



## **DRAFT Naming Policy**

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### **BACKGROUND**

The Minneapolis Park and Recreation Board (MPRB) seeks a consistent and thoughtful approach to naming parks and park assets that considers the mission and values of the MPRB, provides community place making, and ensures for easy wayfinding within the Minneapolis park and recreation system. As stated in the previous policy, “naming and renaming if a park or park assets should not be undertaken lightly or for political or frivolous motivations.”

It has been the practice to name assets within the park after the name of the park, such as the name of a trail or parkway will align with the overarching name of the park. It is more common to name smaller assets such as buildings a different name than the park.

The authority to name parks and park assets originates in the Minneapolis Charter (Article VI, Section 6.2, f, 1). Additionally, MPRB Ordinances (Chapter 9, Article X) provides additional direction on naming or renaming of parkways and park roads.

### **POLICY**

The MPRB Board of Commissioners establishes names for parks and park assets within the Minneapolis park and recreation system. Naming or renaming may be considered as part of the following:

1. Acquisition (purchase or donation) and redevelopment of a parks or park assets,
2. Dakota recognition,
3. Significant non-monetary contribution of an individual, family or group to the park and recreation system,
4. To honor a donation (cash, in-kind) to or of a park asset, and
5. To replace an existing name that no longer aligns with MPRB mission and values.

The policy applies to all Minneapolis Park and Recreation Board divisions and departments. It establishes procedures and outlines criteria for naming parks and park assets.

#### ***Section 1: Naming for Acquisition and Significant (non-monetary) Contributions***

- A. Parks and park assets may have a geographic, Dakota, or historic name appropriate to the park or building site.
- B. Parks and park assets may also be given a name which depicts their function.
- C. Dakota naming/renaming/describing for parks and park assets may occur for several reasons, including:
  - a. To correct an existing indigenous name of an existing park or park asset;
  - b. To restore an original Dakota name for a park or park asset;
  - c. To honor a Dakota site of significance; and/or
  - d. To reflect a current significance of a park or park asset.

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- D. Parks, parkways or park roads, and park assets may also be named after an individual, family, or group whom the Board has determined to have made a substantial non-monetary contribution to the Minneapolis Park and Recreation Board or the Minneapolis park and recreation system. See Policy Section 1, F for additional information on parkways and park roads.
- E. Parks, parkways or park roads, and park assets may also be named after an individual, family, or group at the local, state, national or international level who, in the Board of Commissioners' judgment, put forth significant effort or substantially promoted causes which furthered the goals and objectives the Board of Commissioners have for the Minneapolis park and recreation system. See Policy Section 1, F for additional information on parkways and park roads.
- F. Generally, parkways or park roads are not named separately from the park they are within. If parkway or park road naming or renaming is considered, special attention shall be given to impacts to addresses of property owners along the parkway or park road. See MPRB Ordinances Chapter 9, Article X for additional direction on parkways and park roads.
- G. Naming after any individual, family, or group may not take place until at least two years after their name has been nominated in writing.
- H. The Board will consider the nomination in light of the following factors:
  - a. The enduring quality of the individual, family, or group's contribution to the park system in comparison with those of historically significant individuals, families, or groups after whom parks or park assets have been named.
  - b. The opinions and responses of local residents and neighborhood organizations, as well as MPRB staff research and recommendations.
  - c. For regional parks and park assets, the Board will take into account the comments of the Metropolitan Parks and Open Space Commission, and State Historic Preservation Office.
- I. Duration
  - a. For park assets, naming is limited to the lifecycle of the asset.
  - b. For parks and park assets that are named after an individual, family, or group, naming is reviewed every 75 years to determine if the name is consistent with MPRB mission and values.
  - c. A park or park asset that is named after an individual, family, or group, can be identified for review at any time per written request to the Board of Commissioners.
  - d. A name is retired when MPRB no longer owns or has site control of the park.
- J. In the event of an act of nature or other catastrophe that causes damage and requires subsequent repair or rebuilding leading to structural change or removal of a park asset, the MPRB will not be required to rebuild the park asset.

***Section 2: Naming to Honor Donations (cash, in-kind, or assets)***

- A. The Board of Commissioners welcomes financial (cash or in-kind) donations or donations of park assets to the Minneapolis park and recreation system as one method of sustaining the system. Recognizing significant donors through naming of park assets is permissible if approved by the Minneapolis Park and Recreation



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Board of Commissioners. This naming rights may not be applied to contributions to park assets from public funding or parkland dedication.

