


<b>TOWN OF WOODFIN - POLICY STATEMENT</b>		Policy #:	
Department: Administration / Finance		Issuing Date:	04/20/2021
 <p>Policy Title:</p> <p><b>Naming Rights Policy</b></p>	Effective Date:	04/20/2021	
	Revised Date:	N/A	
	Prepared By:	Eric Hardy, Town Administrator	
	Approved By & Date:	04/20/2021	

**PURPOSE:** To set the policy and guidelines for official naming of properties, facilities and parks, or the individual amenities of such property, owned by the Town of Woodfin (Town), referred to collectively as Property.

The intents of this policy are:

- That naming recognition decisions are made in a coherent and consistent way.
- That naming recognition procedures are clearly articulated.

**POLICY:** **Naming**

- A. Property may be named for an individual or group who, in the opinion of the Board of Commissioners, has made exceptional **non-monetary** contributions to the community by having met one or more of the following specific criteria:
1. The individual must have made a contribution to community which resulted in the long-term health and/or well-being of the people of Woodfin.
  2. The individual must have been actively involved in Woodfin community affairs for no less than 10 years.
  3. The contribution by the individual must be of an exceptional quality and/or significance.
  4. The efforts of the individual must have made a lasting, significant contribution to the Town’s goals and objectives.
  5. A portion of a facility, such as a meeting or conference room, a park feature, or other public space, may also be named in honor of such individual or group.
- B. Property may be named for individuals or groups who have made significant **donations of land, money or facilities** to the Town. Adequate “significance” of any donation is determined by the Board of Commissioners and may vary from one donation to the next. In this context, therefore, “significant” is intentionally broadly defined. Examples include a \$50 donation for an engraved paver in a public garden, or \$50,000 toward construction of a playground.
1. Any individual or group that donate(s) a significant amount of money, land, or facility(s) may be eligible for naming rights to the corresponding Property.
  2. When a facility is named in recognition of an honoree, that name will generally be effective for the useful life of the facility or the designated use of the area; however, the length of time that a property or facility is named for the designated individual or group will be determined by the Board of Commissioners.
  3. When the proposed naming of Property is in honor of an individual, the complete name of the individual will be used. The last name of the individual so honored may be used in referring informally to the facility.
  4. A portion of a facility, such as a meeting or conference room, a park feature, or other public space, may also be named in honor of such individual or group.

- C. Property may be named to reflect one of the following criteria:
  - 1. Cultural significance or recognition
  - 2. Geographic location
  - 3. Prominent geographic feature or local reference point
  - 4. Adjoining neighborhood or community
  - 5. Historical event

### **Renaming**

It is the policy of the Town to retain long-standing names of Property. However, the Board of Commissioners may consider renaming Property based on the following criteria:

- A. Renaming of a Property may occur when the property that has been named in honor of a group or an individual has reached the end of its useful life and will be replaced or substantially renovated. The replaced or renovated structure may be renamed in recognition of another honoree per the criteria set out herein. Appropriate recognition of earlier honorees may be included in or adjacent to the newly renovated facilities as well as on any redeveloped property.
- B. Property may be renamed in recognition of a different honoree when it has been designated for another use.
- C. Renaming may occur if any honoree for which Property has been named causes dishonor to come to him/herself and/or to the Town.
- D. The Board of Commissioners may make a final decision on any renaming for any reason at any time not identified in this policy, specifically for which reason the naming may have an undesirable impact to the honoree or the Town.

In reviewing a request to rename Property, the Board of Commissioners will honor any legal agreements or authorized written promises, which were made when the original name was established.

### **Nominations**

- A. Nominations for naming or renaming of Property may be recommended by member(s) of the public, staff, related advisory bodies, nominating committees, or by member(s) of the Board of Commissioners.
- B. Nominations for naming or renaming of Property must be submitted to the Town Clerk to the Board of Commissioners (Town Clerk) in writing, accompanied by a proposal in favor of the recommended honoree. The proposal must include, at a minimum:
  - 1. Current name (if named) and location of subject Property to be named or renamed.
  - 2. When and why it was previously named (if known).
  - 3. A statement describing:
    - The individual's exceptional non-monetary contribution to the community.
    - The individual's or group's significant donation of land, money or facilities.
    - The nature of the request if made in connection with cultural significance or recognition; geographic location; prominent geographic feature or local reference point; adjoining neighborhood or community; historical event.
  - 4. If the Property was previously named for a person, a statement from that person's next of kin or record of efforts made to contact next of kin.
  - 5. Name of the person(s) or organization(s) making the recommendation.
- C. All requests will be reviewed by Town Administration and counsel before being submitted to the Board of Commissioners.
- D. The Board of Commissioners will solicit public comment on the proposed name.

- E. The Town Clerk will notify the petitioner(s) of the dates for consideration by the Board of Commissioners and any subsequent action by the Board of Commissioners.
- F. Any person providing public comment during a public meeting on the proposed name may suggest one or more new names for the Property. Before considering a new name(s), the Board of Commissioners will permit a review by the Town Administrator and other appropriate staff and counsel before final consideration.
- G. If the Board of Commissioners agrees to proceed, the Town Administrator will be tasked to provide the following information prior to action by the Board of Commissioners:
  - 1. Estimate of costs associated with signage, stationery, any legal fees associated with a renaming, or other costs.
  - 2. Any contracting language or considerations that must be addressed or rewritten.
  - 3. An implementation plan and time schedule associated with the name change.
- H. Once the Town Administrator has provided to the Board of Commissioners the requested information, the Board of Commissioners will conduct a public hearing before taking action.
- I. Once selected or changed, a name may not be changed again except by the provisions of this policy.

**SCOPE:** This policy applies to all employees of the Town of Woodfin.

**COMMENTS:** Policy should be reviewed annually and updated, as necessary.

**POLICY AUTHORITY:** Please contact the Town Manager at 828-253-4887 with any questions pertaining to this policy.