

# Town of Oro Valley

## Naming and Branding Policy

### PURPOSE

To outline the policy, criteria, and process for

- (1) The official naming and renaming of Oro Valley Parks AND OPEN SPACE;  
AND THE PLACEMENT OF MEMORIALS;
- (2) Sponsorship agreements for the branding of Town facilities, features and sponsored events.

The following policies are designed to apply either independently or in conjunction with one another. Any deviation from these policies shall require the approval of the Town Council.

### OFFICIAL NAMING AND RENAMING OF ORO VALLEY PARKS, AND THE PLACEMENT OF MEMORIALS

#### I. BACKGROUND

Parks are integral to Oro Valley's identity. As an agency devoted to public service through Parks and Recreation, it is a goal of Oro Valley Parks and Recreation to be seen as part of the fabric of the community. Stewardship of the public Parks and Recreation system for the greatest benefit of the community-at-large is also a long-term goal of Oro Valley Parks and Recreation. Through the naming of Town owned parks and open spaces, the Town hopes to instill a sense of ownership in those places where the community may congregate and share their common experience.

#### II. DEFINITIONS

The following are definitions for terms used within this policy:

- A. **Park:** Park shall mean any Town owned park, preserve, playground, recreation center, trail, or any other area or facility devoted to active or passive recreation.
- B. **Open Space:** Open Space shall be defined as any Town owned natural open space or landscaped open space or the total thereof. Natural open space shall mean any natural, completely undisturbed, desert area. Landscaped open space shall mean an area improved through the harmonious combination of natural desert growth with the introduction of trees, shrubs, and groundcover which may contain natural topping material such as boulders, rock, stone, or granite or other approved material.

**C. MEMORIALS:** MEMORIALS SHALL BE DEFINED AS ANY MARKER, TREE, SITE FURNITURE, OR OTHER SPECIFIC ITEM THAT IS PLACED IN A TOWN OWNED PROPERTY IN MEMORY OR RECOGNITION OF A PERSON, DATE, EVENT, PET OR OTHER RECOGNITION AS DEEMED APPROPRIATE.

### III. PROCESS

Introduction: Park and open space names should be chosen keeping in mind continuity and relevance to the community. Park and open space names that are similar to existing parks or properties in the greater Oro Valley area should be avoided in order to minimize confusion. Parks and open spaces owned by the Town of Oro Valley will be named through an administrative process in accordance with the following considerations:

- A. Names for parks and open spaces shall include geographical locations, natural or geological features. (e.g. Pusch Ridge Park)
- B. Park and open space names may also include:
  - 1. Words of common usage such as “memorial” or “recreational”;
  - 2. Proper names of individuals;
  - 3. Names of groups or organizations; and
  - 4. Names of wildlife;
  - 5. An example that incorporates these criteria would be “John G. Doe Pusch Ridge Memorial Park”
- C. Parks and open spaces shall maintain their gratuitous names for a period of no less than 10 years.
- D. NAMING CRITERIA – IN MOST CASES, PARKS AND OPEN SPACE PROPERTIES SHALL BE NAMED IN A MANNER TO REFLECT LOCAL COMMUNITY REQUESTS OR TO IDENTIFY THE LOCATION OF THE PARK, OR OPEN SPACE PROPERTY, AND USE OF THE PARK FACILITY. ONE OR MORE OF THE FOLLOWING CRITERIA MAY BE CONSIDERED IN NAMING OR CHANGING THE NAME OF A PARK, PARK FACILITY, OR OPEN SPACE PROPERTY AFTER AN INDIVIDUAL OR GROUP:
  - 1. USABLE PARK LAND IS DONATED TO THE TOWN OF ORO VALLEY;
  - 2. A MONETARY CONTRIBUTION EQUAL TO THE VALUE OF THE LAND FOR A PARK, OR OPEN SPACE PROPERTY IS GIFTED TO ORO VALLEY;
  - 3. A MONETARY CONTRIBUTION IS MADE EQUAL TO THE COST OF DEVELOPMENT OF A PARK, OPEN SPACE PROPERTY OR FACILITY SITE;
  - 4. AN INDIVIDUAL OR FAMILY IS RECOGNIZED FOR EXTRAORDINARY ACCOMPLISHMENTS OR CONTRIBUTIONS TO THE ORO VALLEY PARKS AND RECREATION SYSTEM OR ORO VALLEY COMMUNITY; OR
- E. FACILITIES WITHIN PARKS AND OPEN SPACE PROPERTIES I.E., PLAYFIELDS, PLAYGROUNDS, PICNIC SHELTERS, TRAILS, TRAILHEADS, ETC. CAN BE NAMED SEPARATELY FROM THE PARKS THEY ARE IN

SUBJECT TO THE GENERAL APPROVAL PROCESS DESCRIBED IN THIS PROCEDURE.

