

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of Town facilities effective upon its adoption by the Town Council and remain in force and effect until amended or rescinded (Facility Naming Policy).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 1st 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

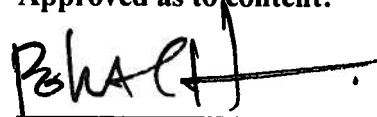
TOWN OF CASTLE ROCK


Paul Donahue, Mayor

Approved as to form:


Robert J. Slentz, Town Attorney

Approved as to content:


Mark Stevens, Town Manager