



## **Grand Traverse County Parks and Recreation Naming Rights Policy**

### **Revised August 2, 2024**

#### **REASON FOR POLICY**

This document describes the policies and general procedures governing the purchase and extension of naming rights to County Parks and Recreation's facilities and features. These guidelines are developed to support, coordinate, and manage the process to ensure consistency and uniformity when naming structures and spaces.

#### **STATEMENT OF POLICY**

Approval of naming County parks and recreation facilities and features is vested with the Grand Traverse County Parks and Recreation Commission, the stewards of the County's parks. Administration of this policy is the responsibility of the Director of Parks and Recreation.

The extension of naming rights as a means to raise non-tax revenue is to be coordinated through the Grand Traverse County Parks and Recreation Department, by written agreement, and submitted by the Director to the Grand Traverse County Parks and Recreation Commission with a recommendation.

At no time should promises or commitments regarding facility or feature naming rights be made in advance of final approval by the Parks and Recreation Commission. Each written agreement must be signed by the donor(s), and shall outline any terms or conditions regarding naming rights prior to submittal to the Parks and Recreation Commission.

#### **DEFINITIONS**

**Naming Rights:** An individual, family, private business, non-profit organization or corporation may purchase the right to name a fixed asset under the stewardship of Grand Traverse County Parks and Recreation. The naming right is sold for cash or other revenue support for a specified time period.

**Facilities:** Buildings, including the interior and exterior spaces, sports fields, open spaces, parks, playgrounds, shelters, sport courts, trails, brick pavers, signs, and decorative walls.

**Features:** Ancillary park features intended to enhance the use of park space. Includes park benches, water fountains, gardens, sports equipment and similar items where naming rights are in recognition of a donor, honor a friend or family member, or recognition of service to the community.

**Exclusions:** Categories of facilities and features eligible for naming rights may be added or excluded from this list as determined by the County Parks and Recreation Commission.

## **I. NAMING RIGHTS REGULATIONS**

1. In granting naming rights, the Parks and Recreation Commission shall duly regard the need to maintain an appropriate balance between commercial considerations and the County's stewardship role in the oversight of public parks and recreation facilities and features.
2. The naming rights shall be in place for a specific, fixed term to be negotiated and agreed to on a case-by-case basis.
3. The plan for displaying the name of an individual(s)/corporation, and whether on an interior place or incorporated on exterior signage, shall be included in the proposal submitted to the Parks and Recreation Commission.
4. When an individual or entity recognized under a naming rights agreement changes its name, by mutual agreement of both parties, the naming rights may be changed to reflect the new name. The cost to change the name of the individual or entity being recognized will be the responsibility of the individual or entity responsible for the recognition request.
5. The proposed name/naming rights purchaser must be consistent with the mission and purpose of Grand Traverse County and of the community. Grand Traverse County Parks and Recreation must consider all relevant factors and the totality of the circumstances when determining whether to extend naming rights.
6. To avoid any appearance that an agreement is entered into is intended to influence the handling or outcome of legal disputes or litigation, Grand Traverse County Parks and Recreation shall decline to enter into an agreement from a party involved in litigation with the County, or its departments.
7. Grand Traverse County Parks and Recreation shall not relinquish to the purchaser any aspect of Parks and Recreation Commission's right to manage and control the facility or feature being named.
8. The extension of naming rights must not result in additional cost to Grand Traverse County Parks and Recreation or Grand Traverse County.
9. Naming rights may be renewed by mutual agreement between the purchaser and the Parks and Recreation Commission.
10. Termination Rights: Purchaser of the naming rights may revoke such rights at any time with the understanding that there will be no refund or reduction of the purchaser's financial commitment. Grand Traverse County Parks and Recreation reserves the right to terminate naming rights where continuation of the relationship no longer encompasses the implementation factors considered when granted.

## II. IMPLEMENTATION PROCEDURES

### 1. Facility naming rights:

- a. The Director will submit a proposal for naming rights for facilities to the Parks and Recreation Commission with a recommendation to the Commission for action. The proposal will include a description of the space, amenity, or facility proposed for naming, and signage concepts, if identified.
- b. In considering any proposal for naming rights, the following questions shall be considered individually and collectively:
  - i. Will the name have historical, cultural and social significance for generations to come?
  - ii. Will the name engender a strong and positive image for the community?
  - iii. Will the name memorialize or commemorate people, places or events that are of enduring importance to the community or the nation?
  - iv. Will the name engender significant ties of friendship and mutual recognition and support within the community or with those outside of the community?
  - v. Will the name be identified with some major achievement or the advancement of the public good within the community or the nation?
  - vi. Will the name be particularly suitable for the park or recreational facility based on the location or history of the park, amenity, facility or the surrounding neighborhood?
  - vii. Will the name have symbolic value that transcends its ordinary meaning or use and enhance the character and identity of the park, amenity or facility?
  - viii. Will the naming request that accompanies a corporate gift result in the undue commercialization or politicization of the park, amenity or facility.
- c. The Parks and Recreation Commission will authorize, by contractual agreement, the Parks and Recreation Department to seek, negotiate, and secure the purchase of naming rights to parks and recreation facilities identified by the Parks and Recreation Commission.
- d. The Grand Traverse County Parks and Recreation Department will develop and implement a marketing strategy to secure the purchase of naming rights for any park and recreation facility identified by the Parks and Recreation Commission. The Director will identify potential purchasers, solicit sales, and negotiate any proposed agreements. Agreements for facility naming rights will be submitted with a recommendation to the Parks and Recreation Commission for action.
- e. Following the Parks and Recreation Commission's approval, the purchaser will contribute the funds to the Parks and Recreation Department. The Grand Traverse County Parks and Recreation Department will use the proceeds in accordance with the priorities set forth by the Parks and Recreation Commission for:
  - i. Capital improvements to its parks, unless otherwise specified by donor and agreed upon by Commission of Director.
  - ii. Funding of an endowment used to offset maintenance and replacement costs.

2. Feature naming rights:

- a. The Parks and Recreation Commission will authorize, by contractual agreement, the Parks and Recreation Director to seek, negotiate, and secure the purchase of naming rights to parks and recreation features identified by the Parks and Recreation Commission.
- b. Proposals for naming rights for park features will be submitted to the Director of Parks and Recreation and will include a description of the space, amenity, or feature proposed for naming, and signage concepts, if identified
- c. The Grand Traverse County Parks and Recreation Department will develop and implement a marketing strategy to secure the purchase of naming rights for any park and recreation feature identified by the Parks and Recreation Commission. The Department will identify potential purchasers, solicit sales, and negotiate any proposed agreements. Agreements for feature naming will be negotiated and administered by the Director.
- d. Following the Director of Parks and Recreation's approval, the purchaser will contribute the funds to the Parks and Recreation Department. The Grand Traverse County Parks and Recreation Department will use the proceeds in accordance with the priorities set forth by the Parks and Recreation Commission for:
  - i. Capital improvements to its parks, unless otherwise specified by donor and agreed upon by the Parks and Recreation Commission.
  - ii. Funding of an endowment used to offset maintenance and replacement costs.