B. Naming rights may be granted as a result of a financial (cash or in-kind) donation or donation of a park asset to the Minneapolis park and recreation system. The granting of naming rights is intended to support and promote investment in MPRB assets whereby:

1. Contributions result in significant and direct benefits to the MPRB or the Minneapolis park and recreation system;
2. Granting of naming rights does not compromise the MPRB's ability to carry out its functions fully and impartially; and
3. Granting of naming rights will not entitle the naming entity to preferential treatment outside of any specific naming rights agreement.

C. The Donor Review

1. MPRB staff will review all proposed donations, and their circumstances, before a naming right is recommended for consideration by the Board of Commissioners. The information gathered will be used to make informed decisions about whether or not to grant naming right for the donation. All donations will be reviewed to:
  - a. Ensure that any conditions or restrictions on the donations are consistent with the MPRB mission and values;
  - b. Avoid conflicts of interest;
  - c. Maintain MPRB impartiality;
  - d. Protect brand integrity, including the use of MPRB logos and images;
  - e. Consider the cumulative effects of any donations that occur across multiple parks; and
  - f. Prevent financial liability.

D. Acceptance Considerations

1. All naming rights for donations must be approved by the Board of Commissioners.
2. Naming rights for donations will be considered when:
  - a. The donor's mission and values align with the Minneapolis Park and Recreation Board;
  - b. The park asset receiving the donation is not a known Dakota site of significance and/or doesn't currently have a Dakota or Indigenous name; and
  - c. The MPRB can commit to funding the operations and/or programming of the park asset for the duration of the donation.
3. It is MPRB practice is to decline direct donations from:
  - a. Concessionaires, vendors, and holders of concession agreements or those seeking such business agreements with the MPRB;
  - b. Sources that would identify the MPRB with tobacco;
  - c. Sources that would identify the MPRB with any type of illegal product;
  - d. Sources that would generate controversy or associate the MPRB with products that are inconsistent with its mission, or require activities that circumvent laws, regulations or the MPRB's code of ethics; or
  - e. Donors involved in current or past litigation with the MPRB.



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4. Donations from corporations that produce or distribute alcohol may be permitted after thorough review by commissioners, legal counsel, and staff.

**E. Duration**

1. Naming rights is limited to the lifecycle of the asset to which the donation was applied, unless the donation includes a reinvestment fund for the asset (See Policy Section 2, G.2 for reinvestment fund information). For example, if the asset is determined to have an expected lifecycle of 25 years, the naming term will be 25 years.
2. Permanent naming of an asset to which a donation was applied is possible if the donation meets the required contribution threshold for naming and includes a reinvestment fund that covers the long-term rehabilitation or replacement of the asset (See Policy Section 2, G.2).
  - a. If the donation includes a reinvestment fund for the asset, the naming rights shall continue unless the MPRB determines, in its sole discretion, that it is no longer in public interest to maintain the asset in the future. Naming is:
    - i. Limited to the lifecycle of the asset.
    - ii. Reviewed every 75 years to determine if the name is consistent with MPRB mission and values.
    - iii. Retired when MPRB no longer owns or has site control of the park or park asset.
3. In the event of an act of nature or other catastrophe that causes asset damage that requires subsequent repair or rebuilding that leads to structural change or removal of the park asset, the MPRB will not be required to fulfill the balance of the naming term.

**F. Facilities and Assets Eligible for Naming**

1. Existing and proposed assets and portions of assets within the Minneapolis park and recreation system are eligible for naming consideration. Full park properties, parkways or park roads, and those features that the MPRB is not authorized to name (such as water bodies) are not eligible.

**G. Contribution Threshold for Naming – Lifecycle Based and Permanent**

**1. Lifecycle Based**

- a. Naming new assets requires the contribution of a minimum gift of \$500,000, or the gift must equal more than 50 percent of total costs when \$500,000 is more than 50% of the total cost of the asset.
  - i. The total cost of the asset is an aggregate of the design, administration, and capital costs (including construction/installation) associated with developing the asset as determined by the MPRB Superintendent. The contribution must include the costs of fabricating and installing the recognition marker (See Policy Section 4 for content and design requirements).
- b. Naming or renaming existing assets requires the contribution of a minimum gift of \$500,000, or the gift must equal more than 50 percent of the current appraised value of an asset as determined by the MPRB Superintendent. The lower threshold of the two is used if \$500,000 equates to more than 50 percent of the value of the park asset.

