

COUNCIL ACTION FORM

SUBJECT: HEALTHY LIFE CENTER – NAMING RIGHTS

BACKGROUND:

The Healthy Life Center project cost is estimated to be \$48.7 million. The proposed funding streams include \$30.5 million (approval from governing bodies still required) and \$18.2 million from philanthropic and naming opportunities.

In 2016, the Parks and Recreation Commission recommended and City Council approved a Parks and Recreation Naming Policy (Attachment A). If Council supports moving forward with the project, staff is asking for direction related to this policy being utilized for the Healthy Life Center.

NAMING FOR MAJOR DONATIONS (POLICY ITEM #4.c):

The philanthropy campaign chairs, Ann Campbell, Bev and Warren Madden, have begun developing strategies to raise \$18.2 million and naming rights will be a major component of their efforts. The naming policy includes naming right opportunities for major donations and these guidelines related to major donations are listed below.

4.c – Naming/Renaming for Major Donations

From time to time, a significant donation may be made to the City that will add considerable value to the City's park and recreation system. On such occasions, recognition of this donation by naming/renaming a park, recreation facility, and/or major feature in honor of or at the request of the donor will be considered.

The City Council may use its discretion as to what dollar amount is worthy of naming rights for individual projects, on a case by case basis. Likewise, City Council can use its discretion as to whether or not to allow for corporate naming/renaming rights. Corporate logos, insignias, brands or direct advertising text shall not be permitted.

Donors seeking naming rights for major donations with respect to an individual should follow the principles outlined in 4.b. Exceptions to this will be considered on their own merits.

The campaign chairs have developed a list of potential naming opportunities for the Healthy Life Center and are listed in Attachment B. There are no dollar amounts recommended for each of these opportunities as staff feels the campaign chairs should be given the flexibility to negotiate with potential donors. By assigning dollar amounts to each area may limit the Chairs ability to secure a higher donation than what is assigned.

In addition, if an area is listed at \$5 million, for example, and someone wants to donate \$4 or \$4.5 million, they would not be able to agree to a lesser donation. **To provide the Chairs with this flexibility, City Council would need to agree to waive its discretion as stated in Policy Item #4.c, second paragraph, as stated above.**

NAMING RIGHTS PROCESS (POLICY ITEM #5):

In addition, the Parks and Recreation Naming Policy identify procedures (Policy Item #5) for approving naming rights. These procedures are summarized below:

a. Requests for naming/renaming of parks, recreational facilities and/or major features

All requests for the naming or renaming of a park, recreational facility, and/or major feature shall be made by submitting a Naming Application to the Director of Ames Parks and Recreation.

b. Assessing and approving naming/renaming requests

Upon receipt of a naming request by Ames Parks and Recreation, the Parks and Recreation Director shall review the proposed request, ensure that supporting information has been authenticated, and seek input from relevant groups, if deemed appropriate

The Parks and Recreation Director will then present a recommendation regarding the naming request at a public meeting to the Parks and Recreation Commission. At this meeting, the Parks and Recreation Commission will develop their own recommendation regarding the request to be presented to City Council.

c. Final decision by City Council

The Parks and Recreation Commission's recommendation regarding the naming/renaming request, along with the Parks and Recreation Director's recommendation if different, will be presented to the City Council at a public meeting for a final decision.

Staff recommends not following the naming process as detailed in Policy Item #5.

This process would be cumbersome and time consuming as there are over 30 potential naming opportunities shown in Attachment B. The Chairs, in their discussions, will need to follow the rest of the policy to ensure the naming of areas will be a positive representation of a public facility.

PARKS AND RECREATION COMMISSION RECOMMENDATION:

The Parks and Recreation Commission at its March 22 meeting discussed the two aforementioned policy items. Based on the character and good standing of the three Campaign Chairs in the community, the Commission unanimously recommended City Council provide the Chairs the flexibility to negotiate dollar amounts for naming rights and to waive the process outlined in Policy Item #5.

