

I. PURPOSE:

The intent of this policy is to set forth criteria and parameters to guide naming rights opportunities for recreational facilities and parks within the City of Covington Parks and Recreation Department (hereinafter "CPRD") facilities. This policy provides CPRD the authority to consider the naming of recreational facilities or parks after an organization, business or individual that has provided a 60% or more financial contribution to support park and recreation capital or major maintenance projects.

II. DEFINITIONS:

Definitions In the context of this policy, the following definitions apply:

- a) "Recreational Facility" means a smaller support structure or park feature located within a larger City park facility such as, but not limited to, sports fields, conference rooms, playgrounds, pools, decorative or water play fountains, gardens, gazebos, pavilions, tennis courts, basketball courts, volleyball courts, or trails.
- b) "Naming or Naming Rights" refers to the opportunity to name a CPRD park amenity. CPRD shall pursue alternative funding to achieve appropriate levels of cost recovery in accordance with City of Covington Mayor and Mayor and Board of Alderman approval of the city board meeting held October 25, 2016.
- c) "Civic or Charitable group" shall mean a nonprofit entity, family, or group that has made a substantial contribution to the community, either through civic involvement, involvement in historic events relevant to specific city property, or to the geographical location of specific city property; or made a financial and/or in-kind donation to support a specific public service or city property. For-profit entities of any type shall not be considered a civic or charitable group.
- d) "Individual" shall mean a person who has made a financial and/or in-kind donation to support a specific public service or City property.
- e) "Honorary naming rights" shall mean the naming of City property to honor the service, commitment, or other type of participation by an individual, or civic or charitable group. Honorary naming rights are addressed separately in a Honorary Naming Rights Policy.
- f) "Philanthropic naming rights" shall mean the naming of City property due to a charitable (gift) donation from an individual, civic or charitable group, or other entity or organization that is intended to enhance the community by financial and/or in-kind support for a specific public service or City property.
- g) "Corporate naming rights" shall mean a mutually beneficial business arrangement between the City and an external entity (individual, for-profit, or not-for-profit organization), wherein the external entity provides goods, services, or financial support to the City in return for access to the commercial and/or marketing potential associated with the public display of the external entity's name on City property.
- h) "City property" shall mean City owned or controlled real property, public facilities such as buildings or parks, features or attributes of a facility such as a bench, tree, bridge, walkway, hallway or room, or other public venue.

III. GENERAL

- a) CPRD shall pursue alternative funding to achieve appropriate levels of cost recovery in accordance with City of Covington Mayor and Board of Alderman business plan.
- b) Existing names are deemed to have historic recognition. It is the City of Covington Policy to keep the name of any exiting city owned park or recreational facility, particularly one whose name has City or regional significance, unless there are compelling reasons to consider a name change and the Board of Mayor and Aldermen vote unanimously to do so. Furthermore, the City will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major contribution to the City of Covington and whose distinctions are as yet unrecognized.
- c) The naming of CPRD parks or recreational facilities will be covered by this policy, and shall be made by ordinance.
- d) This policy shall authorize the CPRD Director to consider park or recreational facility naming rights. CPRD, per this policy, guidelines and criteria will ensure that naming rights will not be in conflict with or run counter to the City of Covington or CPRD's mission and goals, which include but are not limited to the following:
 1. Promoting healthy lifestyles and civic responsibility
 2. Recreational programs and services that increased physical, intellectual, social and/or emotional abilities
 3. Promoting environmental awareness and responsibility
 4. Acquire, preserve, or enhance significant natural or historical/cultural resources Naming of City Park and Recreation Amenities
 5. Promoting resource sustainability
 6. Increase environmental stewardship
 7. Educate public about resources, conservation or sustainability
 8. Support multiple species conservation program
 9. Improved energy and water efficiency
 10. Protect tree population
 11. Promote acquisition, development or maintenance of facilities that support community needs, provided safe and accessible opportunities to gather, promoted park stewardship or celebrated diversity while connecting communities
 12. Supports healthy families, sustainable environments or safe communities
 13. Foster community ownership in the maintenance and security of the City's trail systems
 14. Supports accessible places for recreation
 15. Promote government agency partnerships and community involvement
 16. Promotes volunteerism
 17. Enhance park safety
 18. Strengthen connection between people and the outdoors
 19. Support providing affordable recreation options
 20. CPRD's mission or objectives that are adopted annually by the Mayor and Board of Alderman.

- e) The Board of Mayor and Aldermen shall have the final authority to name or rename City parks or recreational facilities. Furthermore, under extraordinary circumstances that would cast a negative image upon the City, any naming of any City parks or recreational facilities in honor of an individual or group may be revoked at the discretion of the Board of Mayor and Aldermen and upon a unanimous vote of the Board of Mayor and Aldermen.

IV. NAMING PROCEDURE

- a) Naming rights proposals that shall not be considered are those which:
 1. Promote practices that, if they took place, would violate U.S. or state law (i.e. - dumping of hazardous waste, exploitation of child labor, etc.), or promote drugs, alcohol, tobacco, gambling or adult entertainment;
 2. Discriminate on the basis of race, ethnicity, religion, national origin, sex, disability, or age;
 3. Include religious references or political statements;
 4. Endorse products or services that do not comply with CPRD policies and procedures, City, State or federal regulations, ordinances, codes, or statutes;
 5. Appear to be in direct competition with CPRD services or products.
 6. Endorse products or services that conflict with CPRD's mission or the mission of the City of Covington;
 7. All parks and recreational facilities eligible for naming rights shall be determined by the Parks and Recreation Director or designee.
 8. If a naming right opportunity includes signage, a detailed proposal of the signage, including design, layout, verbiage and cost will need to be provided, in writing, for review and approval by the Director or designee. CPRD can specify sign size, sign, type, and font of any naming rights signage or displays. CPRD reserves the right to terminate any naming right agreements not in accordance with this Board Policy.