**2. Permanent**

- a. Permanent naming of new and existing assets must meet the same thresholds as articulated in Policy Section 2 G.1.a and G.1.b but must also include a reinvestment fund for ongoing rehabilitation and replacement of the asset for the period of time that it is relevant or anticipated to be relevant to park visitors.
  - i. The reinvestment fund for a permanent naming opportunity will be calculated based on the value



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and the lifecycle cost of the asset and account for inflation. An acceptable reinvestment fund provides enough funding to equal the replacement cost of the asset and lifecycle costs of the asset of the desired time span of the naming.

**H. Maintenance**

1. The Minneapolis Park and Recreation Board is responsible for maintaining the donated assets to the level consistent with other similar park asset within the park and recreation system.
2. Donors may request a higher level of maintenance, but will be required to pay the difference in costs between the standard level provided to similar park assets and the level they are requesting.

**I. Third Party Agreements/Partners**

1. Naming rights contemplated by lessees of or those holding agreements with the MPRB to third parties must be approved by the Board of Commissioners.

**Section 3: Removing Names**

1. The MPRB reserves the right to revoke naming rights and/or rename a park or park asset that has been named to recognize a significant individual, family, or group if acts of the individual, family, or group are found to be inconsistent with the MPRB's mission and values.
2. The MPRB reserves the right to revoke naming rights and/or rename an asset that has been named to recognize a donor if acts of the donor are found to be inconsistent with those described in Policy Section 2, D.2 and D.3.

**Section 4: Content and Design Approval**

1. Corporate logos, wordmarks, and similar graphic identifiers are not permitted on any signage related to naming and naming rights unless specifically authorized by the Board of Commissioners.
2. Naming style, graphics and materials shall be implemented according to current MPRB design standards (*Attachment 1*).

**SUPERINTENDENT APPROVAL:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**DEFINITIONS**

Concessionaires and Vendors: Individual or businesses that have contracts or agreements with the MPRB to provide goods and services to park patrons on the MPRB's behalf.

Dakota Tribal Nations and Communities: Shakopee Mdewakanton located south of the Twin Cities near Prior Lake; Prairie Island located near Red Wing; Lower Sioux located near Redwood Falls; and Upper Sioux whose lands are near the city of Granite Falls. The four communities were reestablished in their current localities by acts of Congress in 1886. The four Dakota Communities today represent small segments of the original reservation that were restored to the Dakota by Acts of Congress or Proclamations of the Secretary of Interior.

Donor: One who contributes financial or in-kind support to the MPRB.

Donation: The contribution intended to benefit the MPRB and more specifically, a defined park asset.

Lifecycle: Each asset within the park system has a lifecycle, or a period of time in which the condition of the asset allows it to be fully enjoyed by park patrons or used by park employees. To reach the full lifecycle of any one asset, periodic improvements need to be made (replacement of roof, repair of a piece of play equipment, mechanical upgrades to a wading pool).

Park Asset: An asset is a built structure or recreational feature within a park, including parkways and park roads.

Naming Rights: A form of recognition whereby a donor or other entity are granted the right to name an asset, typically for a defined period of time, in exchange for a specified donation and provided stated parameters are met and sustained throughout the duration of the donation.



