



Dallas Park & Recreation

PARK NAMING POLICY

**PARK AND RECREATION BOARD
AUGUST 3, 2017**



PURPOSE

- Brief Park and Recreation Board on current Park Naming Policy
- Discuss concerns with current policy
- Get direction from Administration and Finance Committee and full Board on how to proceed with revisions to current policy

BACKGROUND OF THE POLICY

- Park and Recreation Board evaluated the then-current Park Naming Policy in 2008
 - Administration and Finance Committee worked on the policy for more than 6 months
 - Current Park Naming Policy was adopted by the Board on February 19, 2009
 - Board authorized a moratorium on naming parks pending a review of the policy on April 21, 2011
 - Administration and Finance Committee began review and revision process of current policy in May, 2017
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HIGHLIGHTS OF THE POLICY

- Naming opportunity for monetary contribution
- Naming opportunity for non-financial contribution
- Identifies the process for each type of naming

GENERAL POLICY APPLICATION

- Naming Duration
 - Duration of an Official Name shall be deemed, in all cases, to be 40 years unless a shorter or longer period is specifically stated in the Board's naming or renaming decision
 - Duplicate Name
 - The Board will not consider names which duplicate the name of another Park, Recreation Center or Component
 - Placeholder Names
 - Newly acquired or donated properties with no official naming request shall be given a placeholder name in conjunction with the Board agenda item accepting the property
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GENERAL POLICY APPLICATION

- Current Name
 - The Board will consider the history and longevity of the current name of the Park or Recreation Center, along with the value of the current name in the community, when considering the Official Naming or renaming of a Park or Recreation Center
 - Renaming can apply
 - Park has a placeholder name
 - Expiration of the term of the official name
 - Dishonor of the current official name
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GENERAL POLICY APPLICATION

- Park Board is the naming authority over parks and department facilities
- Property donated to the City will be evaluated for need
- Property accepted for mitigation is not a gift

NAMING FOR MONETARY CONTRIBUTION

- Contribution includes monetary, real property, personal property or combination
- Exclusive naming
 - Contributions equal to at least 50% of the sum of the value of the land plus value of anticipated future development
- Park only naming
 - Contributions equal to at least 40% of the sum of the value of the land plus value of anticipated future development
- Consideration for multiple donors

NAMING FOR NON-FINANCIAL CONTRIBUTION

- Community group must sponsor the park naming request and participate in the process
 - Community group must provide compelling information to the Park and Recreation Board to consider the naming request
 - Community group must demonstrate the proposed name represents the consensus of the community
 - The proposed name can be for a historical figure, event, concept, organization or person
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NAMING FOR NON-FINANCIAL CONTRIBUTION

- Park naming proposed for an individual
- Deceased at least 18 months or 70 years of age or older
- Not a member of Board or City Council for 18 months preceding the request
- Contributed direct and significant service to the community and/or park system for more than 25 years or two-thirds of the person's life span
- Request represents consensus of the neighborhood

CONSENSUS OF THE NEIGHBORHOOD

- Consensus of the neighborhood is demonstrated as follows
 - Mini park or Neighborhood park
 - 200 signatures of residents living within a 1/2-mile radius
 - Community park
 - 600 signatures of residents living within a 2-mile radius
 - Metropolitan or Regional park
 - 1,000 signatures of residents throughout the city

BOARD DIRECTED EVALUATION

- Board may direct staff to evaluate the request, for example
 - Research the historical figure, event, concept, organization or person to verify the exceptional contributions represented
 - Verify the signatures on the petition
 - Organize a community meeting or conduct a survey for feedback on the proposed name
 - Conduct a background check on person or entity which is the proposed namesake of the park
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RECREATION CENTER NAMING

- **Monetary**
 - 50% of the sum of the value of an existing recreation center, or
 - 50% of the sum of the anticipated total cost of a new recreation center
 - **Non-Financial**
 - Same requirements as a community park
 - Consensus demonstrated by 600 signatures within a 2-mile radius
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RECREATION CENTER NAMING

- Board may direct staff to evaluate the request, for example
 - Research the historical figure, event, concept, organization or person to verify the exceptional contributions represented
 - Verify the signatures on the petition
 - Organize a community meeting or conduct a survey for feedback on the proposed name
 - Conduct a background check on person or entity which is the proposed namesake of the center
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PARK COMPONENT NAMING

