

FARGO PARK DISTRICT POLICY FOR NAMING PARKS/FACILITIES

Background and Purpose:

The Fargo Park District (“Park District”) receives requests from time to time to name a park or a Park District building. The requests are for various reasons, including financial or community contributions that the requesting party wants to recognize. The Park District feels that the naming of parks and Park District facilities should be a thoughtful process. A park or facility name can be enduring and stay with a piece of property long after any knowledge of its origin has passed. The selection of a proper name for a park or facility should be purposeful and systematic. A name may honor a person of significant stature within the community, recognize an organization or group of citizens which has contributed to the development of the facility, or appreciate a significant natural aspect of a park.

The following procedures are adopted to give the Board of Park Commissioners a means by which they can have a uniform policy to develop meaningful and creative names for Park District properties. Each request will be considered on a case-by-case basis. The procedures are intended to ensure consistency in park and facility naming, remove immediate emotional motivations and encourage creativity.

Procedure for Naming for Major Donations:

The park or facility naming procedure is intended to minimize the emotional impact of the naming process or naming request. The Park District desires that all parties involved (the requesting party, the Park District staff and commissioners, and the general public) are given time to think through the long-term implications of a name.

The following procedure should be followed in the naming of parks or facilities:

1. Staff will prepare a list of potential names and the rationale for the name based on input from any appropriate source. This may include a specific request from an organization or individual together with their rationale.

The list will be filtered based upon criteria contained within this policy.

2. The Facility Committee will review the list of potential names. The committee will discuss each name and its relative merits. Names may be added or eliminated from the list at this time.

3. At the next Facility Committee meeting, staff will provide any additional information requested by the committee and the Facility Committee may have the requesting party provide information. The committee shall narrow the list to three or less names at this meeting and forward the same on to the Park Commissioners.

4. The final action will be to place the proposed park or facility name on the next regular Board of Park Commissioners meeting agenda. If the Board chooses not to approve the recommended name, they will return the issue to the Facilities Committee with direction. The process will then begin anew.

Park/Facility Naming Criteria:

Listed below are the criteria which should be used to generate a list of potential park or facility names when undertaking the process described above.

1. The name of the subdivision associated with the park.
2. The name of the neighborhood in which the park or facility is located.
3. The school name, if adjacent to or closely identified with the park.
4. A name suggested by the developer of the property adjacent to the park provided the name submission is provided at or before the property is transferred to the Park District for park purposes.
5. A name of a local interest point or topographical feature near the park or facility, including a stream, vegetation or ecology of the area.
6. The name of an event or historical occurrence associated with the adjacent area.
7. A creative name based upon staff impressions of the site.
8. The name of which most of the neighborhood and/or area children refer to the park.
9. The name of a person who dedicates a major part or all of the land for the park or the building of the facility.
10. The name of a person of significant stature within the community.
11. The name of an organization or group of citizens which has contributed to the development of the park or facility.
12. Naming a park or facility for an individual is a special circumstance. Years from now someone should be able to ask “why this name” and the answer will be that the park or facility would not be here if not for the commitment and efforts of that person.

Naming Recreational Facilities Within Parks

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads, waterways or defined pause places.

However, naming of specific major recreational facilities within parks will be permitted. Under these circumstances such names should be different from the park name to avoid user confusion.

Naming Recreational Facilities within parks

All parks and recreational facilities eligible for naming rights shall be determined by the Executive Director or designee. ***Examples of but not limited to:***

- Neighborhood Playground
- Regional Playground
- Universal Playground
- Playfields (Soccer, Lacrosse, Baseball, Other at Discretion)
- Courts (Tennis, Basketball, Other at Discretion)
- Dog Parks
- Shelters
- Park Buildings

Named Scholarship or Program Endowments

- Endowed Event
- Endowed Program
- Endowed Scholarship

Guidelines

The naming, renaming, or dedication of Park District assets and the amounts of the contributions necessary shall be determined by the Fargo Park District and Fargo Park District Foundation or in collaboration with the Executive Director or his/her designee and the Fargo Park District's Commission. Each project has opportunities that require unique decisions. The Park District reserves the right to discuss each project and its acceptance on a case-by-case basis.

Financial contributions associated with naming rights or dedications shall be held by the Fargo Park District Foundation until naming agreement has been reached and/or when expense has been incurred. Endowment funds will remain with the Fargo Park District Foundation and be appropriated annually for maintenance and/or program support.

