
Policy: Naming of the Parks, Facilities and Recreational Amenities

Adopted by Board of Park Commissioners: March 2021

Purpose: To outline the criteria and procedures for official naming of parks, facilities, and recreational amenities in the City under management and control of the Board of Park Commissioners.

Procedure

(1) All requests for naming City parks, facilities, and recreational amenities must be presented in writing to the Superintendent of Parks, Recreation, Youth and Community Services. Requests must include a statement summarizing the justification for the recommended name(s). (2) The written request will be presented at the next scheduled regular meeting of the Board of Park Commissioners for initial review. When possible, the requester(s) shall attend the meeting to provide oral testimony in addition to the written request. (3) At this time the Board can make the motion to move forward with the request or deny the request. The Board reserves the right to deny any request at their sole discretion. (4) If the request is advanced by the Board there will be a public hearing at the following Board of Park Commissioners meeting before a name is officially changed. Upon completion of the Public Hearing the Board will vote to officially approve or deny the name change request.

Criteria

The individual shall meet (1) or more of the following criteria established by the Board:

1. Has made a significant financial contribution, sponsorship or other commercial transaction wherein the City receives a monetary gain in exchange for the naming. This may include provision or supply of equipment, materials, land or services.
2. Recognition of historical significance and/or outstanding service to the city parks, facilities and recreational amenities that resulted in significant and enduring contributions to the community.

Special Notes

(1) The naming request for a recently deceased individual shall have a (90) day waiting period from the time of death before the request may be formally considered by the Board. (2) No official in office or employee of the City of Bristol will be considered until such person has left office or City employment. (3) A name once adopted, should be bestowed with the intention that it will be permanent, and changes should be strongly resisted.

Physical Display of Naming Rights

The physical display of the naming rights shall be decided on a case-by-case basis at the recommendation of the Board but with sole discretion of the Superintendent to ensure funding exists and signage/plaques meet department brand standards. Funding may be requested of the individual(s) making the request or may be provided by the city if appropriate and funding exists.