

CITY OF DENTON NAMING POLICY GUIDELINES FOR CITY BUILDINGS, FACILITIES, LAND, OR ANY PORTION THEREOF

I. GENERAL

These policy guidelines are intended to address naming opportunities when a citizen, group, or organization submits a nomination to name a City building, facility, land, or any portion thereof. The City Council may initiate the naming of any building, facility, land, or any portion thereof at its discretion and may apply the following guidelines in City Council initiated naming. The City Council may choose to waive any part of these guidelines by ~~three~~ three-fourth's vote of the entire City Council. These policy guidelines do not address the naming of streets, fire stations, or police stations, ~~or naming based on advertising.~~

II. DEFINITIONS

City Buildings. City owned facilities which are open to the public and used to conduct City business. Buildings may include, but are not limited to, City Halls, civic/community centers, conference/convention centers, public libraries, and public utility buildings/structures.

City Facilities. City owned structures, amenities, or features, which are open to the public and used for City business, or public attractions of any kind, including, but not limited to, athletic fields, bridges, fountains, gymnasiums, library collections and/or department's interior and exterior spaces, meeting rooms, picnic shelters, playground equipment, recreation facilities, swimming pools, tennis courts, and basketball courts.

City Land. Real estate owned and/or managed by the City, including park property ~~or~~ and other open space areas.

Funded Project. Any project that the City has fully funded prior to the start of construction.

Non-Funded Project. Any project that the City wishes to construct, but for which it lacks designated funding.

Naming Rights. A financial transaction whereby a corporation, organization, individual, or other entity purchases the right to name a facility, amenity, or feature for a defined period of time.

III. NAMING OF A CITY BUILDING, FACILITY, —LAND, OR ANY PORTION THEREOF AFTER AN INDIVIDUAL

It is intended that all the criteria in this section be satisfied when considering the naming of a
_City facility, building, land, or any portion thereof after an individual.

A. Naming After an Individual

1. The individual must be deceased at least five (5) years; and
2. The individual must have been a resident of the City of Denton; and
3. The individual must be of good moral character and must not have been convicted of a felony, or Class A or B misdemeanor; and
4. The individual should have made exceptional contributions to the City of Denton, the State of Texas, or the United States of America; and the individual's achievements should represent a lasting legacy to the mission of the City building, facility, land, or any portion thereof.

B. Naming After an Individual Who Performed Outstanding or Heroic Service

Buildings, facilities, land, or any portion thereof may also be named in memory of individuals who died in the line of duty serving the City of Denton, the State of Texas, or the United States of America; or died performing a heroic act, such as saving the life of another person; or a deceased individual who has made a significant and lasting contribution to humanitarian causes on a world or national level. In these instances as appropriate, the City may elect to obtain or attempt to make contact for approval from living family members of the individual recommended for having a City building, facility, land, or any portion thereof named in their honor.

C. Naming After a Foundation, Business, or Organization

1. If consideration is given to naming a City building, facility, land, or any portion thereof after a foundation, business, or organization, the foundation, business, or organization considered should have made exceptional local, state, national, or world contributions; and their achievements should represent a lasting legacy to the mission of the City building, facility, land, or any portion thereof.
2. In selected instances, a City building, facility, land, or any portion thereof may be named after a foundation, business, or organization that makes a unique and extraordinary contribution to the development and/or usage of the City building, facility, land, or any portion thereof being named. The merits and value of each such naming shall be evaluated on a case-by-case basis.

IV. NAMING A CITY BUILDING, FACILITY, LAND, OR ANY PORTION THEREOF THROUGH FUND RAISING OR BY PURCHASING NAMING RIGHTS

1. Any individual for which a City building, facility, land, or any portion thereof may be named, must be of good moral character and must not have been convicted of a felony, or Class A or B -misdemeanor. Any foundation, business, or organization must be compliant with all applicable laws, rules, and regulations.

2. A City building, facility, land, or any portion thereof may be named as part of a public fundraising campaign, donation, or by purchasing naming rights. The City Council may approve other non-monetary donations for naming rights.