- Monetary
 - 50% of the sum of the value of the design, purchase and installation of the component
 - 100% of the cost to renovate an existing component
 - Some other financial contribution considered by the Board
 - In each case, the Board will
 - Evaluate the component for compatibility in the park
 - Consider the additional maintenance burden
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FAIR PARK NAMING

- Majority of the facilities in Fair Park are not eligible for renaming due to the City, State and National historical designations and the City's Fair Park Ordinance
 - Any request for naming a facility in Fair Park will be submitted in writing and evaluated by the Director and Board
 - Any naming that is considered is subject to the same General Guidelines presented in the Park Naming Policy
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NAMING FOR MONETERY CONTRIBUTION - EXAMPLE

- Belo Garden
- The Belo Foundation and Belo Corp. donated \$5.5 million towards the purchase of the land, development and construction of Belo Garden
- An additional \$1 million donation from Maureen and Robert Decherd was placed in an endowment for future repair and maintenance of Belo Garden
- The Belo Foundation shares the cost of maintaining the park with the City

MANAGEMENT/DEVELOPMENT CONTRACTS AND NAMING RIGHTS

- Certain management and/or development contracts authorize the managing entity to negotiate naming rights for the facilities they manage
 - Dallas Arboretum and Botanical Society
 - Dallas Zoo Management
 - Trinity River Audubon Center
 - Woodall Rodgers Park Foundation
 - Any naming bestowed through a managing entity is subject to the same General Guidelines presented in the Park Naming Policy
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NAMING FOR NON-FINANCIAL CONTRIBUTION - EXAMPLE

- Derek Geter Neighborhood Park
 - Formerly named Scotland Park
 - Designation, neighborhood park
 - Derek Geter was a musician and gospel recording artist
 - Organized 4 events in Scotland Park for children
 - Passed away 2 years prior to the park naming request

NAMING FOR NON-FINANCIAL CONTRIBUTION - EXAMPLE

- **Derek Geter Neighborhood Park**
- **Committee provided the signatures, a copy of the death certificate and paid for one new park sign to reflect the name change**
- **Staff conducted a background check on Mr. Geter and conducted signature verification**
- **The Board approved the naming on September 2, 2010**

NAMING FOR NON-FINANCIAL CONTRIBUTION - EXAMPLE

- William Blair Jr. Park
 - Formerly named Rochester Park
 - Designation, community park
 - William “Bill” Blair Jr. was a former Negro League Baseball player and newspaper publisher
 - The committee presented information that Mr. Blair was at least 70 years old and had been a civil rights activist for more than 60 years
 - Launched Dallas’ first Dr. Martin Luther King Jr. Day Parade
 - Founded The Elite News
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NAMING FOR NON-FINANCIAL CONTRIBUTION - EXAMPLE

- **William Blair Jr. Park**
- **Committee provided the signatures and paid for 2 new park signs to reflect the name change**
- **Staff conducted a background check on Mr. Blair and conducted signature verification**
- **The Board approved the naming on April 21, 2011**

MORATORIUM ON PARK NAMING

- In conjunction with the action to name William Blair Jr. Park, the Board authorized a moratorium on naming parks pending a review of the policy
- Park and Recreation Boardmember Tony Hinojosa Jr. was named to chair the committee to review the policy
- Before the committee got underway, Boardmember Hinojosa went off the Board and another chair was not named

CONCERNS WITH POLICY

- Monetary contribution thresholds for park naming may be too high
- No section for naming unique park components or features, such as, the Mockingbird Pedestrian Bridge
- Define community group

CONCERNS WITH POLICY

- Non-Financial contribution portion of the policy is ambiguous
 - No specificity to evaluate “significant contribution to community and/or Park System”
 - Board put in uncomfortable situation of applying objective criteria to an extremely subjective and emotional request
 - No clear method to verify the names on the signature lists
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CONCERNS WITH POLICY

- Non-Financial contribution portion of the policy is ambiguous (continued)
- No limit to the number of signatures per address
- No clear method to verify if the proposed park name represents the consensus of the community
- The threshold for naming a park based on non-financial contribution too low in comparison to the threshold for naming a park based on monetary contribution

NEXT STEPS

- Administration and Finance Committee incorporates full Board recommendations into Committee's recommendations
 - Committee provides feedback and recommends changes to the policy
 - Staff makes revisions to policy based on Committee's final recommendations
 - Present revised policy to Committee and full Board for consideration
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