

NAMING METRO PARKS TACOMA'S ASSETS

Policy No.: 000.004	Resolution No.: RR69-23	Date Approved: 9/11/23	Equity Review Date: 07/28/23	Supersedes the following Resolutions & Policies: R133-85; R40-90; R109-09,RR20-14
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POLICY SECTION: (Approved by the Board of Park Commissioners.)

Purpose: To establish criteria and guidelines for soliciting, considering and entering into contracts for the naming and renaming of parks, recreation areas, zoological areas, natural areas, facilities, interior spaces, objects, programs, and features.

- Goals:** The goals of the Naming Policy are to:
- Recognize individuals 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, zoological areas, natural areas, facilities, interior spaces, objects, programs or features in their honor.
 - Set and maintain standards for consistent naming of parks, recreation and zoological systems as public, open spaces.
 - Provide opportunities for revenue-generation through naming of Metro Parks Tacoma assets through capital campaigns, corporate naming rights, or memorial donations as appropriate.

Policy Requirements:

- Section I. It is the policy for designation of names for parks, recreation areas, zoological areas, natural areas, facilities, interior spaces, objects, programs and features (collectively referred to as assets) to be in accordance with District criteria and procedures reviewed, updated and approved by the Executive Director.
- Section II. The District shall only name and rename its assets honoring people, organizations or places that are consistent with its vision, mission and values.
- Section III. The District reserves the right to refuse any naming submission, at its sole discretion, for any or no stated reason. The District may consider name changes or requests for name removals taking community values and cultural context into consideration.
- Section IV. The form of recognition should be consistent and in alignment with the standards set and maintained in the naming and signage procedures to ensure proper placement and size 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.)

- Section V. All 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 supporting non-profits must be approved by the Executive Director or designee. Any consideration of naming or renaming a park or total facility will be submitted to the Board for final approval.
- Section VI. Exception to this Naming Policy would occur by deed restriction or other legal constraints.
- Section VII. 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 or designee with approval by the Board of Park Commissioners.
- Section VIII. In the event that a named asset is moved, stolen, or broken, Metro Parks will do its best to repair damages within reason. If the named asset is 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 asset.
- Section IX. 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 X. There are no inherent privileges resulting from any adopted name or rename of an MPT asset.
- Section XI. The Board of Park Commissioners authorizes the Executive Director to create the necessary procedures within three months 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/renaming MPT assets 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 an asset in order to honor the history of a city or park, its founders, its heritage, etc.
 - c. Consideration of equitable naming opportunities highlighting marginalized groups and underrepresented historical narratives will be part of the evaluation process.
 - d. 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.
 - e. MPT staff shall conduct a historic and cultural review before renaming an asset 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 whose donations meet approved thresholds as determined by the Executive Director.
 - b. The supporting non-profit, in consultation with designated MPT staff, shall recommend the naming opportunities for philanthropic and capital campaigns. Naming opportunity ranges and levels based on individual campaign goals must be agreed upon before solicitation. Consideration should be given to the cost of each item, how many of each item there are and the uniqueness of the item. Current market values and naming rights trends should be

considered to secure a naming right that is financially beneficial and sustainable to the District.

- 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.
- 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; exceptions must be approved by the signage committee

3. Naming in the Form of Corporate Naming Rights

- a. Corporate naming rights are a financial transaction and form of advertising or memorialization whereby a corporation or business purchases the right to name an asset. This form of naming contains a defined length of time it is in effect.
- b. The Corporate Relations team in coordination with the appropriate MPT Department Director shall identify potential naming opportunities, terms, costs and marketing fees.
- c. The terms of such naming rights are determined by a contractual agreement between Metro Parks Tacoma and the corporate partner.
- d. All such naming contracts must be approved by the respective Department Director and Executive Director.
- e. Corporate naming rights of MPT assets must meet and align with the naming and signage standards and procedures as approved by the Executive Director.

B. Process for Naming

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 asset
 - b. The proposed name
 - c. Reasons for the proposed name
 - d. Names of individuals and/or groups supporting the proposed name
 - e. Documentation of engagement and feedback received from the Districtwide Marketing and Communications (MarCom) Team
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 to be named at each level.
3. All proposals for naming or renaming shall be reviewed by the appropriate Planning division staff that reviews historic and cultural resources as well as the Chief Marketing & Communications Officer who will then provide a written recommendation to the Executive Director. Community feedback may be incorporated as appropriate to inform recommendations. The Executive Director will review the proposed name or Naming Opportunities and either accept or reject the proposal. If the proposal is to rename an existing park or facility, the proposal will also be reviewed for final approval by the Board of Park Commissioners.
4. Signage and naming recognition will be reviewed by the department MarCom staff and must be consistent with District standards and brand guidelines.
5. When negotiations have begun with naming or renaming an asset, the appropriate Department MarCom Team should be notified so it can assist with any necessary communications.
6. Once the name or rename has been finalized the Finance and Asset Management divisions should be notified in order to update MPT records.
7. For memorial donations, the MPT MarCom Team will present proposed Naming Opportunities to the Executive Director and respective Department Director for approval. The Naming Opportunities should include giving levels and items to be named at each level and must be consistent with District standards and brand style guide.