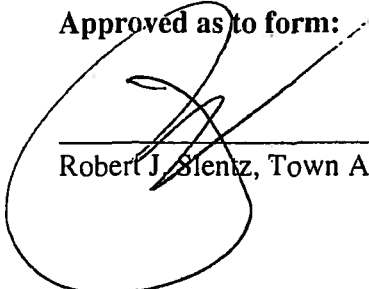
**ATTEST:**

  
Sally A. Misare Town Clerk

**TOWN OF CASTLE ROCK**

  
Randy A. Reed, Mayor

**Approved as to form:**

  
Robert J. Slentz, Town Attorney

**Approved as to content:**

  
Mark Stevens, Town Manager

## **Name a Town Facility Nomination Information**

The Town of Castle Rock is accepting name nominations for existing and future un-named community assets such as parks, trails, open space, buildings and streets.

Prospective facility names should advance the Town's vision of fostering a sense of community. Name nominations should heighten awareness of Town history, celebrate the natural environment and call attention to points of pride in our community – to the events that have shaped the Town and the people who have helped make Castle Rock the inviting community it is today and will be tomorrow.

Nominations may be general -- applicable to and considered for any unnamed community asset -- or be specific to a particular asset such as a park or street.

The Castle Rock Town Council will make final naming decisions after input and recommendations from Town Boards and Commissions and Town Staff.

An initial round of name recommendations will be forwarded to the Town Council in late summer or early fall.

To suggest a meaningful name for a Town asset, please share the following information:

1. Nomination (suggested name)

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2. Is this a general nomination? (Should it be considered for any and all community assets?) Yes No

3. Do you have a specific community asset (park, open space, trail, building, street) in mind for this name? If so, please identify the asset.

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4. Please describe how the suggested name meets the nomination criteria outlined above. (Tell us the story behind your recommendation.)

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5. If this nomination is specific to an existing or future community asset, please explain why.

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Please submit nominations to Sally Misare, Town Clerk, 100 N Wilcox St., Castle Rock, CO, 80104.

## **TOWN COUNCIL MEMORANDUM**

**TO: MAYOR AND TOWN COUNCIL MEMBERS**  
**FROM: MARK STEVENS, TOWN MANAGER** *MS*  
**DATE: SEPTEMBER 13, 2006**  
**RE: PROPOSED RESOLUTION ON NAMING OF TOWN FACILITIES**

### **BACKGROUND**

In March, 2006 the Town Council established an interim policy for the naming of Town facilities requiring names to be approved by the Town Council with recommendations forwarded by the Town Manager. The Town Council further requested a formal policy be prepared by Town staff and submitted to the Town Council by September 30, 2006 for Council consideration.

The Town Manager established a staff committee comprised of Fritz Sprague, J.J. McCormack, Sally Misare, Rob Hanna and Lisa Boggie to (a) create and implement a process to solicit an initial round of nominations for naming of Town facilities, (b) develop a proposed policy resolution for Council consideration, and (c) prepare a report with options and recommendations for naming of some park facilities.

The work of this committee has been completed. An initial round of nominations was solicited by July 31 via news releases, web site, The Outlook and the Recreation Guide, among other means. The proposed policy resolution is provided to Council in this report for consideration by the Town Council at its September 26 meeting. A report on potential names for parks being developed/to be developed in Castlewood Ranch (2) and Lanterns is being submitted to the Parks and Recreation Commission for consideration at its September 20 meeting and forwarding of recommendations for Council consideration at the October 10 Council meeting.

### **SUMMARY OF PROPOSED POLICY RESOLUTION**

Attached hereto is the proposed Resolution on Naming of Town Facilities as recommended by the staff committee. Key provisions include:

- Establishment of an overall policy goal for names of Town facilities focused primarily on sense of community and small town character.
- On-going name nomination process with opportunity for facility-specific naming contests.

- Staff committee chaired by the Town Manager to consider nominations and prepare staff reports on proposed names.
- Boards/Commissions to consider staff reports and make naming recommendations to Town Council.
- Town Council to make final naming decisions by Resolution.

The issue of establishing policies for naming rights in return for financial consideration (i.e. an individual, organization or company desiring to make a financial contribution in return for a specific name for a specific facility) has proven more complicated than originally anticipated. Staff continues to work on this issue and will report back with recommendations at a later date. A section of the proposed policy resolution is reserved for future amendment on this issue.

#### **OTHER INFORMATION**

Upon Council approval of a policy resolution, work will continue pursuant to the policy on nominations and recommendations for naming of Town facilities. As mentioned above, this process is in progress regarding the naming of several park facilities. The Town Manager will convene the staff committee to work on reports for consideration of naming certain public safety facilities, the new major arterial streets as part of TAP and other Town facilities. Nominations would continue to be accepted. Work will continue on the issue of a policy for naming rights for financial consideration.