**PROCEDURES**

- A. Section 1: Naming for Acquisition and Significant (non-monetary) Contributions Procedures
- a. The dated, written nomination should:
    - i. Identify the person or organization submitting the nomination, as well as several means of contact (i.e., phone, fax, address, and/or email).
    - ii. The nomination should identify the park site, center, shelter, or special facility to be named or renamed.
    - iii. If the nomination is to name a park after an individual, the nomination should document the significant, enduring contributions made to the Minneapolis Park System by the person after whom the park or facility is to be named.
    - iv. If the nomination does not include the name of an individual, the nomination should document the significance of the proposed name, community support for the name, and process for identifying the name. The nomination should also consider if the name will result in any un-intended consequences such as creating an unwelcoming space for visitors, aiding un-welcoming or mocking language.
    - v. The nomination may be prepared by residents or non-residents of Minneapolis.
  - b. The Superintendent assigns a staff member (project manager) to manage the review of the nomination.
  - c. The project manager provides copies of the nomination to the Park Commissioners, the Secretary of the Board, the Assistant Superintendent for Planning, the City Council Member of the affected ward, the neighborhood organization in which the park or park asset is located, and the neighborhood organizations of each abutting neighborhood. If the park is located outside of Minneapolis, all jurisdictions in which the park resides must be notified.
  - d. The project manager will submit the nomination to the Board for determination of next steps. The nomination will be under the jurisdiction of the Administration and Finance Committee of the Board of Commissioners to review and to recommend a next step to the Full Board. The Chair of the Administration and Finance Committee retains the discretion as to when and whether the Committee considers the nomination and no public hearings will be held until the Committee and the Full Board directs. Next steps may include:
    - i. All materials are accurate and meet the intent of naming as identified in Policy Section 1, H and is ready to proceed with the next steps of the naming procedure;
    - ii. The nomination should be returned to the nominator for more documentation to address the items identified in Policy Section 1, H;
    - iii. The nomination should not be considered because it fails to meet the items identified in Policy Section 1, H; or
    - iv. The request is for a Dakota name/description and the project manager is directed to hold public hearing on seeking a Dakota name for the park or park asset.
  - e. Once the nomination is approved by the Administration and Finance Committee and the Full Board



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for consideration, the proposer will work with a MPRB project manager to organize two public hearings. These hearing are intended to elicit reaction and response to the proposed renaming. Neighborhood organizations and residents from the affected neighborhoods notified consistent with the MPRB's notification processes for public hearings. The first public hearing should be held within six months of the nomination being approved by the Board, and the second should be held two months before a final vote is made by the Board. The Board vote must be taken no sooner than two years after the original nomination is submitted, if naming after an individual is considered by the nomination.

- f. The at-large Commissioners and the Commissioner from the affected district are required to attend both public hearings. If these Commissioners do not attend, the public hearing for the nomination is held open until the next meeting.
- g. The impacts of a name change, particularly of a parkway or park road name, need will be thoroughly assessed and conveyed to affected residents and property owners. For example, a change in road name would require residents to alter legal documents, building addresses, banking accounts, driver's licenses, and other documents.
- h. If the park or park asset falls within the regional park system or serves a city-wide function, all neighborhood organizations that represent abutting residents must be notified. Nominations that involve regional parks will be forwarded to the Metropolitan Parks and Open Space Commissions, and the State Historic Preservation Office in order to solicit their opinions on the proposed name change.
- i. If a renaming is proposed, the MPRB project manager will research the history of the original name, and this information will be evaluated as part of the renaming process.
- j. Dakota Recognition Naming/Describing Procedures
  - i. Dakota naming/describing of parks or park assets by be initiated by:
    - 1. A nomination as outlined in Procedure A.a.;
    - 2. Through consultation with Dakota Tribal Nations and Communities on sites of significance; and/or
    - 3. Through action taken by the Board of Commissioners to request a Dakota name/description for a park or park asset.
  - ii. Dakota names/descriptions for a park or park asset should be identified by Dakota Tribal Nations and Communities in consultation with MPRB staff and community members. When multiple Dakota Tribal Nations and Communities are engaged with a park or park asset, the MPRB will request that each provide representation to a process to identify suitable names for the park or park asset.
    - 1. Project manager will consult with the Urban Indian Advisory Board, as needed, to determine representation for the consultation.
  - iii. Once a Dakota name/description has been recommended by identified Dakota Tribal Nations and Communities, the MPRB project manager will submit the recommended name/description for approval by the Board of Commissioners.



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**B. Section 2: Naming to Honor Donations Procedures**

- a. Potential donor submits a letter to the Superintendent indicating the intent to donate to an asset and request naming rights for the donation.
- b. Superintendent assigns request to project manager or staff associated with the project.
- c. Staff review donation request's compliance with the naming policy.
- d. Staff review the donation with Director of Finance to determine appropriate level of donation based on value of asset.
  - i. If permanent naming is requested, the Director of Finance determines the required endowment level.
- e. Staff present the naming request and draft donation agreement to the Board of Commissioners.
- f. Board of Commissioners considers and takes action to grant or deny the request.
- g. If approved, fabrication and implementation of signages is initiated consistent with content and design standards (*Attachment 1*).
- h. If approved, a shared communication plan is developed between the Donor and MPRB.