~~D.~~ F. The renaming of a park or open space shall only occur upon a showing that the previous name is no longer relevant to the community, or that the proposed new name better exemplifies a value or honor the Town wishes to express.

~~E.~~ G. Proposals FOR MEMORIALS OR for the naming or renaming of parks, park facilities, and/or open spaces may come from the Mayor and Council, Town Staff, or the general public. Proposals must be submitted in writing to the Oro Valley Parks and Recreation Director.

~~F.~~ H. Written proposals shall include the following:

1. A statement as to how the proposed name is consistent with the criteria stated in this Policy.
2. Justification for the suggested park name.
3. In the case of renaming of a park or open space, justification as to why the park or open space should be renamed.

~~G.~~ I. If the proposal is to name or rename a park after a person or persons, the proposal shall include justification as to why the specific naming proposal is an appropriate honor.

~~H.~~ J. If the proposal is to name or rename a park after a person or persons, written permission from the person, or their next of kin, shall be included with the proposal.

~~I.~~ K. In the event a park site is jointly or wholly acquired, held or owned by other public jurisdictions, but managed by Oro Valley Parks and Recreation, the other involved jurisdictions shall be consulted and given the opportunity to submit a written recommendation as to the proposed name.

~~J.~~ L. Public notice of a proposal to rename a park or open space shall be posted within ten (10) business days of receipt by Oro Valley Parks and Recreation.

~~K.~~ M. All proposals shall be forwarded to the Oro Valley Parks and Recreation Advisory Board for review and recommendation to the Mayor and Council.

~~L.~~ N. A majority vote of the seated Town Council members will be required for naming or renaming a park or open space.

O. PARKS AND RECREATION WILL MAINTAIN A LIST AND SPECIFICATIONS OF ITEMS AVAILABLE FOR PURCHASE FOR MEMORIALS PLACED WITHOUT A PLAQUE OR OTHER FORMAL RECOGNITION. THESE ITEMS WILL INCLUDE TREES, BENCHES, PARK EQUIPMENT, SIGNAGE,

PICNIC TABLES, ETC. THESE ITEMS MAY BE APPROVED FOR PURCHASE BY THE DEPARTMENT DIRECTOR OR DESIGNEE. MEMORIAL ITEMS REQUESTED TO BE PLACED WITH A PLAQUE OR OTHER FORMAL RECOGNITION WILL BE SUBJECT TO THE PROCESS AS OUTLINED ABOVE.

#### IV. RENAMING

THE RENAMING OF PARKS, FACILITIES AND OPEN SPACE PROPERTIES IS STRONGLY DISCOURAGED. IT IS RECOMMENDED THAT EFFORTS TO CHANGE A NAME BE SUBJECT TO THE MOST CRITICAL EXAMINATION SO AS NOT TO DIMINISH THE ORIGINAL JUSTIFICATION FOR THE NAME OR DISCOUNT THE VALUE OF THE PRIOR CONTRIBUTORS. PARKS NAMED BY DEED RESTRICTION SHALL NOT BE CONSIDERED FOR RENAMING.

# RECEIPT OF DONATIONS

## I. BACKGROUND

The Town of Oro Valley encourages and welcomes donations to enhance Town services. However, donations are not intended to substitute for basic government financial support.

## II. DEFINITION

A donation is any equipment, furnishings, program materials, art or cash given to the Town of Oro Valley. This policy is not applicable to special endowments or grants, including gifts of real property, which are handled on an individual basis.

