



## City of Fairfield

### **POLICY FOR NAMING CITY FACILITIES, DONATIONS, SPONSORSHIPS, AND CAPITAL CAMPAIGNS**

#### **POLICY PURPOSE**

This Policy establishes the process and criteria for the consideration of requests for the naming of City facilities, the process and criteria for the consideration of acceptance of donations, the process and criteria associated with sponsorships, and the establishment of capital campaigns.

#### **POLICY STATEMENT – NAMING OF CITY FACILITIES**

It is the policy of the City to provide a process for consideration of the naming of City facilities. As used in this policy and for the purposes of naming, “facility” or “facilities” shall include all City-owned infrastructure such as streets, parks, and buildings or portions of any of those facilities.

Only new facilities or additions to facilities are eligible for naming.

Once named, no City facility shall be renamed.

The type, design, size, font, wording, placement, and other similar components of plaques, monuments, signs, etc. installed or placed at City facilities shall be at the sole discretion of the City.

Pursuant to Government Code §34092, whenever the name of any street, park, or place is adopted or established by any city or other authority, the city clerk shall promptly forward a copy of the resolution, order, or other instrument providing for such new name or change of name or house number to the Solano County Board of Supervisors.

#### **Naming Process**

The process for naming a public facility will be as follows:

- A. Timing of Naming. Facilities may only be named at the conclusion of any capital campaign raising funds for the facility or addition, even if the name of the facility does not result from that campaign. Facilities must be named sixty (60) days before public use.
- B. Application Submittal. A naming application shall be submitted to the City Manager's Office. The City Manager's Office may prescribe the form and necessary components of the application, which may change over time or to best match each particular request.
- C. Application Review. The City Manager's office shall review the application and determine if it is complete and consistent with this Policy. Applications determined by the City Manager's Office to be incomplete, without sufficient support, or that are otherwise inconsistent with this Policy will be returned to the applicant together with a written

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explanation for the return. The applicant may resubmit the application at any time up to a total of two additional times with new or additional information to correct the insufficiencies. If determined to be complete and consistent, city staff will prepare and present a staff report including a recommendation for City Council consideration during a City Council meeting.

- D. Review by City Council. The City Council shall consider the application and staff report and determine whether a City facility or portion thereof should be named. All naming decisions shall be at the sole discretion of the City Council.

### **Naming Criteria**

Priorities in order of importance to be considered in naming City Facilities shall be as follows:

- A. Historic Names. Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to Fairfield's own history.
- B. Places and Feature Names.
1. Recognizable area or neighborhood, e.g. "Rolling Hills." Names that aid in locating a facility are acceptable. If the facility is located on a park or school site, the facility need not share the name of the park or school site.
  2. Assumed Names. Assumed names should be used only if the area has been known by that assumed name for an extended period of time, e.g. the "Cordelia" area.
  3. Theme Names. If a facility is located in an area with a specific theme, due consideration should be given to that theme.
  4. Natural Phenomena. Natural phenomena, such as rivers, creeks, and terrain.
  5. Horticultural Features. Horticultural features characteristic of a particular area.
  6. Combination of horticultural and place.
- C. Individuals, Groups, or Organizations. The following criteria will be used in evaluating the use of names of persons (whether living or deceased), groups, and organizations.
1. General Criteria. Names of groups, organizations, or persons, having a longstanding affiliation with the City of not less than ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level where efforts have:
    - a. Enhanced the quality of life and well-being of City residents;
    - b. Contributed to the preservation of the City's history or culture;
    - c. Made exemplary or meritorious contributions to the City or its residents; and/or
    - d. Contributed to the acquisition, development, or conveyance of land, buildings, structures, or other amenities to the City or community.
  2. Groups and Organizations. Facilities may be named after groups or organizations pursuant to the General Criteria.
  3. Deceased Persons. To be considered for a naming opportunity, the individual must have been deceased for at least two (2) years. Such individuals may include:
    - a. Historic persons.
    - b. National and/or local heroes. Those who have given outstanding service to humankind or who have worked over and above any ordinary interest level. A resident of Fairfield who has attained local,

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state, or national recognition for parks and recreation work or work in the areas of public safety or public health, as appropriate to the facility, would be highly acceptable.

