



City of Malibu

City Council Policy

Policy #52

Title: Naming Rights for Public Facilities

Purpose: The Naming Rights for Public Facilities City Council Policy establishes a clear and consistent framework for granting naming rights for public facilities. It ensures that naming rights are awarded in a manner that reflects the community's values and goals while providing opportunities for organizations, individuals, and entities to support public projects.

Policy Statement: The City of Malibu ("City") is interested in the potential naming rights of a park or a City building to offer an opportunity for financial or community contributions. The City feels that the naming of parks and City facilities should be a thoughtful process. Selecting a proper name for a park or facility should be purposeful and systematic. The following procedures are adopted to give City Council a uniform policy for developing meaningful names for City properties. Each request will be considered on a case-by-case basis.

Implementation:

City Council shall determine the naming, renaming, or dedication of City assets and the necessary contributions. Financial contributions associated with naming rights or dedications shall be made by City Council until a naming agreement has been reached and/or when the expense has been incurred. Endowment funds will be appropriated annually for maintenance and/or program support.

1. **Determination of Current Value:** The current value of buildings and other major facilities and donated real property shall be determined by an independent appraisal. In all other circumstances where the current value must be determined under this policy, the City shall make the determination.
2. **Duration of a Naming/Permanency of a Naming:** Naming rights are typically granted for a fixed term of 5 to 20 years, depending on the financial contribution and other factors. Should an existing facility be demolished, repurposed, or replaced by a new facility, the preexisting name may be, but does not have to be, transferred to the new facility. Transferring the said name will require the same approvals as the original naming.
3. **Naming Format:** The name may include the contributor's name, a corporate name, or a memorial designation, but it must be associated with the public facility.
4. **Visibility:** The name will be displayed at the facility in a manner consistent with the facility's design and branding.



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5. **Ethics and Morals Provisions:** Any legal impropriety or act which brings dishonor or disrepute to the City or community at large on the part of the donor, the individual bestowed in the honorific naming, or corporate donor, shall make the gift and naming subject to reconsideration and potential reversal by City Council. All donations to the City pursuant to this Naming Rights for Public Facilities policy are nonrefundable at the time of donation. The City Council has the discretion to consider a refund request. The City Council shall consider the severity of the legal impropriety or act in question and the age of such impropriety or act in determining if any portion of the donated funds should be returned to the donor.
 6. **Guiding Policies and Laws:** All naming must comply with the requirements of the City of Malibu and Naming Rights Policy and be consonant with all other applicable City policies and State of California laws.
 7. **Approval of Changes:** Any changes to the approved name or related signage must be submitted for review and approval.

Naming Recreational Facilities

Parks will not be subdivided for naming unless there are readily identifiable physical divisions, such as roads, waterways, or defined boundaries. However, the naming of specific major recreational facilities within parks will be permitted. Under these circumstances, such names should differ from the park name to avoid confusion.

The City Council shall determine all parks and recreational facilities eligible for naming rights. Naming opportunities shall extend to tangible and intangible assets, including but not limited to Parks, Playfields (Soccer, Baseball, Softball, etc.), Courts (Tennis, Basketball, Pickleball, etc.), Swimming Pools or Swim Facilities, Dog Parks, Playgrounds, Picnic Areas, Outdoor Shelters, Gardens, Skateparks, and Park Buildings. Named Scholarships or Program Endowments, Endowed Event, Endowed Program, or Endowed Scholarship.

Procedure for Naming by a Major Donor:

The park or facility naming procedure is intended to review the long-term implications of naming a park or facility. The following procedure will be followed in the naming of parks or facilities following a request from a Major Donor:

1. Staff will collaborate with the donor to prepare a list of potential names and the rationale for the name based on input from an appropriate source. This may include a specific request from an organization or individual and their rationale.

The list will be filtered based on criteria contained within this policy.

2. The Parks and Recreation Commission (Commission) will review the list of potential names and discuss each name and its relative merits. Based on various factors, such as historical or environmental context, relevance, etc., names may be added or eliminated.

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3. Staff or the requestor will provide additional information related to the naming to the Commission. The Commission shall recommend three or fewer names for City Council consideration.
 4. City Council will make the final determination on the name. If the Council does not approve the name, it will provide directions to staff or the Commission, and the process will begin again. The City Council may also choose to deny any potential names and donations.

Park/Facility Naming Criteria:

When undertaking the process described above, criteria should be used to generate a list of potential park or facility names.

1. The name of the neighborhood in which the park or facility is located.
2. The school's name, if adjacent to or closely identified with the park.
3. The name of a local interest point or topographical feature near the park or facility, including a stream, vegetation, or ecology of the area.
4. The name of an event or historical occurrence associated with the adjacent area.
5. A creative name based on impressions of the site.
6. The name of which most of the neighborhood and/or area residents refer to the park.
7. The name of a person who dedicates a significant part or all the land for the park or the building of the facility.
8. The name of a person of significant stature within the community.
9. The name of an organization or group of citizens that has contributed to the development of the park or facility.