## III. GENERAL GUIDELINES

- A. The Town of Oro Valley highly recommends and strongly encourages groups and/or individuals to discuss their possible donation with the appropriate Town department prior to making a donation.
- B. Donations may be accepted on a conditional or unconditional basis. Definitions for and the processing of either type of donation are described below.
- C. In the discretion of the appropriate Town department or division, donated equipment, furnishings, program materials and/or art will be evaluated for quality and will only be accepted if they meet or exceed written standards set forth by the Town Manager, or designee, and provided upon request to anyone considering a donation of equipment.
- D. Oro Valley will make every effort to honor the donor's requests and specifications as closely as possible. Oro Valley will work with potential donors to develop mutually satisfactory donations. If it is not possible to meet a specific request, Oro Valley shall inform the donor who may reserve the right to withdraw any offer.
- E. All donations are tax deductible. However, Town staff cannot provide assessments of value of donated items. If needed for tax purposes, donors should have a professional appraisal performed prior to donating any items. Town staff, upon request, will provide a donation receipt that the donor may fill out for their own use.
- F. Donor information is confidential and will not be sold or shared with other individuals, groups or organizations unless otherwise requested or authorized by the donor.

## IV. PROCESS

### A. Conditional Donations

Conditional donations are those given upon the understanding that they will be used as specified by the donor.

1. Monetary donations that are given for a specific purpose shall be used for that purpose upon approval by the Town Manager, or designee, in case of donations of \$20,000 or less, or the Town Council in cases of donations greater than \$20,000. Offers of conditional monetary donations will be communicated to the appropriate Town department or division and/or Town board/commission for review and recommendations.
2. Equipment, artwork, and other materials donated upon condition of specific use will be accepted on a case-by-case basis, taking into consideration the needs of the Town and possible uses for the donated materials.

### B. Unconditional Donations

Unconditional donations are those given to the Town without specification as to their use.

1. The Town of Oro Valley shall provide a priority wish list to citizens and potential donors outlining Town needs. All accepted donations are appropriately and gratefully acknowledged in writing.
2. Monetary Donations
  - a. Those making monetary donations are encouraged to do so by check. Checks should be made out to the “Town of Oro Valley” and forwarded to the Town Manager, or designee.
  - b. Cash donations become public funds and shall be expended according to the Town’s procurement process.
3. Acceptance of Monetary Donations
  - a. Donations of \$20,000 or more shall be reviewed by the applicable department or division supervisor who will submit a use recommendation to the appropriate board or commission, or other Town staff, based on current needs within the Town. Any recommendations generated by board/commission or staff review will be forwarded on to the Town Council. The Town Council must approve the donation before it may be accepted.

- b. Donations between \$1,000 and \$20,000 shall be reviewed by the applicable department or division supervisor to determine a use recommendation. The supervisor shall submit their recommendation(s) to the appropriate board or commission, or to other Town staff, for review and any recommendations their review generates. The supervisor shall then take a use recommendation to the Town Manager, or designee, for approval.
- c. Donations of \$1,000 or less may be accepted by the applicable department or division supervisor.

#### 4. Non-Monetary Donations

- a. Use of donated art will be determined by the Town staff with advice from the Public Art Review Committee, based upon the appropriateness and space availability within a park, building or facility.
- b. Donated parks or playground equipment, furnishings and/or program materials shall become the property of Oro Valley upon final delivery. The use of any such donated equipment is in the discretion of the Town Manager, or designee.
- c. The Town of Oro Valley does not offer pick-up services for donated materials.

# SPONSORSHIP AGREEMENTS AND CORPORATE BRANDING

## I. BACKGROUND

This section provides a sponsorship and branding policy for Oro Valley facilities, properties, amenities, events and programs. This policy is not intended to address the naming of parks and open spaces, as that is addressed by the OFFICIAL NAMING AND RENAMING OF ORO VALLEY PARKS Policy. The intent of this Policy is to establish a consistent approach, criteria and guidelines specific to the exclusive right to use Oro Valley facilities, properties, amenities, events and programs as a means of acknowledging a Sponsor.

## II. DEFINITIONS

- A. **Sponsorship Agreement** is a contract between the Town of Oro Valley and an individual, corporation, partnership or other business entity or organization (“Sponsor”), by the terms of which the Sponsor provides funds, goods or services to the Town of Oro Valley, as consideration for recognition, acknowledgement or other promotional considerations or benefits, with respect to Town owned and/or managed facilities, properties, amenities, events and programs. Sponsorship Agreements are distinct from donations or gifts to the Town for which there may be limited recognition or no consideration, which are addressed in the RECEIPT OF GENERAL GIFTS AND DONATIONS Policy.
- B. **Sponsorship Opportunity** is any idea or proposal for sponsorship that has been suggested for further consideration by the Town Manager, or designee, and Town advisory boards/commissions.
- C. **Sponsorship Proposal** is any document submitted by a potential sponsor for consideration in response to a Request for Proposals.