- c. No facility can be named after any City of Fairfield employee, except for those who died while on duty working for the City of Fairfield.
  - d. Only one Facility may be named in honor of an individual.
4. Living Persons. Facilities will not be named after living persons unless associated with a capital campaign.

In addition, the following names should be avoided:

- Cumbersome, corrupted or modified names, profane, discriminatory or derogatory names relating to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories.
- Names that cause confusion due to duplication or that sound too similar to existing named locations within the City or surrounding areas.
- Names of companies whose business is substantially derived from the sale of alcohol, tobacco, cannabis, firearms, pornography, or other products or services considered unsuitable or inappropriate.
- The re-use of former facility names other than for a reconstruction of the same facility in the same location.
- Names that would result in the overt commercialization of City facilities unless in conjunction with a substantial subsidy of construction costs in conjunction with a capital campaign.
- Names that are overly recognized, either within the City or region.

### **Naming Costs**

All costs of plaques, monuments, signs and the like resulting from naming will be borne by the individual, group, or organization requesting the name.

### **POLICY STATEMENT – DONATIONS**

It is the policy of the City to provide a process for consideration of donations. As used in this policy, “donations” refer certain tangible objects such as benches, trees, cars, or artwork or the financial means for the city to acquire such objects. There is no expectation of an equal exchange of recognition or benefits commensurate with the value of the donation and there are no naming opportunities associated with the donation, although the City at its sole discretion may wish to recognize the donor or donor’s honoree at a City Council meeting and/or with a commemorative plaque at the location of the donation.

### **Donation Process**

- A. Application. A donation application shall be submitted to the City Manager’s Office. The City Manager’s Office may prescribe the form and necessary components of the application, which may change over time or to best match each particular request.
- B. Review of Application. The City Manager’s Office shall review the application and determine if it is complete and consistent with this Policy, including with the Acceptance Criteria. The City Manager’s Office will coordinate such review with or through another city

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department or departments benefitting from the donation. The City Manager's Office will return applications determined by to be incomplete or inconsistent with this Policy together with a written explanation for the return. The applicant may resubmit the application at any time up to a total of two additional times with new or additional information to correct the insufficiencies.

- C. Acceptance of Donations. The City Manager's Office may accept the donation if it is determined to be in compliance with this policy and as long as the donation also complies with other applicable city or state policies or laws governing gifts and donations. At the City Manager's discretion, staff may present a recommendation about a particular donation to the City Council for the City Council to make the final determination to accept or reject a donation. The City reserves the right to reject any offer of donation if, upon review, acceptance of the donation is determined not to be in the best interest of the City.

### **Donation Acceptance Criteria**

Appropriate City staff will review the acceptability of any donation and determine if the benefits to be derived warrant acceptance of the donation. Criteria for evaluation may include but are not limited to:

- The desirability or need for the donation.
- An analysis of any visual, functional, or land use impact of the donation.
- An analysis of the make, model, and proposed location of the donation.
- Consideration of any immediate or initial expenditure required of the City in order to accept the donation.
- The potential and extent of the City's obligation to maintain the property or item donated, and the City's available resources to do so now and in the future.
- Whether the donation includes sufficient funding for installation and/or maintenance.
- The community benefit derived from the donation.

Donations will not be accepted from:

- Companies that substantially derive their income from the sale of tobacco products, cannabis products, alcohol, pornography or other "adult" businesses, gambling or firearms
- Any entity that will create a conflict of interest with the City
- A business or other entity involved in a lawsuit/litigation with the agency
- A business or other entity engaged in any stage of negotiation with the city for any purpose other than that for a sponsorship or capital campaign process

### **Following the Acceptance of Donations**

Upon acceptance of donations, the City will assume ownership, control, and maintenance of any donation unless otherwise specified in a written agreement between the City and the donor. The City shall not be obligated to retain, repair or replace any donated object that is damaged or destroyed for any reason, such as by vandalism, theft, the effects of weather or time, or, in the case of live plants, if they die. The City reserves the right to remove and/or relocate any donated object at any time. However, if a donated object(s) needs to be removed and is in acceptable condition, the City will make a reasonable attempt to relocate the object(s), if a need for such object(s) exists at another City facility. When acknowledging donations, the acknowledgement language and signage shall conform to the relevant portions of the Naming of City Facilities

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section of this policy. In addition, plaques, benches, trees, and other donated objects are not intended to be a place of worship or an official gathering place.