**C. Section 3: Removing Names**

- a. When it is determined that a park name or name of a park asset should be removed due to an unforeseen change (Policy Section 3), a concern raised in writing by community members and/or Dakota Tribal Nations and Communities, or a scheduled 75-year review, the following procedures can be applied:
  - i. During the process of determining a new name for a park, a current name can be removed prior to the final determination of a new name. In this case, the removed name must be replaced temporarily by a location-specific name, such as 40<sup>th</sup> Street Park or 28<sup>th</sup> Street Totlot.
    1. The temporary name is intended to remain in place only until a final new name is determined through this Policy.
    2. The Board of Commissioners must approve the removal of the existing name and the establishment of the temporary name.
  - ii. A new name can be identified through the nomination process as outlined in Procedure A.a. and/or recommendation from the Board of Commissioners.
  - iii. For a known site of significance, a new name can be identified through the Dakota Recognition Naming/Describing Procedure A.j.
  - iv. When a name is removed and/or a temporary name established, names of all park assets are also considered to have the new and/or temporary name.

**D. Section 4: Content and Design Approval**

- a. The project manager is responsible for ensuring the naming style, graphics and materials are implemented according to current MPRB design standards (*Attachment 1*).

**E. Accountability and Record Keeping**

- a. Record keeping for MPRB park names is the responsibility of the Planning Division and shall be maintained and tracked through park property files and GIS mapping.
- b. Record keeping for MPRB park asset names is the responsibility of the Asset Management Department and shall be maintained and tracked through the asset management system.

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- c. Record keeping for donations is the responsibility of the Finance Department.
  - i. Finance Department shall report on donation information to senior management and the Board when requested.

**ATTACHMENTS**

Attachment 1 – Design Standards for Donor Recognition

**IMPLEMENTATION PLAN**

Revised policy will be posted on the MPRB’s website.

**AMERICANS WITH DISABILITY ACT (ADA) STATEMENT**

Under Title II of the ADA, the MPRB makes reasonable modifications in policies, practices, or procedures when the modifications are necessary to avoid discrimination on the basis of disability, unless the MPRB can demonstrate that making the modifications would fundamentally alter the nature of the service, program, or activity. A person seeking any such reasonable modification can make the request through the MPRB event coordinator, Therapeutic Recreation and Inclusion Supervisor, or ADA Administrator.

## Plaque Information

Zinc plaque (.153 or .060 thickness)

Acid (reverse) etched engraved copy

Black stipled background

Colors: Silvertone or Goldtone

Copy height: 1/2"

