

RESOLUTION NO. 2006-140

A RESOLUTION amending Resolution No. 2002-212 and Resolution 2004-219 to eliminate the ten (10)-year length of commercial naming rights associated with parks, facilities, and programs.

WHEREAS, the City of Medford Charter limits contracts to a period of ten years therefore it being unnecessary to include a ten (10)-year time limitation on commercial naming rights; and

WHEREAS, the City of Medford desires to offer commercial naming rights the ability to renew their naming rights for successive ten (10)-year periods upon subsequent council action; and

WHEREAS based on the above, it is necessary to amend Resolution No. 2002-212 and 2004-219 to eliminate the ten (10)-year length of commercial naming rights associated with parks, facilities, and programs; now therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MEDFORD, that:

- I. The City of Medford hereby adopts the following policies and procedures for naming parks operated by the City:
 - A. Objectives of park names:
 1. Identify the park site and create a site image.
 2. Provide a geographic location for the site.
 3. Could honor a person for historical or commemorative reasons.
 4. Carry on current values into the future.
 5. Provide for added or enhanced development through the purchase of naming rights by commercial businesses, private individuals or civic groups.
 - B. Procedure for naming new parks or renaming existing parks:
 1. Park and Recreation Commission appoint a subcommittee to recommend a name. Subcommittee members should include:
 - a. Two Park and Recreation Commission members.
 - b. One neighborhood representative.
 - c. One Planning Commission member.
 - d. One Southern Oregon Historical Society member (local member).
 - e. One school board member.
 - f. Parks and Recreation Director as Recording Secretary.
 2. Subcommittee will utilize the following guidelines (Part C) and recommend a name to the Park and Recreation Commission.
 3. Park and Recreation Commission recommend name of proposed park, facility or program to City Council.
 4. City Council approve name.

- C. Guidelines to be used for naming or renaming parks:
1. Be imaginative and creative.
 2. Utilize names of cultural places or features, i.e. streets, schools.
 3. Name after historic sites, events, or persons.
 4. Geographic or natural features, i.e. creeks, hills, or vegetation.
 5. Living People:
 - a. When 50 percent of the value of the park land is donated, or
 - b. When “substantially all” of the development is donated.
 - c. When public individuals have made a significant contribution over a long period of time to, or have special interest in the park and/or other civic programs.
 6. Deceased People:
When it is appropriate to name a park in honor of a deceased person, it may be a war or civilian hero or a person who has made a major contribution to the community and/or who has been instrumental in acquiring or developing the park area. The name of a deceased person for a park should not be considered until 12 months after the date of the death of that person, and should be considered only if deemed appropriate.
 7. Commercial Naming Rights:
 - a. When a negotiated percent of the facility or program is donated, or
 - b. When a negotiated amount of funding is provided for the development or enhancement of the facility or program.
 - i. Naming rights to facilities and programs will not be allowed for alcoholic beverages, tobacco products and other businesses that do not reflect the wholesome nature of the facility and services provided and do not represent the mission for the City of Medford.
 - ii. Length of rights will be determined through a negotiated contract, which will be approved by the City Council. Naming rights ~~are not to exceed ten (10) —~~ **years in length, but** may include a renewal option **such renewal being subject to council approval.**
 8. Organizations:
 - a. When 50 percent of the value of the parkland is donated, or
 - b. When substantially all of the development is donated.
 9. Should be easy to pronounce and as short as possible. Pronunciation should be readily apparent from spelling.
 10. Avoid duplication with other names in the state and adjoining area in Northern California.
 11. School park areas should bear the name of the adjacent school to avoid confusion.
 12. The City of Medford reserves the right to refuse contributions.

II. The City of Medford hereby adopts the following policies and procedures for naming facilities or areas within parks operated by the City:

- A. Objective of naming park facilities and areas:
 - 1. Identify a facility or area within a park.
 - 2. Recognize those individuals/organizations that develop facilities/areas for public use.
 - 3. The name of area or facility may assist the public in easily locating a specific site within a park.
 - 4. The selling of naming rights will provide an added benefit to the development or enhancement of a facility or program.

- B. Procedure for naming facilities or areas within parks:
 - 1. For naming rights to facilities or programs, Parks and Recreation Commission must recommend to City Council proposed name and negotiated naming rights contract.
 - 2. City Council approve name and naming rights contract.

- C. Guidelines to be used for naming facilities and areas within parks:
 - 1. Names should express appreciation, educate or provide a link with the past.
 - 2. Living People:
 - a. When 50 percent of the value of the facility or area was donated, or
 - b. When a person is determined to have played an essential role in the evolution of the facility or area.
 - 3. Deceased People:
 - a. Such an honor may be awarded to a person who made a major contribution to the community or who was instrumental in acquiring or developing facilities or programs.
 - b. The name of a deceased person for a facility or area should not be considered until 12 months after the date of death of that person.
 - 4. Organizations:
 - a. When 50% or more of the facility or area was donated.
 - b. When a donation has been “deemed significant” in the development of a facility or area.
 - 5. The City of Medford reserves the right to refuse contributions.
 - 6. Commercial Naming Rights:
 - a. When a negotiated percent of the facility or program is donated, or
 - b. When a negotiated amount of funding is provided for the development or enhancement of the facility or program.

PASSED by the Council and signed by me in authentication of its passage this 15 day of June, 2006.

ATTEST: /s/Glenda Owens
 City Recorder

 /s/Gary H. Wheeler
 Mayor

NOTE: Matter in **bold** in an amended section is new. Matter ~~struck out~~ is existing language to be omitted.