

RESOLUTION NO. 7698

A RESOLUTION introduced by Councilmember Brett Blackburn establishing a policy for the naming/renaming of City facilities and specifically rescinding City of Topeka Resolution No. 6346.

BE IT RESOLVED by the Council of the City of Topeka that the following is hereby established as the policy of the City of Topeka for the naming/renaming of City facilities:

1. Procedures to propose naming/renaming facilities after individuals who have made significant, historical, cultural, political or other non-financial contributions to the City of Topeka or State of Kansas.

A. Upon submission of a proposal to the City Manager for naming or renaming of a City facility, the applicant(s) shall prepare in writing, information including the current name (if any), location of the property, the proposed name of the property, a complete description of the contribution(s) of the individual(s) for whom the naming/renaming is proposed or the reasoning for the name proposed (if not an individual), and background history on the present name of the premises. Strong consideration will be given to maintaining current names of City facilities named for individuals whose contributions were previously honored.

i. The application shall clearly state the contributions made by the proposed named person to the City of Topeka. Said contributions shall include, but not be limited to, donations of time, money, land, gifts or services which directly or indirectly benefited the City of Topeka and its citizens.

B. The City Manager, or his or her designee, upon receiving the proposal

for naming or renaming, shall ensure that all information required is provided by the applicant(s), and that the information submitted is confirmed. Incomplete applications shall be returned for additional information.

C. Written recommendations shall be solicited from City department heads which will be responsible for the facility. Additionally, if applicable, written recommendations shall be solicited from neighborhood improvement associations or neighborhood associations in which a facility is located.

D. Within thirty (30) days of the receipt of a completed application and written recommendations, the City Manager shall place on a City Council agenda, a resolution adopting the proposed name. The resolution shall be accompanied by the application and written recommendations.

2. Procedures to propose naming or renaming facilities after individuals, businesses or organizations in recognition of financial contributions to the City of Topeka.

A. Upon submission of a proposal by the City Council to the City Manager for naming or renaming a facility in recognition of financial contributions, any interested donor shall be permitted to submit a donation proposal to the City Manager.

B. Solicitations of donation proposals shall be advertised once in the official City newspaper. Such advertisement shall state the location and current name of the facility which has been selected for naming in recognition for financial contributions and shall specify the time period in which donation proposals shall be accepted which will not be less than two

(2) weeks from the publication of the advertisement.

C. Within 30 days of the donation proposal acceptance period, the City Manager shall place on a City Council Agenda, a resolution naming or renaming the selected facility in recognition of the highest donation proposal.

D. The City shall reserve the absolute right to choose the name of the facility and to recognize how the successful bidder is recognized for its financial contributions.

3. Procedures and policies when entering into corporate sponsorship/naming agreements for the naming of city facilities. Corporate sponsorship is distinct from corporate donations or gifts for which there is no recognition or compensation.

A. Purpose. The purpose of this policy is as follows:

i. To outline the guidelines and procedures for entering into corporate sponsorship agreements.

ii. To recognize that corporate sponsorships provide an effective means of generating new revenues and alternative resources to support City of Topeka facilities and programs.

iii. This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists.

B. General policy. It is the policy of the City of Topeka that:

i. Corporate sponsorship agreements will exist in accordance with guidelines and procedures set forth in this policy.

ii. Corporate sponsorships must support the mission and policies

of the City of Topeka.

iii. Corporate sponsorships will not result in any loss of City of Topeka jurisdiction or authority.

iv. In general, the following industries and products are not eligible for corporate sponsorships with the City of Topeka: police-regulated businesses; religious and political organizations; or companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography.

C. Definitions. The following definitions shall apply to this policy:

i. Corporation – a for-profit entity (business, company, and merchant) acting under a legal charter having its own rights, privileges and liabilities.

ii. Corporate Sponsorship:

a. Display by a specific corporation of its company logo or other form of corporate recognition on City of Topeka property, in exchange for financial support and/or goods or services.

b. A City of Topeka facility, a portion of a facility, a program or an event named for a corporation in exchange for financial support and/or goods or services.

iii. Park Facilities - all facilities and land in the park and recreation system of the City under ownership, management and/or control of the City.

iv. Sponsorship Categories

a. Type A: Site-Specific Program Sponsorship: A neighborhood business, local merchant or local branch of a corporation sponsors a time limited event or program at an individual City of Topeka facility.

b. Type B: Citywide Program Sponsorship: A local corporation sponsors a time limited program that is held at multiple City of Topeka facilities or has a citywide presence.

c. Type C: Temporary Logo or Recognition Display Sponsorship: A sponsorship agreement that includes a display of recognition on City of Topeka property for more than seven calendar days and less than one year.

d. Type D: Long-Term Sponsorship: A sponsorship agreement that includes the naming of a facility or portion of a facility for a corporate sponsor for more than one year.

D. Responsibility. The City Manager (or designee) is authorized to enter into corporate sponsorship agreements. Sponsorship types C and D are subject to the approval of the City Council.

E. Signage:

i. The type, location, size, design, content and duration of any advertising, advertising display or sponsor recognition must meet all appropriate zoning, signage and building code requirements of the City of Topeka.

ii. Allowed signage and recognition display details, including type,

location, size, design, content and duration of display, will be a component of the corporate sponsorship agreement; additional signage requests require approval by the City Manager.

iii. Freestanding billboards are not allowed on City property.

F. Employee Participation. No employee shall be required to wear clothing with corporate logos or advertising.

G. Community Sports Teams. Businesses and merchants may sponsor community sports teams (soccer, softball, etc.) and are not subject to the corporate sponsorship policy. The City Manager must approve any recognition of this corporate sponsorship on City of Topeka property other than on uniforms or in connection with concessions or as provided by other contractual relationships.

H. Procedures:

i. All proposals for sponsorships must be submitted in writing to the City Manager.

ii. The City Manager will review the proposal, seek advice from the City staff, as appropriate, and make a decision on the proposal.

iii. If the City Manager approves the proposal in principle, City of Topeka staff will draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to the City of Topeka; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent

142 with applicable City policies and ordinances and good business  
143 practices. All contracts will be subject to the final approval by the City  
144 Council.

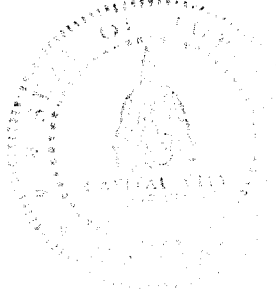
145 I. Criteria. The City Manager or a designee shall use the following  
146 criteria when evaluating a corporate sponsorship proposal:

- 147 i. The compatibility of the corporation's products, customers and  
148 promotional goals with the City of Topeka's mission;
- 149 ii. The corporation's past record of involvement in community and  
150 City projects;
- 151 iii. The desirability of association – the image;
- 152 iv. The timeliness or readiness of the corporation to enter an  
153 agreement; and
- 154 v. The actual value in cash, or in-kind goods or services, of the  
155 proposal in relation to the benefit to the corporation;
- 156 vi. Community support for, or opposition to, the proposal;
- 157 vii. The operating and maintenance costs associated with the  
158 proposal; and
- 159 viii. The corporation's record of responsible environmental  
160 stewardship.

161 BE IT FURTHER RESOLVED that City of Topeka Resolution No. 6346 is hereby  
162 rescinded.

163 ADOPTED and APPROVED by the City Council October 11, 2005.

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CITY OF TOPEKA, KANSAS

William W. Buntten  
William W. Buntten, Mayor

ATTEST:

Iris E. Walker  
Iris E. Walker, City Clerk

APPROVED AS TO FORM AND LEGALITY

DATE 9/27/05 BY BBL