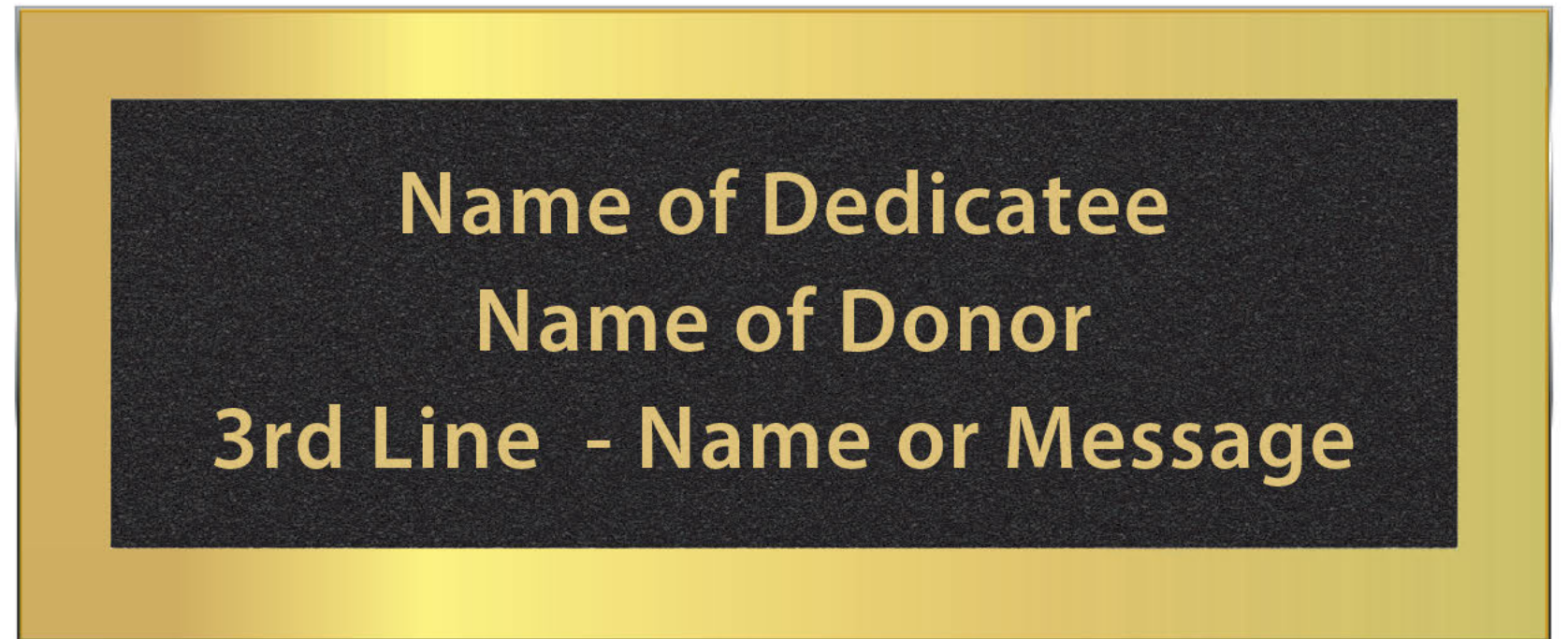
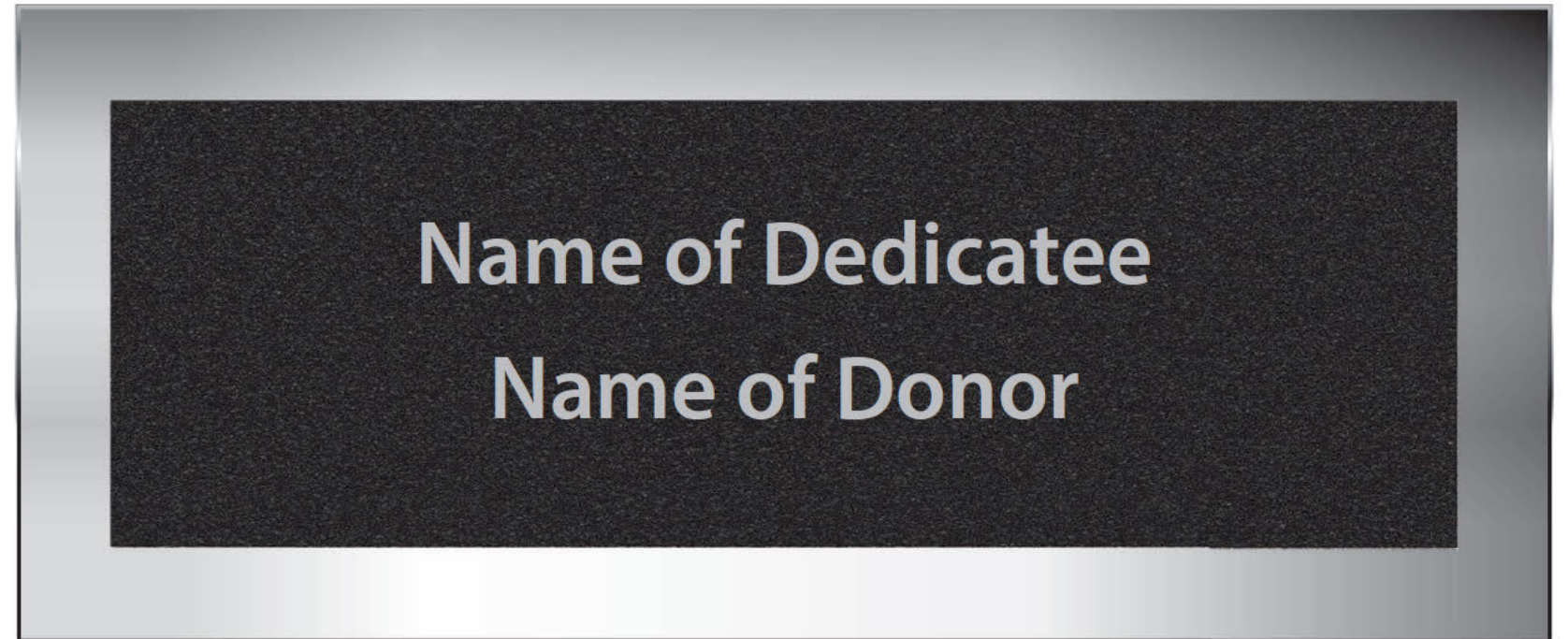
Copy font: Myriad Semi-Bold

Approximate maximum number of characters each line: 19

A protective clear polyurethane coat is applied over the top.

