

COUNCIL ACTION FORM

**SUBJECT: REQUEST TO NAME THE INDOOR AQUATIC CENTER,
THERAPEUTIC POOL, AND ZERO-DEPTH ENTRY POOL
AND PLAY STRUCTURE**

BACKGROUND:

City Council has decided to move forward with the construction of an Indoor Aquatic Center (IAC) at 122 North Oak Avenue. A component of this process has been to solicit \$10 million in donations to offset the costs of the project and lessen the burden to the Ames taxpayers. The City has \$2 million from the Geitel Winakor estate to be used for this purpose. Additionally, Dan Culhane, President and CEO of the Ames Chamber of Commerce, graciously agreed to raise the remaining \$8 million. Thus far, Dan has raised over \$8 million and continues to solicit additional donations.

There are three donors that have requested naming opportunities as part of their donations. To process these requests, the City does have a Parks and Recreation Naming Policy and is shown in Attachment A. There are three categories in which a park, facility, or major feature can be named:

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.

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.

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 has warranted consideration being given to requests from either the donor or another party to acknowledge such donations by naming.

In order for a naming request to be considered, an application must be completed and submitted to the Parks and Recreation Director. For Major Donations, a request from the donor will substitute for an application being submitted. The Director then reviews the application/request and makes a recommendation to the Parks and Recreation Commission, who in turn make a recommendation to City Council. A final decision regarding the naming request will be made by the Council.

NAMING REQUESTS:

Regarding major donations, the naming policy includes the following:

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.

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.

Naming parks and/or recreational facilities with a company name is not permitted, however, company names will be considered for Major Features. Corporate logos, insignias, brands or direct advertising text shall not be permitted.

As mentioned earlier, there are three donors who are requesting naming opportunities. All three of these donors had also made pledges to the Healthy Life Center. Information regarding the donors, their donation amount, and the naming request is shown below.

Indoor Aquatic Center Naming

Mary and Rich Fitch have pledged \$3 million and requested the facility be named the "Fitch Family Indoor Aquatic Center". Mr. and Mrs. Fitch had previously pledged \$3 million dollars to the Healthy Life Center (project not approved) and the Aquatic portion of that facility was going to be named after the Fitch Family.

Therapeutic Pool Naming

Mary Greely Medical Center (MGMC) has pledged \$4 million and is requesting the Therapeutic Pool be named the "Mary Greely Medical Center Therapeutic Pool". MGMC had pledged to the Healthy Life Center and was going to be a tenant in the facility and provide therapy services in their dedicated space.

Zero-Depth Entry Pool and Play Structure

Fareway Stores has pledged \$500,000 and requested the Zero-Depth Entry Pool and Play Structure be named the "Fareway Fun Zone". They also had committed a substantial amount to the Healthy Life Center.

It should be noted these three donors and all other donors will also be recognized on a donor wall within the facility.

PARKS AND RECREATION COMMISSION ACTION:

At its March 31, 2022 Special Meeting, the Parks and Recreation Commission discussed this topic and voted 6-0 to recommend City Council approve these naming requests. The Commission also directed staff to research whether there should be a feature named in memory/honor of Geitel Winakor since her donation of \$2 million is being used for the construction of the Indoor Aquatic Center. Staff is doing research on this and will bring a recommendation to the Commission at its April 21 meeting.

ALTERNATIVES:

1. City Council approve:
 - a) Naming the Indoor Aquatic Center the “Fitch Family Indoor Aquatic Center”.
 - b) Naming the Therapeutic Pool the “Mary Greely Medical Center Therapeutic Pool”.
 - c) Naming the Zero-Depth Entry Pool and Play Structure the “Fareway Fun Zone”.
2. City Council not approve the request to name the Indoor Aquatic Center, Therapeutic Pool, and Zero-Depth Entry Pool and Play Structure.

It should be stated that this alternative would reduce the amount of donations and jeopardize moving forward with the project.

3. Refer back to staff.

CITY MANAGER’S RECOMMENDED ACTION:

Since the Parks and Recreation Naming Policy was approved in 2016, several requests have been received. Each of these requests have been reviewed with the naming policy used as guide for decision making. The Indoor Aquatic Center requests fall into the Major Donation category shown in 3.C. of the policy and that criteria must be evaluated.

As mentioned in the naming policy regarding major donations, 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. For historical purposes, the following examples are given:

- Helen Daley received naming rights for Daley Park by donating \$100,000 or 38% of the total project cost.
- Don and Ruth Furman donated \$2,000,000 or 21% of the total project cost for naming rights of the Furman Aquatic Center. Since only \$1,000,000 of that donation went towards construction, their donation equals 10.5% of the total project cost. The other \$1,000,000 went into a fund for future expansion and maintenance projects.
- Tahira and Labh Hira donated \$50,000 (37% of the total project cost) for the naming of Tahira and Labh Hira Park.

In comparison, the total project cost for the Indoor Aquatic Center is estimated at approximately \$30.2 million. For naming the facility, the Fitch's donation is approximately 10% of the total project cost. Mary Greely Medical Center's and Fareway's requests are for Major Features and since final design has not begun, it is difficult to estimate the percentage of the total feature cost for the MGMC and Fareway donations.

None of the three donors are requesting the facility or feature be named after an individual so that portion of the policy does not apply.

The last component of the policy states, naming parks and/or recreational facilities with a company name is not permitted, however, company names will be considered for Major Features. Corporate logos, insignias, brands or direct advertising text shall not be permitted. The naming requests presented comply with this section.

These three major donations/pledges, as well as all the donations/pledges, for the Indoor Aquatic Center are very much appreciated and show the commitment these individuals and organizations have to improving the quality of life in Ames. All told, the total donations will account for approximately 33% of the estimated funding needed for this project. The Fitch's, MGMC's, and Fareway's generosity represent a majority of that amount.

Therefore, it is with extreme gratitude that the City Manager's recommendation is for the City Council to approve Alternative #1 as stated above.



515 Clark Ave - Ames, IA 50010
Phone: 515-239-5350
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www.amesparkrec.org

Naming Request Application

Requested by: _____

Address: _____

City, State Zip: _____

Phone: _____

PARK NAMING REQUEST

I request a park to be named or renamed .

Current Park Name: _____

Proposed Park Name: _____

Park Location: _____

(Please attach a description/map showing the location and boundaries of the park.)

RECREATION FACILITY NAMING REQUEST

I request a recreational facility to be named of renamed.

Current Facility Name: _____

Proposed Facility Name: _____

Facility Location: _____

(Please attach a description/map showing the location of the facility.)

MAJOR FEATURE NAMING REQUEST

I request a major feature be named or renamed.

Major Feature: _____

Proposed Feature Name: _____

Major Feature Location: _____

(Please attach a description/map showing the location of the major feature.)

Please attach the following documentation as a part of this application.

- A. The reason(s) for the proposed name.

- B. Written documentation indicating a certification of character and community support for the proposed name. (i.e. letters of support, petitions, etc.)

- C. If proposing to rename a park, recreational facility , or major feature, include justification for changing an established name.

- D. 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, City of Ames, State of Iowa and or the Nation.

I certify that the statements made in this application and any attachments are true to the best of my knowledge. I understand that the Parks and Recreation Director will assess and authenticate any information provided in this application pursuant to the Parks and Recreation Naming Policy. I also understand once submitted, this application and any findings during the authentication process will become part of the public record and will continue to be part of the public record whether the application is approved or denied.

Signature of Applicant

Date

OFFICE USE ONLY

Date Received: _____

Signature: _____

Notes:

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.