3. Naming rights for a funded project can be accepted at any point during construction.

4. A funding agreement for the naming rights of a non-funded project must be in place prior to start of construction.

5. The required donation to acquire the naming rights of a City building, facility, land, or any portion thereof shall be ~~substantial~~ as determined by the City Council on a case-by-case basis.

6. All funds contributed to naming a City building, facility, land, or any portion thereof will be nonrefundable.

7. In the event a donor fails to meet the total required commitment, the City Council may reconsider the naming of the City building, facility, land, or any portion thereof.

8. It should not be assumed that a financial contribution guarantees that a City building, facility, land, or any portion thereof will be named after an individual or a business, foundation, or organization.

9. Naming rights will be for a defined period of time as determined by City Council on a case-by-case basis.

V. PLAQUES, MARKERS, AND MEMORIALS

A. Plaques, markers, and memorials that are requested to be located on a City building, facility, land, or any portion thereof, must be reviewed and approved by the City as to design and maintenance requirements.

B. Total costs for purchasing plaques, markers, and memorials involved in the naming of a new City building, facility, land, or any portion thereof, as well as up to five (5) years of maintenance costs, shall be paid by the nominating individual or organization, unless City Council waives such funding. This provision has no application in those instances where the costs of plaques, markers, or memorials are included in the design and construction costs of a project.

VI. RENAMING OF A CITY BUILDING, FACILITY, LAND, OR ANY PORTION THEREOF

A. In order to honor the decisions of previous City Councils and descendants of individuals after whom a City building, facility, land, or any portion thereof -are named, renaming shall typically not occur within the defined naming time proscribed by the approving City Council.

B. If it is determined that circumstances have changed such that the criteria set forth in III.A.3 or IV.1 is no longer met, the City Council may elect to remove the name from the City building, facility, land, or any portion thereof. Further, a City building, facility, land, or any portion thereof named after a foundation, business, or organization, which dissolves, is convicted of criminal acts, or for other good and valid reasons, may be renamed.

C. Once the agreed upon term for naming rights has ended, the facility may be renamed.

VII. PROCEDURES FOR NAMING CITY BUILDINGS, FACILITIES, LAND, OR ANY PORTION THEREOF

- A. Groups or individuals may submit nominations for naming a City building, facility, land, or any portion thereof, by submitting a nomination to the City Manager on the City of Denton Name Application Form For City Buildings, Facilities, Land, or any portion thereof.
- B. The City Manager, upon the receipt of the City of Denton Name Application Form For City Buildings, Facilities, Land, or any portion thereof, shall refer such naming request to the City Council.
- C. The City Council may appoint a seven-member ad hoc Naming Committee to review the naming request submitted by a citizen or organization. Such committee shall be nominated by individual City Council members. In the event of a City Council initiated naming, the Council may, if it desires, appoint an ad hoc committee as outlined herein to investigate and recommend one or more names for Council consideration.
- D. At least two ~~additional~~ members of the ad hoc Naming Committee shall be selected from any impacted advisory or governing board.
- E. The name or names submitted will be considered by the members of the ad hoc Naming Committee. The committee shall be guided by the provisions of this policy and shall provide a recommendation to the City Council for consideration.
- F. The final decision for naming a City building, facility, land, or any portion thereof shall rest with the City Council.

~~**CITY OF DENTON NAME APPLICATION FORM FOR CITY BUILDINGS,
FACILITIES, LAND, OR ANY OTHER PORTION THEREOF**~~

~~**Please type or print clearly in ink and return to the City Manager's Office:**~~

~~1. Date of Submittal: _____~~

~~2. Individual or Organization Submitting Nomination:~~

~~3. Signature of Nominator or Organization Representative:~~

~~Point of Contact:~~

~~Address: _____~~

~~City, State, Zip: _____~~

~~Telephone: _____~~

~~Email: _____~~

~~4. Nominee (Check One): Individual Organization~~

~~5. Recommended Name of City Building, Facility, Land, or Any Portion Thereof:~~

~~9. Location of City Building, Facility, Land, or Any Portion Thereof:~~

~~10. Explanation of why this name should be considered. Please include the individual's biographical information and vitae or resume. Use additional sheets, if necessary:~~