Threshold

Listed below are guidelines that are meant to be a starting point in the negotiations with the contributor. Each project has opportunities that require unique decisions. Projects

1. Contribute all the land, or
2. Contribute to the costs of construction for the park or building to be named
 - a. For assets with costs of \$100,000 or less, contribution of 100% is requested
 - b. For assets with costs of \$100,001-\$999,999, contribution of 50% is requested
 - c. For assets with costs of \$1,000,000 or more, contribution of 25% is requested
3. A contribution by a donor to allow for a significant cost reduction in upgrading/expanding an existing facility within a park.
4. Provide an endowment for long term repair and maintenance of the park or property
5. Provide for a significant contribution for the costs of programming that will support the mission of the park district.

Terms/Expiration of Naming Rights

The duration of the naming rights will be evaluated on a case-by-case basis. In all scenarios, a term expiration should be established.

1. Term duration for assets with a working life of less than 15 years should expire at the end of the working life. Example: Scoreboard naming rights may expire at the end of the working life of the scoreboard.
2. Field naming rights when utilized for field improvements may have a similar expiration term. Example: Artificial Turf naming rights may expire at the end of the life of the turf.
3. Existing assets like facilities and fields may require upgrade/expansion. Term duration for assets with a working life of more than 15 years are recommended to have a duration of 10-15 years.
4. Agreements can offer original naming sponsor the opportunity for renewal of the naming arrangement.
5. During the naming agreement, contributor will be responsible for changes made to their logo that would require changes to the signs on the asset.
6. Where a facility, building, landscape area, programs, or other related Park and Recreation asset is named for a corporate entity, the name used should normally be the shortest name possible.
7. Where the naming rights purchased are for a corporate entity or business, the naming rights shall be limited to not longer than the life of the corporate entity.
8. If a naming right opportunity includes signage, a detailed proposal of the signage, including design, layout, verbiage, and cost will need to be provided, in writing, for review and approval by the Executive Director or designee. Fargo Park District can specify sign size, sign type, and font of any naming rights signage or displays. The Fargo Park District will have final approval on all wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.
9. Benefits which may violate other park policies or city policies or ordinances will not be included in any agreement.

Renaming of Parks or Facilities:

Renaming of parks or facilities should be done only after careful consideration. The request to rename an existing park or facility may originate from a variety of sources (e.g. the nearby neighborhood, subdivision developer, park staff, Facility Committee or commission members). The process for renaming a park would be the same as for a new park with the following two preliminary steps.

1. Upon receipt of a written request for a name change, staff would research information concerning the current name for the park or facility. The search would try to find a reason or circumstance for the initial naming of the park or facility and any over-riding commitment to the current name.

2. Finding no compelling reason to retain the current name, the Facility Committee may or may not choose to direct staff to initiate the process used for naming a new park. If the

Facility Committee finds that there is a reason to retain the current name, the matter should be placed on the agenda of the Board of Park Commissioners meeting for final action, that being denying the renaming request or referring it back to staff to follow the process described above.

The Facility Committee and the Board may wish to consider renaming the park or facility if one or more of the following criteria are met:

1. The primary park users have submitted a petition for a name change that deserves consideration through the normal naming process described above.

2. An individual or organization contributes a significant portion of the costs for acquiring/developing/renovating a park or facility or adds significant land.

3. Provision of an endowment for the continued maintenance and/or programming of the park/recreational facility.

General Standards:

The following criteria must be met, including but not limited to, any corporate entity or business or corporate or individual or family naming, or presentation sponsorships:

1. Does not discriminate against any person, employee, member, or volunteer on the basis of race, color, creed, religion, gender, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability, in compliance with all federal, state, and local laws and statutes; and
2. Name does not have connotations that by contemporary community standards are derogatory or offensive.
3. Does not promote environmental, work, or other practices that, if they took place in the park, would violate U.S. or state law (i.e., dumping of hazardous waste, exploitation of child labor, etc.).
4. Does not promote drugs, alcohol, tobacco, gambling or adult entertainment
5. Does not constitute violations of law.
6. Does not participate in unethical business practices as determined by a court of law.
7. Does not exploit participants or staff members of the Park District.
8. Does not include religious references or political statements.
9. Does not endorse products or services that do not comply with Park District policies and procedures, City, State or federal regulations, ordinances, codes, or statutes.
10. Does not appear to be in direct competition with Fargo Park District services or products.
11. Does not endorse products or services that conflict with Fargo Park District's mission.
12. Fargo Park District reserves the right to terminate any naming right agreements not in accordance with this Board Policy.

Sponsorship Policy:

Citizens, organizations, businesses or other that wish to sponsor a park, program, event or asset within a park may receive named recognition for that work upon recommendation of the Fargo Park District's Executive Director. Sponsorship levels are determined by the Fargo Park District as needed.

Approved September 7, 2021