### **POLICY STATEMENT – SPONSORSHIPS**

It is the policy of the City to provide a process for sponsorships. As used in this policy, “sponsorships” are the financial, service, or in-kind contributions that will increase the City’s ability to deliver services, programs, scholarships, special events, and other similar non-tangible elements that further enhance, promote or support the goals of the City.

The City may offer sponsorship opportunities from time-to-time and may offer a mutually agreeable exchange of benefits with the exception that no Naming rights of facilities or tangible items covered by capital campaigns result from sponsorships. With the approval of City Council, sponsorships may result in a named scholarship or program that is designed to last five or more years. For named scholarships or programs lasting fewer than five years, the process below may be followed without City Council approval.

### **Sponsorship Process**

With the approval of the City Manager, City staff may enter into customized, written sponsorships agreements with willing sponsors and provide sponsors with a level of benefit that is commensurate with their contribution. Types of sponsor benefits may include but are not limited to:

- Publicity including the display of a sponsor's logo through City publications, the website, newsletters, flyers, brochures, and/or media releases.
- Marketing opportunities at special events or program sites.
- Tangible benefits such as event admission or commemorative items such as plaques, a framed picture, or program or event shirts.
- Acknowledgement on printed materials such as recreation program.
- Signage including the possibility of the inclusion of an individual's name or company name and logo on a fixed site for the period of time detailed in the sponsorship agreement. The following limitations apply to signage:
  - Allowed signage and recognition display details, including type, location, size, design, content and duration of display is at the sole discretion of the City and will be a component of the sponsorship agreement.
  - Words or characters likely to interfere with or mislead pedestrian or vehicular traffic, i.e. “stop,” “drive,” “danger” are prohibited.
  - Reference or depiction of any obscene act, gesture or word is prohibited.
  - Depictions of the use of drugs or alcohol are prohibited.
  - Decision for signage placement will be performed with input from the relevant program/facility manager.

### **Sponsorship Criteria**

- The City reserves the right to reject or terminate sponsorship agreements if, upon review, acceptance or continuance of the sponsorship is determined not to be in the best interest of the City or if the sponsor violates any terms of the agreement.
- Sponsorship agreements will be for a defined period of time.

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- The City shall not be obligated to continue a program, event or scholarship beyond the parameters of any written agreement.
- Recognition of a sponsor shall not suggest in any way the endorsement of the sponsor's goods or services.
- Sponsorships shall not be made conditional based on the agency's performance.
- Individual sponsors will not limit agency's ability to seek other sponsors unless mutually agreed upon by both the City and the sponsor.
- Sponsors are prohibited from unauthorized use of the City's name or brand.
- Sponsorships will not be accepted from:
  - Companies that substantially derive their income from the sale of tobacco products, cannabis products, pornography or other "adult" businesses, gambling or firearms
  - Companies that substantially derive their income from the sale of alcohol when the sponsorship is primarily for programs, events, or other similar settings or occasions where the target audience is youth
  - Any entity that will create a conflict of interest with the City
  - Any religious or political organization
  - A business or other entity involved in a lawsuit/litigation with the agency
  - A business or other entity engaged in any stage of negotiation with the city for any purpose other than that for a sponsorship or capital campaign process

### **POLICY STATEMENT – CAPITAL CAMPAIGNS**

It is the policy of the City to provide a process for capital campaigns.

The City may conduct capital campaigns from time-to-time to raise funds for city facilities as defined in the Naming portion of this policy or for tangible objects within cities facilities such as furniture, fixtures, appliances, scoreboards, playground equipment, and the like.

Capital campaigns or portions of capital campaigns that will result in the naming of new facilities as defined in the Naming portion of this policy, portions of those new facilities such as definable spaces or rooms, or additions to facilities such as a new "wing" of a building, shall follow the Naming portion of this Policy at the conclusion of the capital campaign.

Capital campaigns or portions of capital campaigns that will result in the acquisition of tangible objects for City facilities will be designed and managed at staff level in accordance with all other State laws and City policies. Contributions may be accepted in accordance with all other components of this policy including, but not limited to, limitations on allowed contributors and recognition of contributors.

The City reserves the right to reject or return funds offered during capital campaigns if, upon review, acceptance of the donation is determined not to be in the best interest of the City.