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Date Approved: 3/10/14
Supersedes the following Resolutions & Policies:
R133-85; R40-90; R109-09

Date procedures adopted by the Executive Director: 8/19/10
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Procedures approved by the Executive Director:

POLICY SECTION: (Approved by the Board of Park Commissioners.)

Purpose: To establish criteria and guidelines for soliciting and considering the naming and renaming of parks, recreation areas, facilities, and features.

Goals: The goals of the Naming Policy are to:
- Recognize and affirm citizens, employees and organizations that have contributed significantly to Metro Parks Tacoma or the community, through notable volunteer and in-kind efforts, outstanding service or financial contributions by naming parks, recreation areas, facilities or features in their honor.
- Maintain the aesthetics and integrity of our parks and recreation areas as public, open spaces that welcome everyone.
- Encourage opportunities for revenue-generation through naming of park assets through capital campaigns or naming rights bids as appropriate.

Policy Requirements:

Section I. It is the policy for designation of names for parks, recreation areas, facilities, and features to be in accordance with criteria and procedures set forth in this resolution.

Section II. The District shall only name and rename its assets honoring people, organizations or places that are consistent with its vision and mission. The District's overall vision and mission is to endeavor to provide and preserve sufficient open space and recreational facilities to meet the needs of all of the citizens it serves, and to provide meaningful recreational and educational programs to those citizens. The District reserves the right to refuse any naming submission, at its sole discretion, for any or no stated reason.

Section III. An appropriate sign or plaque may be properly placed on the site, facility or feature identifying such names. See the Accepting Donations Policy, Section VII. Memorial donations for guidelines and restrictions on signage/plaques. Signage and naming recognition plaques will be reviewed by the MPT MarCom Committee and must be consistent with District standards and brand style guide. Signage will also be kept in the integrity of the park as a natural place.

Section IV. Naming rights are commonly offered in private fundraising campaigns. All Metro Parks supporting non-profits engaging in capital campaigns that include naming rights benefits for Metro Parks' assets must adhere to this policy and procedures. Additionally, all naming rights options and gift levels created by Metro Parks supporting non-profits must be approved by the Executive Director or his/her designee. Any consideration of naming or renaming a park or total facility will be submitted to the Board for final approval.
Section V. Exception in this Naming Policy would occur by deed restriction or other legal constraints (e.g. donor bequests or land exchange).

Section VI. If an individual, business, organization or foundation, of which a facility, or any portion thereof, has been named, comes into disrepute in relation to MPT or in the community at large, the use of the name may be discontinued as authorized by the Executive Director of his/her designee.

Section VII. In the event that a named park, recreation area, facility or feature is moved, stolen, broken, or otherwise rendered unfit for continued use or exhibition, the donor will be notified that the item named on their behalf is no longer in use. Naming rights will not extend past the life of the item or beyond the normal life of the park, recreation area, facility or feature. Also, when a naming right is recognized, a time period for use may be established (e.g. item will be named this for 5 years). At that time the donor may have the first opportunity to review and/or renew their naming right at an appropriate giving level determined by MPT.

Section VIII. There are no inherent privileges resulting from any adopted name or rename of a park, recreation area, facility or feature.

Section IX. The Board of Park Commissioners authorizes the Executive Director to create the procedures necessary to implement these policies.

ADMINISTRATIVE PROCEDURE: (Adopted by the Executive Director.)

A. Guidelines for Naming and Renaming (including spelling changes)
   1. Naming/Renaming for Historic Events, People and Places or Outstanding Individuals
      a. Consideration in naming/renewing parks, recreation areas, facilities and features should be given to the geography, geology, archaeology or history of the site, if it is of significance.
      b. A historic event, person or place may play an important role in naming or renaming a park, recreation area, facility or feature in order to honor the history of a city or park, its founders, its heritage, etc.
      c. Consideration may be given to an outstanding individual who has given a substantial and lasting contribution to Metro Parks Tacoma, the City of Tacoma, or the State of Washington.
      d. The Historic and Cultural Resource Manager must be consulted before renaming a park, recreation area, facility or feature to make sure there are not renaming constraints, such as donor bequests (See Policy Requirements, Section V).
   2. Naming for Major Gifts from Donors
      a. When a supporting non-profit undertakes a capital campaign, specific naming opportunities may be proposed to honor donors who give at particular levels.
      b. The supporting non-profit, in coordination with appropriate MPT staff, shall determine the naming opportunities for the capital campaign. Consideration should be given to the cost of each item, how many of each item there are and the uniqueness of the item. The gift level for an item must be at least 51% of the cost of the item.
      c. The naming opportunities must be approved by the respective Department Director and Executive Director.
      d. In the event that the funds agreed upon for the naming opportunity are not fulfilled, the use of the name may be discontinued.
      e. Donors should be given a copy of the Naming Policy so they understand all of the parameters around naming a park, recreation area, facility or feature.
      f. Commemorative plaques or other means of recognition may be used to recognize endowments in appropriate locations. The style of recognizing named facilities will be consistent with MPT’s signage guidelines and procedures.
B. Procedures
1. All requests must be made in writing to the Executive Director and respective Department Director and should include the following information:
   a. Current name and location of park, recreation area, facility and feature
   b. The proposed name
   c. Reasons for the proposed name
   d. Names of individuals and/or groups supporting the proposed name
2. In the case of a capital campaign, the supporting non-profit will present proposed Naming Opportunities to the Executive Director and respective Department Director for approval. The Naming Opportunities should include giving levels and items that are available to name at each giving level. A list of what each item costs and how the name will be displayed should also be included.
3. All proposals for naming or renaming shall be reviewed by the Historic and Cultural Resources Manager and the Resource Development Manager who will then provide a written recommendation to the Executive Director. The Executive Director will review the proposed name or Naming Opportunities and either accept or reject the proposal. If the proposal is to name or rename an existing park or facility, the Executive Director may choose to present options to the Board of Park Commissioners for final approval.
4. When negotiations have begun with naming or renaming a park, recreation area, facility or feature, the MarCom Committee should be notified so they can assist with any necessary communications. Also, once the name or rename of a park, recreation area, facility or feature has been finalized the Finance Department and Historic & Cultural Resources Manager should be notified in order to update MPT records.