Threshold

Below are guidelines meant to be a starting point in the negotiations with the contributor.

1. A minimum financial contribution threshold will be established, subject to periodic review. This threshold will reflect the size and importance of the facility.
2. Contribute all the land, facilities, or equipment.
3. Contribute to the costs of construction for the park or building to be named. Council may also identify naming opportunities with minimum contribution amounts for a project(s) that differ from those listed.
 - a. For assets with costs of \$2,000,000 or less, a contribution of 100% is requested

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- b. For assets with costs of \$2,000,001-\$4,999,999, a contribution of 50% is requested
 - c. For assets with costs of \$5,000,000 or more, a contribution of 25% is requested
4. A contribution by a donor to allow for a significant cost reduction in upgrading/expanding an existing facility within a park.
 5. Provide endowment for long-term repair and maintenance of the park or property.
 6. Provide a significant contribution to the costs of programming that will support the mission of the City.

Terms/Expiration of Naming Rights

The duration of the naming rights will be evaluated individually. In all scenarios, a term expiration will be established.

1. Naming rights are granted for a term specified in the agreement, generally between 5 and 20 years.
2. During the naming agreement, the contributor will be responsible for changes, including all costs, made to their logo that would require changes to the signs on the asset. Change requests are at the discretion of the City, which will not be unreasonably withheld.
3. Where a facility, building, landscape area, program, or other related Park and Recreation asset is named for a corporate entity, the name used should normally be the shortest name possible.
4. Where the naming rights purchased are for a corporate entity or business, the naming rights shall be limited to not longer than the life of the corporate entity.
5. If a naming right opportunity includes signage, a detailed proposal of the signage, including design, layout, verbiage, font, and cost, must be provided in writing for review and approval by the City and Planning Department. All signs must adhere to the Malibu Municipal Code (Chapter 17.52).
6. Benefits that may violate other park policies, city policies, or ordinances will not be included in any agreement.
7. The agreement may include an option for renewal based on performance and continued alignment with community values.
8. At the end of the term, naming rights revert to the public entity unless renewed. Renewal is at the discretion of the City.

Renaming of Parks or Facilities:

Renaming parks or facilities should be done only after careful consideration. The request to rename an existing park or facility may originate from various sources (e.g., the nearby neighborhood, subdivision

developer, Commission, or City Council). The process for renaming the park would be the same as for a new park, with the following two preliminary steps.

1. Upon receipt of a written request for a name change, staff will research information concerning the current name of the park or facility. The research would include the reason or circumstance for the initial naming of the park or facility and any overriding commitment to the current name.
2. The Commission would review the reasons to retain the current name or options to change it and provide a recommendation to City Council. City Council will approve or deny the renaming request or refer it back to staff for further review.

City Council may consider renaming a park or facility if one or more of the following criteria are met:

1. The primary park users have submitted a petition for a name change that deserves consideration through the normal naming process (described above).
2. An individual or organization contributes a significant portion of the costs for acquiring/developing/renovating a park or facility or adds significant land.
3. Provision of an endowment for the continued maintenance and/or programming of the park or recreational facility.

General Standards

The following criteria must be met, including but not limited to any corporate entity or business or corporation, individual or family naming, or presentation sponsorships:

1. Naming rights must be consistent with the overall branding and naming conventions of public facilities.
2. The naming decision should consider the broader public interest and not be solely based on private interests.
3. The process for granting naming rights will be transparent, with clear documentation and public availability of the decision-making process.
4. Does not discriminate against any person, employee, member, or volunteer based on race, color, creed, religion, gender, sexual orientation, age, marital status, ancestry, national origin, or physical or mental disability, in compliance with all federal, state, and local laws and statutes; and
5. The name does not have connotations that are derogatory or offensive by contemporary community standards.
6. Does not promote environmental, work, or other practices that, if they took place in the park, would violate U.S. or state law (i.e., dumping hazardous waste, exploitation of child labor, etc.).

7. Does not promote drugs, alcohol, tobacco, gambling, or adult entertainment.
8. Does not constitute violations of law.
9. Does not participate in unethical business practices as determined by a court of law.
10. Does not exploit participants or City employees.
11. Does not include religious references or political statements.
12. Does not endorse products or services that do not comply with City policies and procedures, City, State, or federal regulations, ordinances, codes, or statutes.
13. Does not appear to be in direct competition with City services.
14. Does not endorse products or services that conflict with the City's mission or vision statements.
15. The City reserves the right to terminate any naming rights agreements not in accordance with City Council Policies.

Approval and Revision

This policy will be reviewed periodically and revised based on changes in community values, financial conditions, or legal requirements. Revisions must be approved by the City Council.

Date Adopted: March 10, 2025