



NAMING OF CITY ASSETS POLICY & PROCEDURES

City Manager's Office

Financial Performance & Budget Committee

July 8, 2020

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BACKGROUND

1. Riverside is the 12th largest city in California:
 - a) Over 325,000 residents; and
 - b) Tens of thousands of visitors who work, play and go to school.
2. City owns and operates thousands of assets with significant visibility for naming rights opportunities to generate additional revenue for city programs and services; and
3. Cities are facing significant fiscal challenges and new sources of revenue are needed now more than ever.



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BACKGROUND

4. Departments have historically followed various policies and processes for the naming of its buildings, facilities and other assets;
5. The City wishes to replace any existing naming policies or processes with a comprehensive citywide Naming of City Assets Policy.



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POLICY CRITERIA

Naming of City assets will be considered for the following categories:

1. Location – consider the name of the neighborhood, geographic identification, topographic features, and adjacent streets;
2. Historical or Cultural Significance – City assets may be named for a major event, place, or person of social, cultural or historical significance to the local area;
3. Outstanding Individuals – commemorate individuals that served the City in an exceptional manner with such honor bestowed posthumously, except in extraordinary cases;



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POLICY CRITERIA (CONT.)

4. Major Donations – the threshold for naming a City asset when a major donation is involved should be based on the following:
- a) A significant contribution toward the cost of acquiring or renovating the asset, generally not less than 25% of the value;
 - 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% of the operating cost over the term of the Agreement.

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POLICY GUIDELINES

1. The proposed name of a City asset shall:
- a) Engender a strong positive image consistent with the City's goals and values;
 - b) Be appropriate to the location or history of the asset;
 - c) Maintain significance for future generations;
 - d) Have broad public support; and
 - e) Not result in excessive commercialization of the City.

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POLICY GUIDELINES (CONT.)

1. Naming of a City asset based on a major donation shall:
 - a) Provide a desirable association to the City asset;
 - b) Be for a defined contractual period appropriate to the value of funding provided; and
 - c) Not create any conflict of interest or compete, impair, or conflict with the City's policies, goals or values.
2. The City may reject any naming proposals or rename a City asset if the individual, organization or business for the asset is named after is convicted of a felony, becomes disreputable, or does not support the guidelines in the policy.



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NAMING PROCEDURES

1. Naming requests must be submitted to the Department Director and include the following:
 - a) The proposed name of the asset;
 - b) Justification for the proposed name;
 - c) Written approval by the next of kin to be honored (if applicable);
 - d) The amount of the donation provided (if applicable); and
 - e) Written documentation outlining community support.



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NAMING PROCEDURES (CONT.)

2. Department Director will submit proposal to City Manager for review and approval;
3. City Attorney will review proposal for legal concerns including ownership rights, conflicts of interest, and adherence to City policies including the City Charter and Municipal Code;
4. City Attorney's Office will draft a Naming Rights Agreement;
5. Board/Commission overseeing Department will consider the proposal and forward recommendation to the City Council;
6. City Council will have final approval over Agreement.



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RECOMMENDATIONS

That the Financial Performance & Budget Committee:

1. Receive this 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.



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