



# Financial Performance & Budget Committee Memorandum

City of Arts & Innovation

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**TO: FINANCIAL PERFORMANCE & BUDGET COMMITTEE MEMBERS** **DATE: JULY 8, 2020**

**FROM: CITY MANAGER'S OFFICE** **WARD: ALL**

**SUBJECT: NAMING OF CITY ASSETS POLICY AND PROCEDURES - DIRECT SUBMITTAL**

## **ISSUES:**

Receive a report on the updated policy and procedures for naming of City assets; and recommend the City Council approve the Naming of City Assets Policy.

## **RECOMMENDATIONS:**

That the Financial Performance & Budget Committee:

1. Receive a report on the updated policy and procedures for the naming and renaming of city assets; and
2. Recommend the City Council approve the Naming of City Assets Policy.

## **BACKGROUND:**

The City of Riverside is the 12<sup>th</sup> largest city in California with over 325,000 residents and tens of thousands of visitors who work, play and go to school here. The City owns and operates thousands of assets, including facilities, fleet, events and programs with significant visibility for naming rights opportunities that can help generate additional revenue for city programs and services.

The City has historically followed various policies and processes for the naming or renaming of it's land, buildings, facilities, and other City Assets. Generally, these policies provide for the naming of City assets based on 1) neighborhood, geographic identification, topographic figures, or cultural or historical significance associated with Riverside; 2) commemorating individuals who have served the City in an exceptional manner, or a person of national prominence or historic interest who has supported or contributed to the development or betterment of the community; and 3) commemorating individuals or organizations that have made significant land and/or financial contributions for the acquisition and/or development of the City asset being named.

The City wishes to replace any existing naming or renaming policies with the attached comprehensive citywide policy that establishes uniform guidelines for the naming and renaming of City assets.

## **DISCUSSION:**

The Naming of City Assets Policy includes criteria, guidelines and procedures that govern the naming of City assets in order to maintain their integrity, encourage philanthropic giving, and safeguard against the over-commercialization of City assets.

### **Criteria**

The policy allows requests for the naming or renaming of City assets to be considered within the following categories:

1. *Location.* When considering a naming or renaming request, the City shall consider the name of the neighborhood, geographic identification, topographic features, and the names of adjacent streets.
2. *Historical or Cultural Significance.* The City may name a City asset for a major event, place, or person of social, cultural or historical significance to the local area when the City asset is associated with or located near the events, people, or places of social, cultural or historical significance.
3. *Outstanding Individuals.* This category is designed to commemorate individuals who have served the City in an exceptional manner with such honor bestowed posthumously, except in cases deemed extraordinary. The person must be an outstanding, long-time City leader or a person of state or national prominence who has supported or contributed to the development or betterment of the community.
4. *Major Donations.* The threshold for naming or renaming a City Asset for an individual, organization, or business when a major donation is involved should include a Naming Rights Agreement and one or more of the following:
  - a. A significant contribution toward the costs of acquiring, building, or renovating a City asset, generally not less than 25 percent of the value of the property or improvements;
  - b. A deed of land to the City for the construction or expansion of the City asset; and/or
  - c. An endowment for the long-term continued maintenance and operations of the City asset, generally not less than 25 percent of the operating cost over the term of the Agreement.

### **Guidelines**

When considering proposals for the naming or renaming of a City asset, the City shall determine whether the proposed name will engender a strong positive image consistent with the City's goals and values, be appropriate relative the location or history of the asset, maintain its significance for future generations, have broad public support, and not result in the excessive

commercialization of the City. All signage and recognition associated with the naming of a City asset shall comply with the Riverside Municipal Code and the City shall retain full editorial control over all related signage.

The naming or renaming of a City asset based on a major donation must provide a desirable association to the City asset and be for a defined contractual period commensurate with the value of funding provided toward the asset. The City may not accept a major donation as part of a naming proposal that would create any conflict of interest with the City or compete, impair or conflict with the City's policies, goals or values.

The City may reject any naming proposals or rename any City asset if the individual, organization or business for which the City Asset is named is convicted of a felony, is deemed by the City to have become disreputable, or does not otherwise support the guidelines in the policy.

### Procedures

Requests for naming of City assets must be submitted to the Director of the appropriate department overseeing the asset type. All naming rights proposals must include the following in order to be considered:

1. The proposed name of the City asset;
2. Justification for the proposed name based on the policy criteria;
3. Written approval by next of kin to be honored (if applicable);
4. The amount of the donation provided for the City asset (if applicable); and
5. Written documentation outlining community support for the proposed name.

The Department Director shall consider the impact the naming proposal will have on the community and submit the proposal to the City Manager for further review and approval. If the proposal is approved by the Department Director and the City Manager, the Director will submit the proposal to the City Attorney's Office for review of legal issues including ownership rights, any conflicts of interest between the City and the applicant, and adherence to City policies including the City Charter and Municipal Code as well as any local, state or federal regulations.

The City Attorney's Office will draft a Naming Rights Agreement based on the terms in the proposal and the agreement will be reviewed by the appropriate board or commission overseeing the City asset. The board or commission will provide an opportunity for public input on the proposed naming of the City asset and forward their recommendation to the City Council for final review or approval. All Naming Rights Agreements will require approval by the City Council prior to execution.

The Library Director, Museum Director, General Services Director, and Parks, Recreation and Community Services Director concur with this report.

### **FISCAL IMPACT:**

There is no fiscal impact associated with approval of the Naming of City Assets policy.

Certified as to

availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer

Approved by: Al Zelinka, FAICP, City Manager

Approved as to form: Gary G. Guess, City Attorney

Attachments:

1. Naming of City Assets Policy
2. Presentation