

VILLAGE OF THIENSVILLE

RESOLUTION NO. 2019-04

A RESOLUTION FOR A
NAMING RIGHTS POLICY

WHEREAS, a Naming Rights Policy will provide guidelines for those that have an interest in the naming of landmarks within the Village of Thiensville; and

WHEREAS, this Policy will provide guidelines for the Village to accommodate these requests regarding naming landmarks in the Village; and

WHEREAS, this Policy will outline guidelines, terms and the processes for naming rights requests.

NOW, THEREFORE BE IT RESOLVED that the Village Board hereby approves a Naming Rights Policy.

PASSED AND ADOPTED by the Village Board of the Village of Thiensville, County of Ozaukee, State of Wisconsin on this 18th day of February, 2019.

Van A. Mobley, Village President

Amy L. Langlois, Village Clerk

Village of Thiensville Wisconsin Naming Rights Policy

Policy Statement:

The purpose for the Naming Rights Policy is to provide guidelines to those that have an interest in the naming of landmarks within the Village of Thiensville. Naming Village property is a complicated process and needs some structure in order to function correctly.

Reason for Policy:

The Village's Naming Rights Policy is a guideline for the Village to use to accommodate requests for naming landmarks within the Village. These guidelines are meant to help donors and the Village Board to request and approve naming rights requests smoothly and efficiently.

Definitions:

Donations: A donation of property, goods (materials), or funds generally with no expectation of return.

Donor: A person who donates property, goods (materials), or funds voluntarily.

Major Donations: A donation of property, goods, or funds generally with no expectation of return that exceeds an amount of \$25,000.

Landmark: The piece of property and/or item that is being named. Items include but are not limited to: Bridges, Shelters, Facilities, Equipment, Parks, and Pathways.

Naming: The permanent name agreed upon by the Village of Thiensville in contemplation of the below guidelines and the donor via a resolution to a given landmark.

Guidelines for Use:

General Principles

In considering proposals for the naming of landmarks, the following will be taken into account prior to the approval by the Village of Thiensville:

- Ensure that landmarks are easily identified and located.
- Assure the quality of the title/name, so that it will serve the purpose of the Village in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the area affected.
- Naming rights may only be approved by the Village Board if the organization or individual has made significant contributions to the welfare and quality of life for the residents of the Village of Thiensville. Examples of significant contributions to the Village of Thiensville would be sustaining employment for Village residents, an organization that has served the Village in a distinctive way, and/or a memorialization of a person who provided a meaningful commitment of civic involvement for the betterment of the Village of Thiensville community.
- Approval of naming rights must be based on the above criteria and not be solely on a single monetary donation related to the naming request.

Background Research

For landmarks that are proposed to be named for an individual or family, Naming Rights are contingent upon successful completion of background research by Village staff authorized with a release form signed by the applicant. The Village of Thiensville reserves the right to rename any park or facility or Landmark if the organization (including, but not limited to organization officers, directors, owners, major

stakeholders, interest holders, significant member(s), and/or leaders) and/or person(s) for whom has been convicted for a crime involving moral turpitude..

Donation

The donor will request naming rights for a landmark and will properly submit a request to the Village Administrator. Once the request is submitted the submission will be reviewed by Village Staff for consistency with these policy guidelines. The Village Staff will make a recommendation to the Village Board and it will either be approved or denied by the Village Board.

Major Donations

When a significant donation of \$25,000 or more is made to the Village of Thiensville, the naming request must be submitted to Village Staff for review as described above and then go to the Village Board with a recommendation from Village Staff for approval. Recognition of this donation will be considered by naming a park, landmark or facility at the request of the donor. Guidelines for naming a park or facility at the request of a donor will include one or more of the following:

- Land for the park was deeded to the Village by the donor.
- Contribution by the donor of a minimum of 50% of the construction costs associated with developing the park or facility. Or donation amounts predetermined by the Village Administrator or appointed committee and approved by the Village Board
 - A contribution by a donor to allow for a significant cost reduction in upgrading/expanding on existing facility within a park or public space.

Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the guidelines as stated above.

Federal Grants

Money from State or federal grants will not impact naming rights, private citizens may put forward names for consideration. The name in question does not have to be included in the grant proposal.

Naming Opportunities:

- Buildings, structures, and parks throughout the Village of Thiensville.
- Property that includes: recreational structures, open space, walkways, playgrounds, and bridges
- Any donations shall be entirely of a voluntary and charitable nature.
- The Village of Thiensville reserves the sole right to naming the property in a manner that follows the "Guidelines for Use" above.

Dedication Opportunities;

- Structures, park items, and streetscape features throughout the Village of Thiensville.
- Property that includes: recreational structures of less than \$25,000 value, benches, trees, walkways, playgrounds, bridges and picnic tables.
- Any donations shall be entirely of a voluntary and charitable nature and include funds to cover mutually agreeable dedication plaque.

Requests for Naming of Landmarks and Dedications:

All requests for the naming of a landmark shall be made in writing to the Village Administrator. Requests should contain the following information:

- The proposed name and landmark.
- Specific reasons for the proposed name and why it should be considered.
- If proposing to name a landmark after an outstanding person, include documentation of that person's significance and good reputation as recognized by the Village, State, or Nation.

Term/Expiration/Rescindment of Naming Rights:

The duration of the naming rights may be permanent, or a term expiration may be established. An example would be if a park bench needs to be replaced the naming rights for that bench may expire. Another example would be if a contract for a certain period of time was established and as soon as the contract expires the naming rights would as well. The Village may rescind naming rights during any term if the naming convention is related to an organization (including, but not limited to organization officers, directors, owners, major stakeholders, interest holders, significant member(s), and/or leaders) and/or person(s) for whom has been convicted for a crime involving moral turpitude. Any rescindment of naming rights shall require notice to the sponsor or donor and a hearing in front of the Village Board.

Assessing and Approving Naming Requests:

Upon notification of a naming request, the Village Staff will review and provide a recommendation to the Village Board, with input from other boards and commissions where appropriate, will hear the request and consider the following:

- Review the proposed request for its adherence to this policy.
 - Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
 - Take into consideration any public comments associated with the request.
- Passage of the request will require a majority vote by the Thiensville Village Board.

Passed and adopted by the Village Board of the Village of Thiensville this 18th day of February, 2019.

Van A. Mobley, President

Amy L. Langlois, Clerk