Note: See specifications for more information.

THIS BOX IS  
EXACTLY  
1" X 1"  
AT FULL  
SCALE



DRAWN BY: J.R. | MPRB PLANNING | DATE: 12.14.16

8" Wide x 3" High Dedication Plaque



**Minneapolis**  
Park & Recreation Board

**Plaque Information**

**Zinc plaque (.153 thickness)**

**Acid (reverse) etched engraved copy**

**Black stippled background**

**1/2" flat edge border**

**Colors: Silver-tone or Gold-tone**

**Copy font: Myriad Semi-Bold**

**Large copy height: 1"  
Approximate maximum number of  
characters each line: 14**

**Small copy height: 3/4"  
Approximate maximum number of  
characters each line: 19**

**A UV protective clear polyurethane  
coat is applied over the top.**

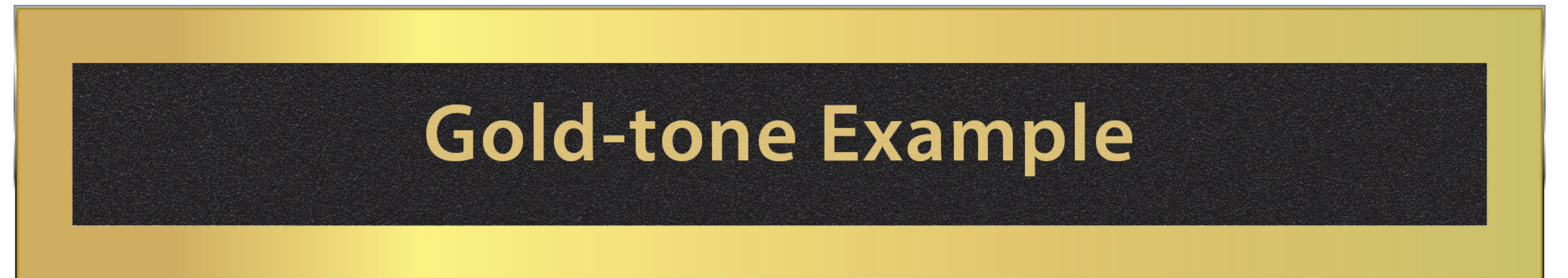
**Fasteners shall depend upon mounting  
condition; exposed fasteners shall be  
painted or finished to match surface  
condition, as applicable.**

**Note: See specifications for more  
information.**



THIS BOX IS  
EXACTLY  
1" X 1"  
AT FULL  
SCALE

**Shown full size - with silver-tone finish**



**Plaque Information**

Zinc plaque (.153 thickness)

Acid (reverse) etched engraved copy

Black stippled background

1" flat edge border

Colors: Silver-tone or Gold-tone

Copy font: Myriad Semi-Bold

Large copy height: 2"

Approximate maximum number of characters each line: 16

Small copy height: 1"

