

**RESOLUTION 2025-26**

**RESOLUTION APPROVING A POLICY AND PROCEDURE FOR NAMING, CO-NAMING, AND RE-NAMING OF CITY-OWNED PROPERTIES**

**WHEREAS**, the City Council of the City of West Branch would like to establish a set of standard procedures and guidelines for the naming, co-naming, and renaming of City amenities, buildings, parks, recreational areas, and facilities owned and/or operated by the City of West Branch (the “City”); and

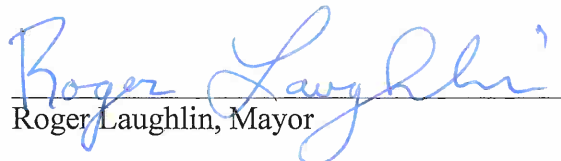
**WHEREAS**, the purpose of this policy (“Policy”) (See Exhibit A) is to provide City staff guidance when considering requests for naming, co-naming, and renaming City amenities; and

**WHEREAS**, this initiative encourages and recognizes the dedication of lands or donation by individuals or groups and ensures that naming is consistent with the values, priorities, and characteristics of the City; and

**WHEREAS**, the Council now wishes to officially approve a Policy and Procedure for Naming, Co-Naming, and Re-Naming of City-Owned Properties.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the West Branch, Iowa, that the City of West Branch Iowa Policy and Procedure for Naming, Co-Naming, and Re-Naming of City-Owned Properties, as attached in “Exhibit A” is approved.

Passed and approved this 3rd day of March, 2025.

  
\_\_\_\_\_  
Roger Laughlin, Mayor

ATTEST:

  
\_\_\_\_\_  
Leslie Brick, City Clerk

## Policy and Procedures for Naming, Co-Naming, and Re-Naming of City-Owned Properties

### **Naming or Renaming City-Owned Property**

#### **Purpose:**

The purpose of this policy (“Policy”) is to establish a set of standard procedures and guidelines for the naming, co-naming, and renaming of City amenities, buildings, parks, recreational areas, and facilities owned and/or operated by the City of West Branch (the “City”). This initiative encourages and recognizes the dedication of lands or donation by individuals or groups and ensures that naming is consistent with the values, priorities, and characteristics of the City.

#### **Definitions:**

**Applicant** – one who makes a formal proposal to name, co-name, or re-name a City-owned facility

**Application** – a completed proposal requesting a naming, co-naming, or renaming by an Applicant.

**City-Owned Facility** – any property, complex, amenity, building, park, structure, or related property owned or controlled by the City.

**Commemorative Naming** – a naming opportunity granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy, or as an honor and generally without financial consideration.

**Naming Entity** – the entity, corporation, community organization, or individual to whom Naming Rights are granted.

**Naming Rights** – refers to the granting by the City the right to name a portion of a City-owned facility either in exchange for financial consideration or in honor of outstanding achievement, distinctive service, or significant community contribution.



**Qualifying Names and/or Criteria:**

- Geographical location of the facility including descriptive names.
- An outstanding feature of the area. (example: hill, river, vegetation)
- Commonly-recognized subjects of historical significance such as an event, person (nonliving), group, culture, or place.
- A person (non-living) or group who significantly contributed to the acquisition or development of the City-owned property or street.
- An individual (non-living) who provided an exceptional service in the interest of the park system as a whole or for the community as a whole.
- A person (living) whose contribution or significant gift is of a most extraordinary nature.
- Naming may be considered based on the provision of significant funding that underwrites the cost of renovation or construction of a City-owned facility. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable City projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state, and local funding for such projects or complete donation of land.
- Parks and facilities that are donated to the City can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the City Council.
- Naming may include amenities, buildings, parks, and related public property.
- Naming should not conflict with grant funding policies established by local, private, state, and/or federal grant funding programs.

**Exclusions:**

- Naming associations with smoking or vaping products, alcohol, contraceptives, religious organizations, political candidates, or partisan organizations.
- The dedication of small park amenities with an identifiable lifespan and not intended to be permanent.
- Anything that is in violation of any federal, state or local law or regulations.



**Procedure:**

1. An Applicant, including City staff, residents, individuals, or organizations shall submit an Application (form can be found below) to the City Administrator for consideration and initial review. The City Administrator shall seek appropriate staff review at his or her discretion.
2. When naming after a person or group, written approval from the individual(s) if living, or from the next of kin if the individual(s) are deceased (if available/possible), must be included as part of the proposal
3. After due diligence, The City Administrator shall forward the application to the Mayor and Parks & Recreation Director, with relevant facts and fiscal impacts.
4. The City will allow for public input and comment at no less than one City Council meeting prior to a final decision on the application.
5. The City Council will confirm the naming or renaming of a City-owned facility by resolution.
6. The City Council shall have final approval and the absolute discretion to grant or deny a request for any reason or no reason.





**Application for Naming, Co-Naming, and Re-naming of City-Owned Properties**

If you would like to submit an application for renaming a city-owned property, answer the following questions. When completing this application, please carefully review the rules and requirements. Applications will not be considered unless the submission adheres to all related policies and requirements. All fields must be completed.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Current Name of Facility or Property: \_\_\_\_\_

Requested Change: \_\_\_\_\_

Justification: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the renaming has fiscal impacts, will you consider underwriting the costs?

\_\_\_\_\_

Is the documentation from the person, group, or next of kin attached?

\_\_\_\_\_