

Proposed Outline: Naming or Renaming a City Owned facility or Park

1. Intent and purpose.

- The intent and purpose of this policy is to establish a uniform process for naming or renaming a city-owned facility or park.

2. Approval authority

- City council shall have the authority to name or rename a facility or park by holding a public hearing and adopting a resolution.
- In the case of a designated city park, the city council shall first request a recommendation from the Parks and Recreation Advisory Board.
- The city council at its discretion may refer for recommendation the naming or renaming of a facility or park to any of the other standing city boards or commissions.
- The city clerk shall place a notice in a newspaper of general circulation at least 30 days prior to the public hearing held by city council.
- The city shall post the property to be named or renamed at least 15 days prior to the public hearing held by city council.
- The city manager shall be responsible to conduct research on the individual proposed to assure that such individual is of good character and representative of community values.

3. Citizen Initiated Request

- An application to name or rename a facility or park shall be submitted to the city clerk on a form provided by the city.
- The application shall, at a minimum, provide the following information:
 - a. Biographical information about the person proposed to have a facility or park named after them.
 - b. A detailed statement explaining why the person meets the criteria for having a facility or park named after them.
 - c. The estimated cost to provide:
 - i. Signs or plaques at the facility or park.
 - ii. Advertisement in a newspaper of general circulation.
 - iii. Updating of city printed and web-based material related to the facility or park.
 - d. Further documentation showing support from the community for the naming or renaming of the facility or park for this individual.

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4. City Council Initiated Request

- Upon direction by a majority of city council members to name or rename a facility or park, the city manager shall provide the following information:
 - a. Biographical information about the person proposed to have a facility or park named after them.
 - b. A detailed statement explaining why the person meets the criteria for having a facility or park named after them.
 - c. The estimated cost to provide:
 - i. Signs or plaques at the facility or park.
 - ii. Advertisement in a newspaper of general circulation.
 - iii. Updating of city printed and web-based material related to the facility or park.
 - d. Any additional documentation showing support from the community for the naming or renaming of the facility or park for this individual.

5. Criteria

- The following criteria shall be considered when deliberating over the naming or renaming of a facility or park:
 - a. The amount of meritorious civic or public service provided by an individual to include financial gifts or donations of property, service as an elected or appointed official, or service as a community volunteer.
 - b. The person's ties to the Venice community.
 - c. The impact made by the person on the lives of Venice residents and businesspeople.
 - d. The overall character and reputation of the individual.

6. Selling of Naming Rights (optional clause)

- a. The city council shall have the authority to sell the naming or renaming rights to any facility or park for a limited period to private businesses.
- b. In this case, the city council shall hold a public hearing, adopt a resolution and approve an agreement with the business.
- c. The criteria in such cases would be the current financial situation and the level of support for such an action.