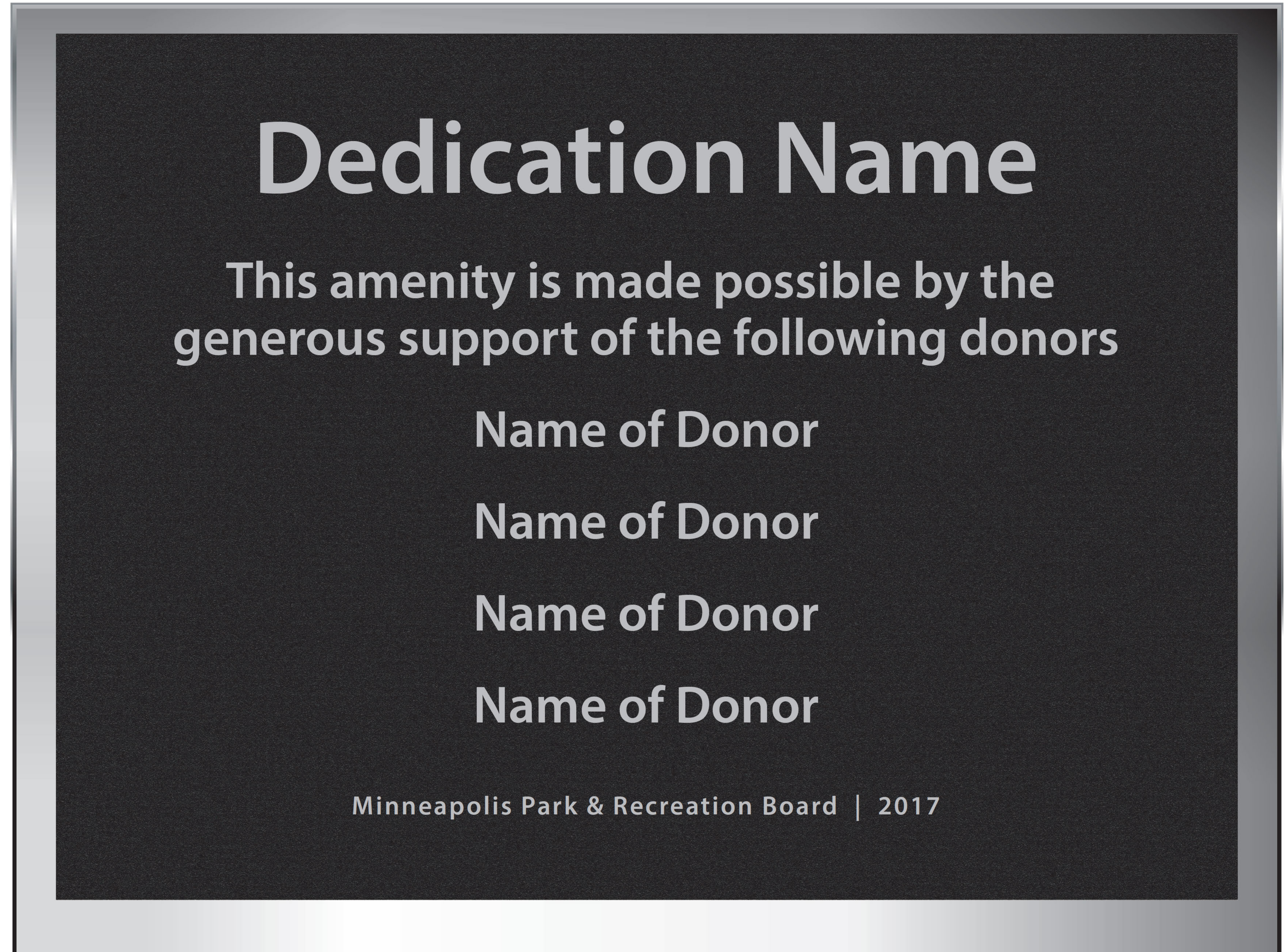
Approximate maximum number of characters each line: 24

A UV protective clear polyurethane coat is applied over the top.

Fasteners shall depend upon mounting condition; exposed fasteners shall be painted or finished to match surface condition, as applicable.

Note: See specifications for more information.

THIS BOX IS  
EXACTLY  
1" X 1"  
AT FULL  
SCALE



**Cut Metal Letters Information**

**Aluminum letters from 2" to 4" tall; Aluminum 5052 alloy**

**Thickness and depth: 1/2" - 1"**

**Outdoor finishes: Clear anodized (hardened) for longer outdoor life**

**Indoor finishes: Polished, brushed satin and baked-enamel paint**

**Colors: Silver-tone or Black**

**Copy font: Myriad Semi-Bold; spacing at 150%**

**Max. no. characters ea. line: TBD; verify mounting condition**

**Mounting options: Flush to wall or raised/floating off the wall with spacers**

**Fasters shall depend upon mounting condition; exposed fasteners shall be painted or finished to match surface condition, as applicable.**

2" Copy 2" Copy

3" Copy 3" Copy

4" Copy 4" Copy

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EXACTLY  
1" X 1"  
AT FULL  
SCALE

**Note: See specifications for more information.**