## III. PROCEDURE:

- A. Sponsorship opportunities may be initiated by the Mayor and Council, Town Staff or members of the public. All sponsorship opportunities shall be submitted to the Town Manager, or designee, in writing.
- B. Sponsorship opportunities shall be forwarded to the appropriate Town department or division for further investigation and discussion.
- C. Town staff will prepare a written description of all submitted sponsorship opportunities, defining the scope of a sponsorship program or project, including a description of the community benefit, financial goals, means of recognition and potential interested sponsors, and submit the description to the appropriate advisory board and/or the Town Manager, or designee. After review is completed and recommendations compiled, the sponsorship opportunity shall be forwarded to the Town Council for approval. If a sponsorship opportunity will result in a

name change to an existing facility, the history and “legacy” of the current facility name should be taken into consideration and/or incorporated within the proposed new name.

- D. If a sponsorship opportunity will result in over ~~\$20,000~~ \$50,000 in annual revenue, in-kind goods or services to the Town, either through direct revenue or through the value of the naming rights, Town Staff shall follow the Town’s Request for Proposal (RFP) process to solicit sponsorship proposals. Criteria for evaluating the sponsorship proposals submitted will be determined before the RFP is issued, and will be listed in the RFP, using the “General Guidelines” listed below and taking into consideration the unique nature of each sponsorship opportunity. The Sponsorship Agreement shall be awarded to the potential sponsor whose proposal best conforms in all material respects to the requirements and criteria set forth in the RFP.
- E. If the sponsorship opportunity is anticipated to result in less than ~~\$20,000~~ \$50,000 in annual revenue, goods and/or services to the Town, and does not involve naming rights, Town Staff may contract directly with a Prospective Sponsor, without issuing an RFP.
  - 1. Town Staff will solicit potential sponsors by publicly announcing selection criteria and providing a time period in which potential sponsors may respond.
  - 2. The Town may elect to issue an RFP for Sponsorship Agreements which may result in annual revenue less than ~~\$20,000~~ \$50,000, if it is deemed appropriate considering the circumstances, or is otherwise deemed to be in the best interest of the Town.
- F. Town staff may solicit the assistance of a qualified third party firm that can determine the value of any proposed naming rights.

#### IV. GENERAL GUIDELINES

- A. The Town may actively solicit proposals for sponsorships, including naming rights for Town facilities, properties, amenities, events and programs.
- B. The Town will only enter into Sponsorship Agreements that are consistent with the Town’s character, values and service priorities.
- C. No Sponsorship Agreement will impair or diminish the authority of the Town and its responsibilities with respect to any municipal facility or event that is the subject of the Agreement.
- D. All Sponsorship Agreements shall be subject to all state, federal and local laws, ordinances, rules, and regulations.
- E. All Sponsorship Agreements will be subject to approval by the Town Council.

- F. The Town shall always have the right and opportunity to reject any submitted proposal.
- G. Any Sponsorship Agreement entered into by the Town shall include the right at any time to suspend or terminate the agreement if the circumstances arise whereby the continued arrangement would no longer satisfy the selection criteria by which the Sponsorship was initially evaluated and approved. All Sponsorship Agreements shall specify by the terms of the contract that any monies given to the Town in consideration for sponsorship shall become the property of the Town and shall not be returned or refunded.
- H. The Town will not enter into a Sponsorship Agreement with the following:
  - 1. Businesses that are subject to regulation or monitoring by local, state, or federal law enforcement agencies, including the Oro Valley Police Department, for regulatory compliance, including, but not limited to sexually oriented businesses, bars, gun shops, manufacturers or sellers of firearms or weapons.
  - 2. Religious or political organizations.
  - 3. Commercial enterprises whose business is substantially derived from the sale and/or manufacture of alcohol or tobacco, except under the condition that no brand name of any alcoholic or tobacco product shall be used in the name of a Town facility, program or event nor in the advertisement thereof.
  - 4. Individuals or commercial enterprises having pending business transactions or applications, or continuing business associations with the Town, if a Sponsorship Agreement would create the appearance of impropriety.