

# Mahomet Parks and Recreation Naming Rights Policy

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## PURPOSE

The naming or renaming of parks and recreational facilities is complex and sometimes emotionally evocative. Assigning a name is a powerful and permanent identity for a public place and/or facility and often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive changing of park or facility names can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of the Village's parks and/or recreational facilities.

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## POLICY

It is the policy of Mahomet Parks and Recreation to reserve the naming or renaming of parks and recreational facilities for circumstances that will best serve the interests of the Village, as well as ensure a worthy and enduring legacy for the Village's parks and recreation system.

Mahomet Parks and Recreation supports consideration of naming requests within the following categories.

### *Historic Events, People, and Places*

The history of a major event, place or person may play an important role in the naming or renaming of a park as communities often wish to preserve and honor the history of a neighborhood, the Village, its founders, other historical figures, its Native American heritage, local landmarks, prominent geographical locations, as well as natural and geological features through the naming of parks or recreational facilities.

### *Outstanding Individuals*

The Village has benefited from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the Village and the development and management of the Village's parks and recreation system.

### *Major Gifts*

Mahomet Parks and Recreation Department has benefited from the generosity of some of its residents, businesses, and foundations. On occasion, the significance of such donations may warrant consideration of requests from either the donor or another party to acknowledge such a gift by naming.

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## DEFINITIONS

***Naming:*** the permanent or temporary name assigned by the Village of Mahomet Board of Trustees via a Resolution to a given park or recreational facility.

***Parks:*** all traditionally designed parks, gardens, natural open spaces, and specialized parks under the stewardship of the Mahomet Parks and Recreation Department.

***Recreational facilities:*** major structures such as community centers, aquatic facilities, pavilions, tennis courts, sports fields, and fountains located within lands under the stewardship of Mahomet Parks and Recreation.

***Donations:*** a donation of property, goods or funds generally with no expectation of return.

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## PROCEDURE

### ***General Principles***

In considering proposals for the naming or renaming of a park or recreational facility, the following will be taken into account prior to approval by the Village of Mahomet Board of Trustees.

When naming a new park or recreational facility, the proposed name will:

- Engender a strong positive image.
- Be appropriate having regard to the park or recreational facility's location.
- Have historical, cultural or social significance for future generations.
- Commemorate places, people or events that are of continued importance to the Village, region, state, or nation.
- Have symbolic value that transcends ordinary meaning or use as well as enhances the character and identity of the park or recreational facility.
- Have broad public support.
- Shall not result in the undue commercialization of the park or recreational facility if it accompanies a corporate gift
- Any donation shall be entirely of a voluntary and charitable nature and shall not be made at the request of, or because of the application of any code, fee, ordinance, or regulation of, the Village of Mahomet.

### ***Renaming a park or recreational facility***

Names that have become widely accepted by the community will not be changed unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

### ***Naming/renaming parks or recreational facilities for Outstanding Individuals***

Naming or renaming a park or recreational facility for an outstanding individual is encouraged only for those who have been deceased for at least three years (this provision can be waived at the Board's directive). That person's significance and good reputation must be recognized within the Village, State or Nation's history.

In considering the naming/renaming of a park or recreational facility after a deceased person, priority will be given to those who made a sustained and lasting contribution to

- Mahomet's parks and recreation system
- The State of Illinois
- The Nation

### ***Naming/renaming for Historic Events, People, and Places***

When a park or recreational facility is associated with or located near events, people, and places of historic, cultural or social significance, consideration will be given to naming that park or recreational facility after such. In considering proposals, the relationship of the event, person or place to the park or recreational facility must be demonstrated through research and documentation.

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## ***Naming for Major Donations***

From time to time, a significant donation may be made to the Village that will add considerable value to the Village park and recreation system. On such occasions, recognition of this donation by naming a new park or recreation facility in honor of or at the request of the donor will be considered.

As a guideline, the threshold for considering the naming of a park or recreational facility will include one or more of the following:

- Land for the majority of the park was deeded to the Village by the donor.
- Contribution by the donor of a minimum of 50% of the capital construction costs associated with developing the park or recreational facility.
- A contribution by a donor to allow for a significant cost reduction in upgrading/expanding an existing facility within a park.
- Provision of a minimum 20-year endowment by the donor for the continued maintenance and/or programming of the park or recreational facility.

Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the principles that apply to naming a park for an outstanding person. Exceptions to this will be considered on their own merits. The Board of Trustees reserves the right to rename any park or recreational facility if the person or organization for whom it is named turns out to be disreputable or subsequently acts in a disreputable way. Corporate logos, insignias, brands or direct advertising text shall not be used in park naming text/signage. Corporate logos will be considered on a case by case basis in facility naming text/signage.

## ***Other Considerations***

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. 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. Example: Mahomet Family Pizza Field at Barber Park.

All signs that indicate the name of a park or recreational park or facility shall comply with the Village of Mahomet's graphic and design standards and any applicable sections of the Village of Mahomet Code. Specialized naming signage will not be permitted for parks and facilities. Facility signage within parks shall be consistent in design and appearance. All costs associated with purchasing and installation of the sign shall be the responsibility of the requestor.

## ***Naming Text***

As Mahomet Parks and Recreation operates a large and diverse park system, it is important that the naming text assists in communicating the type of development and use. Therefore, the following terms will be applied as part of the naming process:

- ***"Park"*** applies to all parks that have been or will be developed primarily for recreational purposes. Such parks usually involve a high degree of landscape and recreational facility development.
- ***"Nature Park"*** applies to all parks where the primary purpose is the conservation of the natural environment. Such parks generally will have little or no development.
- ***"Field"*** applies to all parks where the primary purpose is for team outdoor sports activities. Such facilities typically have a high frequency of programmed team activities.

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## ***Requests for naming or renaming of parks or recreational facilities***

All requests for the naming or renaming of a park or recreational facility shall be made in writing to the Mahomet Parks and Recreation Director. A written request is not required if the naming process is specifically defined and part of a development/fundraising campaign from the department.

Requests should contain the following minimum information (no more than 5 pages, typed):

- The proposed name.
- Specific reasons for the proposed name and how it adheres to at least one of the three categories (Historic Events, People, and Places; Outstanding Individuals; Major Gifts).
- Written documentation indicating broad based community support for the proposed name. (eg. Petition, newspaper articles)
- Description/map showing location and boundaries of the park.
- If proposing to name a facility within a park, include a description/map showing the location of the facility.
  - If proposing to rename a park or facility, include justification for changing an established name.
  - If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation as recognized by the Village, State or Nation.
  - Amount of funding available to offset costs of a renaming (if applicable). This could include signage or tangible media reprinting costs.

## ***Terms/Expiration of Naming Rights***

The duration of the naming rights will be evaluated on a case by case basis. In some scenarios, a term expiration may be established. Example: Scoreboard naming rights may expire at the end of the working life of the scoreboard. Field naming rights when utilized by the department for field improvements may have a similar expiration term.

## ***Assessing and approving naming/renaming requests***

Upon receipt of a naming request by Mahomet Parks and Recreation, the Village Board of Trustees will be presenting with the request for consideration.

The Village Board of Trustees shall:

- Review the proposed request for its adherence to the policies of the Village of Mahomet Board of Trustees.
- Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
- Take into consideration any public comments associated with the request.