

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

NAMING OF CIVIC CENTER PARK AMPHITHEATER

Summary Statement:

In efforts to supplement revenue, many cities have taken advantage of marketable assets by allowing corporate sponsorships of key facilities. In Apple Valley, one of the most visible is the Civic Center Park Amphitheater. Neighbor to the aquatic center, and home to the Sunset Concert Series and many other town events, it is an attractive, high-traffic area that could prove to be of interest to a corporate sponsor.

The Town of Apple Valley has a Naming of Parks and Facilities Policy CS-3 (attached) which would allow for naming a park after an individual should the Council do choose. However staff would propose keeping this asset open for sponsor opportunities, a step that could help offset the subsidy of the Parks and Recreation Department. If the Council agrees, staff will bring back a sponsorship proposal for consideration.

Recommended Action:

Provide staff direction on the naming of the Civic Center Park Amphitheater.

Proposed by Kathie Martin Item Number _____

T. M. Approval: _____ Budgeted Item Yes No N/A

POLICY & PROCEDURE

Apple Valley Community Services

Department

TITLE: NAMING OF PARKS AND FACILITIES	NO: CS-3
APPROVED BY: Town Council	DATE: 01/08/08

Background

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

Policy Statement

It is the policy of the Town of Apple Valley to reserve the naming or renaming of parks and/or recreational facilities for circumstances that will best serve the interests of the town and ensure a worthy and enduring legacy for the Town's parks and/or recreational facilities.

To this end, the Town of Apple Valley supports consideration of naming requests within the following categories, and in the priority listed.

1. Geographic location.
2. Unique, significant and/or historical feature or people pertaining to the park/facility site.
3. Outstanding Individuals.
4. Community contributions by individuals.
 - a) If the contribution was to the Town, the contribution must have significant benefit to the community at large.
 - b) If the contribution was to the park/facility site itself, it must represent a majority of the cost involved to build the park/facility.
5. Other events.

General Principles

In considering proposals for the naming or renaming of a park and/or recreational facility, the following general principles will be taken into account either collectively or individually.

When naming a new park and/or recreational facility, the proposed name will:

- Engender a strong positive image.
- Be appropriate having regard to the parks/recreational facility's location and/or history.

- Have historical, cultural or social significance for future generations
- Commemorate places, people or events that are of continued importance to the town.
- Have broad public support.

Renaming an existing park and/or recreational facility

Proposals to rename a park and/or recreation facilities will only be considered when there are compelling reasons and strong public sentiment for doing so.

Procedures and Guidelines

All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Town of Apple Valley, Attention: Community Services Manager

Requests should contain the following information at a minimum:

- Name and contact information of the person making the request
- The proposed name.
- Reasons for the proposed name.
- Description/map showing location of proposed park.
- If proposing to name a facility within a park, include a description/map showing the location of the facility.
- If proposing to rename a park or facility, include justification for changing established name.

Assessing and approving naming/renaming requests

Upon receipt of a naming request to the Town of Apple Valley, the Community Services Manager will review the request to ensure its adherence to the policies of the Town of Apple Valley and if applicable organize an informational meeting between the requesting party and appropriate town staff to discuss the proposal.

After the informational meeting, the proposal will be taken to the Park and Recreation Commission for review and recommendation. Lastly, the proposal will be taken to the Town Council for review and approval.