

ITEM #: 35
DATE: 04-08-25
DEPT: P&R

COUNCIL ACTION FORM

SUBJECT: **MINI-PITCH NAMING**

BACKGROUND:

At its November 12, 2024 meeting, City Council directed staff to solicit donations to alleviate the City's financial commitment for the installation of a mini-pitch in Lloyd Kurtz Park. After Council awarded contracts on December 10, 2024 for the construction of a mini-pitch, staff developed promotional materials to solicit donations. Several categories with associated dollar amounts were created and are shown below:

Naming Rights	\$50,000
Banner Sponsor	\$ 5,000
Bench Sponsor	\$ 1,500
Donations:	
Platinum	\$ 2,500
Gold	\$ 1,500
Silver	\$ 1,000
Bronze	\$ 500

This information was sent to 156 businesses with staff receiving several responses. Three Bench Sponsor commitments were received from the following:

- Central State Bank
- Draintech
- Greater Iowa Credit Union

Staff also received interest from Kurt and Cindy Friedrich regarding the Naming Rights option. **After several conversations, the Friedrichs have pledged \$50,000 for the mini-pitch naming rights.**

NAMING POLICY:

The City has a Parks and Recreation Naming Policy, which is included as Attachment A. There are three categories in which a park and/or recreational facility can be named. The categories and discussion from the policy are listed below:

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 may warrant 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. The Director will then review the application and make 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 APPLICATION:

Since staff solicited commitments for Naming Rights, an application form (Attachment B) was completed by staff. All the required information has been submitted. The application requests to name the Mini-Pitch in Lloyd Kurtz Park "The Friedrich Pitch" under the category of Major Donations.

The application provides more information, but a brief summary follows. Kurt and Sindy Friedrich are wanting to give back to the Ames community that has provided excellent opportunities for their family, especially their children who grew up playing soccer in Ames.

Friedrich Realty has been in business in Ames since 1927 and is a very reputable company. Kurt and Sindy's desire is to ultimately enrich the lives of others in Ames and enhance the quality of life within the community. They view the mini-pitch as a project that adds a uniqueness to an already wonderful park system. With the generous donation of \$50,000 for the development of the Mini-Pitch at Lloyd Kurtz Park, they can enrich many lives through the game of soccer, which has provided much joy and camaraderie for the Friedrich family and many others.

PARKS AND RECREATION COMMISSION INPUT:

The Parks and Recreation Director presented the naming request to the Parks and Recreation Commission at its March 27, 2025 meeting and recommended approval of the request. The Commission thanked Central State Bank, Draintech, and Greater Iowa Credit Union for their commitment to becoming Bench Sponsors. They also thanked Kurt and Sindy Friedrich for their generous pledge of \$50,000 for the naming of the mini-pitch. **The Commission recommended City Council approve naming the Mini-Pitch in Lloyd Kurtz Park "The Friedrich Pitch." The motion passed 5-0.**

ALTERNATIVES:

1. Approve the request to name the Mini-Pitch located in Lloyd Kurtz Park "The Friedrich Pitch."
2. Do not approve the request to name the Mini-Pitch located in Lloyd Kurtz Park "The Friedrich Pitch."
3. Refer back to staff.

CITY MANAGER'S RECOMMENDED ACTION:

This is the third request received since the Parks and Recreation Naming Policy was approved in 2016. Since the request refers to naming a major feature for a major donation, conformance to the criteria must be evaluated. Regarding a major donation, the policy states:

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.

Currently, the City has allocated \$351,190 for this project which is the amount of awarded contracts, contingency, and design services. If the \$50,000 from Kurt and Sindy Friedrich is accepted, their contribution will be 14% of the total project cost. Examples of previous naming rights based on major donations include: 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. The Fitch Family is the namesake of the under construction Fitch Family Indoor Aquatic Center for \$3,000,000 or 10.7% of the estimated project cost.

Kurt and Sindy Friedrich have good moral character, are well respected within Ames, and are willing to make a financial contribution for the mini-pitch construction. Therefore, it is the City Manager's recommendation that the City Council approve Alternative No. 1, which is to approve the request to name the Mini-Pitch located in Lloyd Kurtz Park "The Friedrich Pitch."

ATTACHMENT(S):

[Attachment A - Parks Naming Policy and Application.pdf](#)

[Attachment B - Application to Name Mini-Pitch in Lloyd Kurtz Park.docx](#)