

EXHIBIT A

NAMING RIGHTS POLICY

PURPOSE

To provide uniform policy and procedures for naming of parks and public facilities in the City of Sanibel.

POLICY

1. Proposals to name parks or public facilities may be considered based on:
 - a. Names that describe a geographic location or feature, historical event, or ecological relationship unique to the area.
 - b. Names after persons may be considered based on meritorious civic or public service including one or more of the following:
 - i. Financial gifts (through property or financial donation are not single determining factors)
 - ii. Public service as an elected official or community volunteer
2. Naming consideration after persons will be based on the following criteria:
 - a. Living People or Organization:
 - i. Projects that are not budgeted for, and for which other funding is not designated, may require 100% contribution in order to be implemented and a naming opportunity considered.
 - ii. When 50% or more of the value of the property is donated by the person or organization.
 - iii. When 50% or more of the cost is contributed for the acquisition, development, maintenance or continuing operation of a park or public facility.
 - iv. When a significant contribution of time and public service has been made by the person or organization to the enhancement of quality of life in the community or was instrumental in acquiring, developing or maintaining a park, public property or city owned facility.
 1. Significant contribution will be measured by the impact a single contribution makes toward the successful completion or continuing operation of the facility to be named.
 2. Depending on the impact, the naming could be for the entire facility or some portion (i.e. a room).
 3. Individuals or organizations that have made significant contributions to a particular area may be considered for the naming of facilities that serve these areas within the City such as recreational or other amenities within parks or public facilities.
 - b. Deceased People:
 - i. Guidelines of living people or organizations shall apply
 - ii. Naming a city owned facility in memory of a deceased person cannot be considered until at least two years after the date of death.
 - iii. A park or public facility may be named to honor a deceased person but only to recognize a most extraordinary service or gift.
3. Any exceptions to this policy must be determined by City Council.

PROCEDURE

1. A request to name parks and public facilities shall be submitted by any City of Sanibel based organization and/or citizen on the *Proposal for Park or Public Facility Naming Application* to the City Manager.
2. The City Manager shall forward the *Proposal for Park or Public Facility Naming Application* to the Recreation Director.
3. After assuring compliance with the policy, the Recreation Director will submit the request to the Parks and Recreation Advisory Committee, which will conduct a public hearing and forward a recommendation to City Council.
4. City Council, after consideration of public input, the recommendation of the Parks and Recreation Advisory Committee and any other relevant information will act upon the request to name a park or public facility by majority vote of the members of City Council.

City of Sanibel

Proposal for Park or Public Facility Naming Application

Proposal Date: _____

1. What is the current common and/or unofficial name of the park, property or facility to which this application refers? _____

2. Location of park, property or facility: _____

3. **Proposed Name:** _____

4. Will this new name refer to the entire park, property or facility? ____ Yes ____ No

5. If the answer is 'No' to the above question, please explain which area or portion would be affected by the proposed name:

6. Name and phone number of the individual and/or organization recommending this action:

7. Justification for this request (attach additional pages as needed):

Printed Name

Signature

Date

The Parks and Recreation Advisory Committee will conduct an advertised public hearing for this proposal at a regular meeting. The Committee will put forth a recommendation to City Council for a final decision.

Once signed and submitted, this proposal becomes an official City of Sanibel document and as such is to be retained in accordance with State record retention guidelines.