



Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: August 2, 2021

Re: Parks and Recreation Naming Policy

Executive Summary

The Parks and Recreation Department in conjunction with procedures established by the City Council, Legal and Purchasing departments have utilized an internal policy regarding the naming of parks, trails and recreation facilities for many years. The policy was updated in 2017 as the department sought sponsorships for the Columbia Sports Fieldhouse Courts and was recently revised by the Parks and Recreation Commission in January 2021. In summary, the policy states that City Council has the responsibility for naming all parks and destination trails such as the MKT, Hinkson, and Bear Creek Trails. Park staff, with approval from the Parks and Recreation Commission, may name specific amenities such as fields or courts, meeting rooms, shelters or playgrounds, and/or programs and events as a result of sponsorships. In all situations that require Council approval of a capital improvement project, staff includes the name of the park, trail, facility or field as part of the Council approval process and includes naming recommendations for a park or trail. Agreements for sponsorships that include naming are also approved by Council.

Discussion

City Council is responsible for naming all parks, trails and facilities while specific amenities such a field, court, meeting room or picnic shelter are named by staff with approval from the Parks and Recreation Commission. For example, Council officially approved the name of the Thomas E. "Country" Atkins Jr. Memorial Park and Sports Complex as part of the capital improvement process. Staff then named the individual fields Blue, Green, Red, Black and Gold fields so as to distinguish them from one another. However, these field names were included in the Council-approved capital improvement process as well.

The Parks and Recreation Department actively seeks sponsorships for events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities as a way to supplement or replace tax dollars. The purpose of such sponsorships is to increase P&R's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

In appreciation of such support, it is the policy of the Parks and Recreation Department to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the City's parks, facilities, and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.



Fiscal Impact

Short-Term Impact: NA

Long-Term Impact: NA

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
04/03/2017	Sponsorship and Naming P&R Facilities and Events https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=3010122&GUID=AF750F23-3E43-4D52-AA3A-52E400F2B285&Options=&Search=

Suggested Council Action

This report is for informational purposes only. Staff will continue to utilize the naming procedures as presented unless otherwise directed.