Carmichael Recreation & Park District
NAMING POLICY

PURPOSE:

To provide guidelines and procedures for the naming of Carmichael Recreation and Park District ("District") parks, facilities, programs, and site furnishings/amenities.

DEFINITIONS:

FACILITIES are owned and managed by the District, used for public recreation purposes and include developed and undeveloped park areas, designated open space areas and specific amenities within these areas.

SITE FURNISHINGS/AMENITIES are amenities that could be located within a park or part of a facility. These include, but are not limited to athletic fields, gymnasiums, meeting rooms, picnic shelters, tennis and basketball courts, playground equipment, benches, bleachers, picnic tables, and water fountains.

POLICY:

The following criteria shall be used in the naming of District facilities and programs:

(1) The District Advisory Board of Directors ("Advisory Board") will evaluate the merit of each suggested facility, program, or site furnishing/amenity and name according to criteria outlined in this policy. The District Administrator or designated staff shall make recommendations to the Advisory Board.

A. General:

1. The policy of the District is to name facilities, programs, and/or site furnishings/amenities in a manner that will provide an easy and recognizable reference to the District and be compatible to the area in which they are located. The language, product material, and location must be approved by the District Administrator or designated staff for final approval by the Advisory Board. In addition, the District will not be responsible for any replacement of such items due to vandalism.

2. A facility or amenity may be named after the street it is adjacent to.

3. A facility or amenity may be named based on the identification of the park with a specific place, neighborhood, or characteristic of the community or District.

4. A facility or amenity may be named in a manner consistent with the historical name of the area.

5. A program may be named in a manner consistent with the purpose of the program and may be named in recognition of groups and/or individuals who have made a significant contribution to the programs and/or District.

6. A facility or amenity may be named in a manner that recognizes the natural resources of the site.

7. Site furnishings/amenities may be named in recognition or memory of organizations, family members, and individuals, or as a current donor in support of the District.

B. Naming:

The following criteria shall be used in evaluating the merit of each naming request.

1. The individual, family, or organization has made exceptional contributions to the District, including one or more of the following:
    a. financial gifts
    b. public service
    c. contributions of community wide significance
    d. long-term sponsorship agreements
    e. died in the line of duty while serving the District or the United States of America or died while performing a heroic act (e.g. saving the life of another person).

2. Contributions of significance should demonstrate a lasting impact to the District facilities or programs, or the community served by the District.

3. Individuals must not have been convicted of a felony. Compliance will be verified prior to recommendation.

4. Satisfying one or more of the eligibility criteria listed above does not guarantee a recommendation from the District.

C. Naming Procedure:

1. New Facilities, Site furnishings, & Amenities

    a) The naming of new facilities should begin prior to the first phase of development.

    b) New naming of site furnishings and amenities may occur prior to development of the facility or after opening.

    c) Nominations for naming a new facility, furnishing, or amenity shall be submitted to

the District Administrator in writing, with a letter that contains the specific criteria for why they feel it should be named after the person, family, or organization. All recommendations will be given the same consideration without regard to the nomination source.

d) Staff will first review nominations and then forward a recommendation to the Advisory Board for approval.

2. Existing Facilities, Site Furnishings, & Amenities

a) The intent of naming is for permanent recognition. Therefore, any request to the District to rename an existing facility or site furnishings/amenities should not diminish the look or function of the facility or park in which it's located.

b) Any site furnishings/amenity to be named will be authorized by District staff as to type and model so as to fit the location, use demands and longevity guidelines of the District.

c) Nominations for naming an existing facility, furnishing, or amenity shall be submitted to the District Administrator in writing, with a letter that contains the specific criteria for why they feel the facility should be named after the person, family, or organization. All recommendations will be given the same consideration without regard to the nomination source.

d) Staff will first review nominations and then forward a recommendation to the Advisory Board for approval.

D. Site Furnishings/Amenities:

1. Site furnishings/amenities options will be provided by the District staff along with pricing to purchase and install said item.

2. Items to be purchased will be ordered and installed by the District to ensure continuity and standard of quality of equipment being placed in the park system.

E. Duration and No Guarantee of Permanence

Honorary designation is intended to provide meaningful long-term recognition; however, no honorary designation shall be considered permanent in perpetuity. Facilities may be renovated, relocated, repurposed, replaced, or removed. Accordingly, honorary designation shall not create a property interest, contractual right, or entitlement to permanent display for the honoree, the honoree's family, heirs, estate, representatives, or donors. The District shall make reasonable efforts to treat approved honorary designations respectfully when facilities are modified or replaced.

F. Modification or Removal of an Honorary Designation

The District may modify, relocate, retire, or remove an honorary designation when circumstances reasonably warrant such action, including:

1. Renovation, relocation, or removal of the facility.

2. Safety or maintenance concerns.

3. Significant deterioration or damage.

4. Material new information affecting the appropriateness of the recognition; or

5. Circumstances in which continued use of the designation would no longer be consistent with the best interests, reputation, or values of the District. Except when immediate removal is required due to safety concerns or legal requirement, removal of an honorary designation shall require approval by the Advisory Board.