

City of River Falls, Wisconsin Naming Rights Policy

Policy Statement:

The purpose for the Naming Rights Policy is to provide guidelines to those that have an interest in the naming of landmarks within the City limits. Naming City property is a complicated process and needs some structure in order to function correctly.

Reason for Policy:

The City's Naming Rights Policy is a guideline for the City to use to accommodate requests for naming landmarks within the City. These guidelines are meant to help donors and the City Council to request and approve naming rights requests smoothly and efficiently. This is not for any type of sponsorship or advertising.

Definitions:

Donations: A donation of property, goods (materials), or funds generally with no expectation of return.

Donor: A person who donates property, goods (materials), or funds voluntarily.

Major Donations: A donation of property, goods, or funds generally with no expectation of return that exceeds an amount of \$25,000.

Landmark: The piece of property and/or item that is being named. Items include but are not limited to: Bridges, Shelters, Facilities, Equipment, Parks, and Pathways.

Naming: The permanent name agreed upon by the City of River Falls at its sole discretion with input from the donor via a resolution to a given landmark.

Guidelines for Use:

General Principles

In considering proposals for the naming of landmarks, the following will be considered prior to the approval by the City of River Falls:

- Ensure that landmarks are easily identified and located.
- Assure the quality of the title/name, so that it will serve the purpose of the City in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the area affected.

Background Research

For landmarks that are proposed to be named for an individual or family, Naming Rights are contingent upon successful completion of background research by City staff authorized with a release form signed by the applicant.

The City of River Falls reserves the right to rename any park or facility if the person or organization for whom it is named turns out to be disreputable or acts in a disreputable way.

Memorials/Tributes

The City of River Falls respects the desire of individuals to commemorate special events or the lives of loved ones, living and deceased with a Memorial or Tribute. However, while the City recognizes that many individuals have made contributions to community life, it is not possible to recognize all of them with named memorials. To that end, if the proposed gift/donation is a Memorial or Tribute or a non-commercial request to name a public space or other item, the City of River Falls shall consider the following criteria, as may be appropriate to the particular donation.

- The person memorialized must have been deceased for a minimum of five (5) years; or an event must have occurred at least five (5) years ago.
- The proposed gift/donation must have timeless qualities and make a statement of significance for future generations.
- Whether any increased use of the park or public area resulting from the placement of the memorial or tribute is appropriate to the surrounding context and uses.
- Whether the design of the gift/donation is solely representative of the person or event being commemorated or is of broader community appeal.
- Whether the proposed gift/donation has a functional component.
- Whether the individual or group is associated with the building, park, or other public facility at issue.
- In and of themselves, contributions of land or money for public facilities shall not be considered sufficient justification for naming or renaming facilities after individuals, in tribute or in memory of.

Donation

The donor will request naming rights for a landmark and will properly submit a request to the City Administrator. Once the request is submitted it will either be approved or denied by the City Administrator or City Council depending on the donation dollar amount and if the criteria mentioned above is followed.

Minor Donations

Any dollar amount under \$25,000 is considered a minor donation. These types of donations are approved administratively and are not required to be approved by the City Council. This excludes bricks or memorialized donations in Veterans Park.

Major Donations

When a significant donation of \$25,000 or more is made to the City of River Falls, the naming request must go to the City Council for approval. Recognition of this donation will be considered by naming a park or facility at the request of the donor. Guidelines for naming a park or facility at the request of a donor will include one or more of the following:

- Land for the park was deeded to the City by the donor.

- Contribution by the donor of a minimum of 50 percent of the construction costs associated with developing the park or facility.
- A contribution by a donor to allow for a significant cost reduction in upgrading/expanding on existing facility within a park.
- Follow the criteria for naming in tribute of or in memorial of outlined above.

Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the guidelines as stated above.

Federal Grants

Money from federal grants will not impact naming rights, private citizens may put forward names for consideration. The name in question does not have to be included in the grant proposal.

Naming Opportunities:

- Buildings and structures throughout the City of River Falls.
- Property that includes: recreational structures, open space, parks, benches, trees, walkways, playgrounds, bridges and picnic tables.
- Any donations shall be entirely of a voluntary and charitable nature.

Requests for Naming of Landmarks:

All requests for the naming of a landmark shall be made in writing to the City Administrator. Requests should contain the following information:

- The proposed name and landmark.
- Specific reasons for the proposed name and why it should be considered.
- If proposing to name a landmark after an outstanding person, include documentation of that person's significance and good reputation as recognized by the City, State, or Nation.
- In order for a landmark to be named after an outstanding person, that person must be deceased or a family name.
- Follow the criteria for naming in tribute of or in memorial of outlined above.

Term/Expiration of Naming Rights:

The duration of the naming rights may be permanent, or a term expiration may be established. An example would be if a park bench needs to be replaced the naming rights for that bench may expire. Another example would be if a contract for a certain period of time was established and as soon as the contract expires the naming rights would as well.

Assessing and Approving Naming Requests:

Upon notification of a naming request, the City Administrator will accept the request and if it is a minor donation, can approve or deny the request. If it is a major donation then the City Council of River Falls, with input from other boards and commissions where appropriate, will hear the request and consider the following:

- Review the proposed request for its adherence to this policy.

- Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
- Take into consideration any public comments associated with the request.

Passage of the request will require a majority vote by the City Council of River Falls.

References

City of Chippewa Falls Naming Rights Policy

City of Waunakee Naming Rights Policy

City of Oshkosh Naming Rights Policy

US Bank Stadium

Approved by City Council on October 23, 2018