ALTERNATIVES:

1. Approve waiving Item 4.c. (second paragraph) and Item 5 of the Parks and Recreation Naming Policy thus giving the Healthy Life Center Campaign Chairs the flexibility to negotiate donation amounts in exchange for naming rights. This action will also waive the process outlined in the policy.
2. Direct staff to develop donation amounts for each of the naming opportunities and report back at a future Council meeting.
3. Refer back to staff for more information.

CITY MANAGER RECOMMENDED ACTION:

To bring the Healthy Life Center to fruition, the first step is to determine if \$18.2 million can be raised through a philanthropic campaign. The campaign chairs, Ann Campbell, Bev and Warren Madden, are long time Ames residents and well respected within the community. To help them be successful in the fundraising endeavor, it is important to provide them with the flexibility to negotiate donation amounts when having discussions with potential donors.

Therefore, it is the City Manager's recommendation to approve Alternative #1 as stated above.

ATTACHMENT A

PARKS AND RECREATION NAMING POLICY

1. INTRODUCTION

The naming or renaming of parks and recreational facilities is a complex and sometimes emotionally evocative since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of the City's parks and/or recreational facilities.

2. DEFINITIONS

a. **Naming:**

The permanent name assigned by City Council to a given park or recreational facility.

b. **Parks:**

All traditionally designed parks, gardens, natural open spaces, woodlands, and specialized parks under the stewardship of the City of Ames Parks and Recreation Department.

c. **Recreational Facilities:**

Major structures such as community centers, swimming pools, and enclosed pavilions located within lands under the stewardship of City of Ames Parks and Recreation Department.

d. **Major Features:**

Major permanent components of park and recreational facilities, e.g. sports fields, tennis courts, playgrounds, shelters, fountains, artwork, or physical features (lakes). Rooms within buildings are considered to be Major Features.

e. **Amenities:**

Smaller furnishings and facilities in the parks and recreation system (e.g. benches, drinking fountains, tables, etc.). Amenities are not formally named. Recognition for donated amenities is possible.

f. **Donations:**

A donation of property, goods or cash generally with no expectation of return. If the gift is contingent upon a special request, it is made subject to "condition."

3. POLICY STATEMENT

It is the policy of the City of Ames Parks and Recreation Department to reserve the name or renaming of parks, recreational facilities, and/or major features for circumstances that will best serve the interests of the city and ensure a worthy and enduring legacy for the City's park and recreation system.

To this end, the City of Ames Parks and Recreation Department supports consideration of naming requests within the following broad categories.

a. Historic Events, People, and Places

The history of a major event, place or person may play an important role in the naming or renaming of a park as communities often wish to preserve and honor the history of a city, its founders, other historical figures, its Native American heritage, local landmarks and prominent geographical locations, and natural and geological features through the naming of parks.

b. Outstanding Individuals

The City has benefited, through its evolution, from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the City and/or the development and management of the City's park and recreation system.

c. Major Donations

Over the years, the City of Ames Parks and Recreation Department has benefited from the generosity of some of its residents, businesses, and foundations. On occasion, the significance of such donations may warrant consideration being given to requests from either the donor or another party to acknowledge such donations by naming.

4. GUIDING PRINCIPLES

a. Naming/renaming for Historic Events, People, and Places

When considering naming a park, recreational facility, or major feature after events, people and places of historic, cultural or social significance, requests must demonstrate this significance through research and documentation and show there is continued importance to the city, region, state, and/or nation.

b. Naming/renaming for Outstanding Individuals

A park, recreational facility, or major feature may be named for an outstanding individual who has made a significant contribution to the Ames parks and recreation system, the City of Ames, the State of Iowa, or the nation. In addition to societal contributions, the moral character of the individual must be considered. When considering requests, it is preferred

that the individual has a connection to the park, recreational facility, or major feature being requested to be named.

c. Naming/Renaming for Major Donations

From time to time, a significant donation may be made to the City that will add considerable value to the City's park and recreation system. On such occasions, recognition of this donation by naming/renaming a park, recreation facility, and/or major feature in honor of or at the request of the donor will be considered.