#### **RECOMMENDATION**

We recommend approval of Resolution 2006 - as presented.

## NAMING AND RECOGNITION GUIDELINES

Each request will be evaluated on its own merits.

The Town reserves the right to rename any Town facility.

All naming rights are issued on a limited time basis. Naming terms will be determined on a case-by-case basis depending on the scope and goals of the project and the size and type of the donation.

### **Definitions:**

**Major Element:** Any significant facility within the Town of Castle Rock. Examples include but are not limited to buildings, streets, parks or any significant structure (e.g. amphitheater, ball field complex, stand-alone swimming pool) that may or may not reside within a park or other larger facility.

**Minor Element:** Smaller elements of a facility, park or building. Examples include but are not limited to rooms, individual fields, playgrounds, gymnasiums (anything easily distinguishable that will not create confusion to the public)

**Major Gift:** A major gift will be considered a donation that significantly impacts the construction or continuing operations/maintenance of a facility. Examples include but are not limited to: 50% or more of the capital costs for construction, donation of all or most of the land for a facility site, significant long-term endowment for continuing operations and/or maintenance of a facility (minimum 10 years).

**Gift:** A gift will be considered a donation that aids the construction or continuing operations/maintenance of a facility or programming at that facility. Examples include but are not limited to capital contributions under 50% of the total capital costs, donations of products or services that aid in the construction of the facility, a short-term or small endowment for continuing operations and/or maintenance or programming of a facility.

**Sponsorship:** A Sponsorship will be considered a donation that aids in the short-term operation of a program, event or facility (one year or less).

### **Guidelines**

#### **General naming considerations**

- Historic events, people and places
- Outstanding individuals
- Major Gifts

### **General re-naming considerations**

- Generally not encouraged
- Considered for a Major Gift and/or renovation/expansion or a Major or Minor Element
- Historical names shall be preserved

### **Donation programs from foundations and fund raising entities**

- Fundraising efforts by a non-profit organization for a Town facility should be presented and approved by the Naming Committee before beginning.
- Any recognition opportunities at a Town facility must be approved by the Naming Committee and follow the appropriate procedure as outlined in the Town Facility Naming Policy.

### **Major Elements**

#### **Major Gifts:**

- An individual, family, corporation, association or other legally created entity giving a Major Gift to a Major Element may request that the name of that individual, family or entity be associated with the name of the Town Facility which is the subject of the donation.
- Naming Committee will review each application and judge them based on their individual merits.
- The Naming Committee will attempt to select naming options that fit with the Town's Mission and Vision.
- The donor's name is not guaranteed not be the primary name of the facility.
- The Naming Committee will submit a name recommendation to the appropriate department board or commission for review. Then, the board or commission will pass a recommendation along to Town Council for final naming approval.

#### **Gifts:**

- Naming of Major Elements in exchange for a Gift will not be considered.
- Recognition programs may be established by a department or supporting foundation to formally recognizing individuals, families or entities giving Gifts. Such programs will be approved by the Naming Committee prior to soliciting Gifts.
- Recognition at the facility is not guaranteed for Gifts.

#### **Sponsorships:**

- Sponsorships programs may be established by a department or supporting foundation to formally recognize Sponsorships from individuals or corporations.
- Recognition at the facility is not guaranteed for Sponsorships.

**Minor Elements:****Major Gifts:**

- Due to the nature of constructing a minor element, they will not be available for Major Gifts. Only Major Elements will be open to Major Gifts.

**Gifts:**

- Minor Elements of a facility may be available for naming if an operational/ maintenance/ programming Gift is given for a minimum of 5 years.
- Minor Elements of a facility may be available for naming for a certain one-time Gift amount established by the department or supporting foundation and following approval by the Naming Committee.

**Sponsorships:**

- Sponsorships programs may be established by a department or supporting foundation to formally recognize Sponsorships from individuals or corporations.
- Recognition at the facility is not guaranteed for Sponsorships

**Considerations for naming**

- Companies, individuals and families giving Major Gifts, Gifts and Sponsorships should:
  - Support the mission of the Town of Castle Rock
  - Provide a positive and desirable image to the community
- Entities that are not eligible for naming privileges include: businesses that get a majority of revenue from alcohol, tobacco, firearms or sexually explicit material; religious or political organizations

**Signage allowed**

- No specialized signage will be displayed. All signs on Town facilities must meet and not depart from the department's/project's graphic and signage standards.