

COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY

Subject

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Naming of County Parks and Recreation Amenities

F-52

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Purpose

The intent of this policy is to set forth criteria and parameters to guide naming rights opportunities for amenities within County of San Diego Department of Parks and Recreation (DPR) facilities. This policy provides DPR the authority to consider and approve the naming of park amenities after an organization, business or individual that has provided a financial contribution to support parks and recreation capital and major maintenance projects.

Definitions

In the context of this policy, the following definitions apply:

- a) "Amenity" means a smaller support structure or park feature located within a larger County park facility such as, but not limited to, sports fields, conference rooms, playgrounds, pools, decorative or water play fountains, gardens, gazebos, pavilions, tennis courts, basketball courts, volleyball courts, or trails.
- b) "Naming or Naming Rights" refers to the opportunity to name a DPR park amenity.

Policy

- 1. DPR shall pursue alternative funding to achieve appropriate levels of cost recovery in accordance with County of San Diego Board of Supervisors Policy B-55 and DPR's cost recovery business plan.
- 2. The naming of DPR facilities will continue to be covered by Board of Supervisors Policy F-46, which states the naming of County buildings and structures shall be done only by the Board of Supervisors, by resolution adopted with a majority vote.
- 3. This policy shall supersede F-46 and authorize the DPR Director to consider and approve park amenity naming rights that are for a term of 5 years or less or that will result in \$15,000 or less in total revenue for the duration of the naming term.

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Guidelines and Criteria

In all cases, DPR will ensure that naming rights will not be in conflict with or run counter to DPR's mission and goals that are adopted annually by the Board of Supervisors including, but not limited to:

- Promote healthy lifestyles or civic responsibility
- Recreational programs and services that increase physical, intellectual, social and/or emotional abilities
- Promote environmental awareness and responsibility
- Acquire, preserve, or enhance significant natural resources
- Promote resource sustainability
- Increase environmental stewardship
- Educate the public about resources, conservation or sustainability
- Support the multiple species conservation program
- Improve energy and water efficiency
- Protect the tree population
- Promote acquisition, development or maintenance of facilities that support community needs, provide safe and accessible opportunities to gather, promote park stewardship or celebrate diversity while connecting communities.
- Support healthy families, sustainable environments or safe communities
- Foster community ownership in the maintenance and security of the County's trail systems
- Support accessible places for recreation
- Promote government agency partnerships and community involvement
- Promote volunteerism
- Enhance park safety
- Strengthen connection between people and the outdoors
- Support affordable recreation options
- Enhance quality of life

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Naming rights proposals that shall **not** be considered are those which:

- a. Promote practices that, if they took place, would violate U.S. or state law (i.e. - dumping of hazardous waste, exploitation of child labor, etc.), or promote drugs, alcohol, tobacco, gambling or adult entertainment.
- b. Discriminate on the basis of gender, ethnicity, religion, economic status, national origin, disability, medical condition, sexual orientation, or age.
- c. Include religious references or political statements.
- d. Endorse products or services that do not comply with DPR policies and procedures, County, State or federal regulations, ordinances, codes, or statutes.
- e. Appear to be in direct competition with DPR services or products.
- f. Endorse products or services that conflict with DPR's mission or Board of Supervisors approved objectives or goals.

All park amenities eligible for naming rights shall be determined by the DPR Director or designee. If a naming right opportunity includes signage, a detailed proposal of the signage, including design, layout, verbiage and cost will need to be provided, in writing, for review and approval by the DPR Director or designee. DPR can specify sign size, type, and font of any naming rights signage or displays. DPR reserves the right to terminate any naming right agreements not in accordance with this Board Policy.

Sunset Date

This policy will be reviewed for continuance by 12-31-32.

Board Action

01/29/14 (2)

11/14/18 (9)

11/04/2025 (18)

CAO Reference

1. Department of Parks and Recreation