The City Council may use its discretion as to what dollar amount is worthy of naming rights for individual projects, on a case by case basis. Likewise, City Council can use its discretion as to whether or not to allow for corporate naming/renaming rights. Corporate logos, insignias, brands or direct advertising text shall not be permitted.

Donors seeking naming rights for major donations with respect to an individual should follow the principles outlined in 4.b. Exceptions to this will be considered on their own merits.

d. Renaming a park, recreational facility, and/or major feature

Proposals to rename parks, recreational facilities, and/or major features whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

e. Other Considerations

When naming/renaming a park, recreational facility, and/or major feature, does the proposed name engender a strong positive image, have historical, cultural or social significance for future generations, and have broad public support?

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of specific major recreational facilities within parks will be permitted; under these circumstances such names should be different to the park name to avoid user confusion.

All signs that indicate the name of a park and/or recreational facility shall comply with City of Ames graphic and design standards. Specialized naming signage will not be permitted.

City of Ames Parks and Recreation Department reserves the right to rename any park, recreational facility, and/or major feature if the person

for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

5. PROCEDURES

These procedures have been established to ensure that the naming or renaming of parks, recreational facilities, and/or major features is approached in a consistent manner.

a. Requests for naming/renaming of parks, recreational facilities and/or major features

All requests for the naming or renaming of a park, recreational facility, and/or major feature shall be made by submitting a Naming Application to the Director of Ames Parks and Recreation.

The Naming Application will contain the following minimum information:

1. The proposed name
2. Reasons for the proposed name
3. Written documentation indicating a certification of character and community support for the proposed name (e.g. letters of support, petitions, etc.)
4. If proposing to name a park, include a description/map showing location and boundaries of the park
5. If proposing to name a recreational facility or major feature within a park, include a description/map showing the location of the facility.
6. If proposing to rename a park, recreational facility, or major feature, include justification for changing an established name.
7. If proposing to name a park, recreational facility, or major feature for an outstanding individual, include documentation of that individual's significant contribution in regards to the Ames park system, the City, State and/or Nation

b. Assessing and approving naming/renaming requests

Upon receipt of a naming request by Ames Parks and Recreation, the Parks and Recreation Director shall:

1. Review the proposed request for its adherence to the Parks and Recreation Naming Policy.
2. Ensure that supporting information has been authenticated, particularly when an individual's name is proposed
3. Seek input from relevant neighborhood association(s), historical groups, and other organizations, if deemed appropriate

The Parks and Recreation Director will then present a recommendation regarding the naming request at a public meeting to the Parks and

Recreation Commission. At this meeting, the Parks and Recreation Commission will develop their own recommendation regarding the request to be presented to City Council.

c. Final decision by City Council

The Parks and Recreation Commission's recommendation regarding the naming/renaming request, along with the Parks and Recreation Director's recommendation if different, will be presented to the City Council at a public meeting for a final decision.

ATTACHMENT B

Healthy Life Center Project Budget: \$48.7 Million

Proposed Funding Streams

Public Entities: \$30.5 million (64%) with approval still required from governing bodies

Philanthropy/Naming Opportunities: \$18.2 million (36%)

Proposed Naming Opportunities

Exterior of Building
Aquatic Center (overall facility)
 Lap Pool
 Current Channel
 Toddler Water Playground
 Slide 1 (goes outdoors and returns)
 Slide 2 (indoor on pool deck)
 Birthday party room
Wellness/Therapy Pool
Physical Therapy Room
Lounge/Gathering Area
Café
Café Seating Area
Gym #1
Gym #2
Playground - Indoor
Teaching/Participation Kitchen
 Island #1
 Island #2
 Island #3
 Island #4
 Island #5
Track: Walk/Jog
Art/Craft/Music Room
Community Room - 120 people
Conference Room - 24 people
Conference Room - 12 people
Multi-purpose Room/Studio
Tumbling/Tae Dwon Do Room
Group Exercise (suspended floor)
Multi-purpose (spinning)
Child Watch/Fun Center
Fitness/Cardio (open floor space)
Community Gardens - Outdoor
Playground - Outdoor
Wall of Honor - Indoor