

City of Brookings Policy: CC 303	Title: Naming Rights	
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The City of Brookings believes it is necessary and prudent to define a process for the naming of certain public spaces or improvements.

The City of Brookings may utilize such naming rights procedure as a means of generating revenue to assist with deferring some of the capital costs of such public spaces or improvements.

Purpose:

1. Recognition of a donor who significantly supported a public space or improvement.
2. Recognition of a non-donor who exemplified public stewardship, purpose, commitment, or other high ideals of the community worthy of being named.
3. Where appropriate, generate revenue or secure donations from private sources to defer a portion or entirety of the costs of the space or improvement.

Items eligible to be named

Items need to have significance worthy of a name by which it would be recognizable in the community and be identified by its name. Examples include:

1. Parks.
2. Buildings, structures, unique monuments, and significant recreational amenities.
3. Gardens and landscaped areas.
4. Trails and pathway systems.
5. Ponds or bodies of water of significance.
6. Municipal streets.

Items that may be named, but not subject to the foregoing policy, include:

1. Incidental items such as trees, park benches, planter boxes, picnic tables, rooms, and other minor improvements.
2. Revenue generating naming rights covered by an agreement approved by City Council.

Process

1. Persons may nominate/suggest a person and the item to be named by completing the nomination form and submitting it to the City.

2. If the item nominated to be named is under the policy purview of an advisory board, the City Manager shall forward the nomination to the advisory board for a recommendation to the City Council. The City Manager may also make a recommendation.
3. In the event the item to be named is not under the policy purview of an advisory board, the City Manager shall make a recommendation to the City Council.
4. The City Council shall make the final decision on all naming rights subject to this policy.
5. In cases where the City wishes to generate revenue to defer capital expenses through the utilization of this naming rights policy, staff shall seek out opportunities to identify and recruit potential donors.

Recognition

1. Staff shall determine the means and methods of recognition of the named rights. (Signage, lettering, printing, etc. This shall be dependent upon, and will vary based on the item to be named.)
2. Recognition shall be based upon a timeline outlined within a contract unless determined to be perpetual. The City Council reserves the right to revoke perpetual naming for just cause, or at the request of the named individual/entity or their representative.