

BOARD REPORT

NO. 22-146

DATE: June 02, 2022

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: REVISED SPONSORSHIP RECOGNITION POLICY, PROCEDURES, AND GUIDELINES FOR RECOGNIZING ORGANIZATIONS AND INDIVIDUALS THAT CONTRIBUTE TO AND/OR SUPPORT CITY OF LOS ANGELES PARKS AND PROGRAMS; REVISED NAMING POLICY (CRITERIA, GUIDELINES AND PROCEDURES FOR PARKS AND PARK ASSETS)

AP Diaz _____
H. Fujita _____
J. Kim _____

* M. Rudnick MR
C. Santo Domingo _____
N. Williams _____

M. Slu
General Manager

Approved _____

Disapproved _____

Withdrawn X

RECOMMENDATIONS

1. Approve and adopt the proposed, revised Sponsorship Recognition Policy, Procedures and Guidelines for Recognizing Organizations and Individuals that Contribute to and/or Support City of Los Angeles Parks and Programs, as attached to this Report as Attachment 1, setting forth the policy, procedures and guidelines related to the evaluation and approval of sponsorship proposals and sponsorship recognition (Revised Sponsorship Policy); and,
2. Direct the General Manager to implement the Revised Sponsorship Policy in connection with RAP's evaluation and approval of all sponsorship proposals and sponsorship recognition; and, .
3. Approve and adopt the proposed, revised Naming Policy (Criteria, Guidelines and Procedures for Parks and Park Assets), attached to this Report as Attachment 2, setting forth the criteria, guidelines and procedures for the naming (or renaming) of parks, recreational facilities, landmarks and any other park assets as defined in such policy (Revised Naming Policy); and,
4. Direct the General Manager to implement the Revised Naming Policy in connection with RAP's evaluation and approval of all proposals or requests for the naming of parks, recreational facilities, landmarks, or any other park asset as defined in such policy.

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SUMMARY

On June 5, 2013, the Board of Recreation and Park Commissioners (Board) approved and adopted RAP's current Sponsorship Recognition Policy, Procedures and Guidelines (Existing Sponsorship Policy) for the recognition of sponsors, donors, and contributors who support Los Angeles City parks, facilities, and programs (Report 13-160), and also approved and adopted RAP's current Naming Policy, Procedures and Guidelines (Existing Naming Policy), for parks and recreational facilities (Report No. 13-161) (collectively referred to herein as, "Existing Policies"). The Existing Policies, included with this Report as Attachment 3 (Existing Sponsorship Policy) and Attachment 4 (Existing Naming Policy), have been used by RAP since their adoption to evaluate and approve sponsorship proposals involving an offer of monetary, capital, and/or in-kind donations, gifts, and contributions, and sponsorship recognition in connection thereto, as well as proposals or requests for the naming of parks and park assets. Staff have used the Existing Policies as the basis for providing recommendations for such proposals, recognition, and requests to RAP Executive Management for the Board's acceptance and approval, which have led to the creation of additional recreational opportunities benefitting the public through enhanced experiences at RAP operated parks, facilities, and programs, as well as enhancing community involvement in the park system through the naming of parks and park assets. Further, the Existing Policies have provided RAP with the mechanism(s) to recognize sponsorships, and individuals or events that have had a significant impact on the community.

However, although the Existing Policies have served RAP and the park system well, there have been occasions when certain scenarios and situations have presented themselves which were difficult to fully address through or by the Existing Policies due to the ambiguous and/or flexible nature in some areas of the Existing Policies. Matters relating to the type, size, and location of certain forms of sponsorship recognition (primarily signage), as well as the duration of time that such arrangements would be allowed to remain in place became challenging for staff to manage and the Board to approve. The overall intent of the proposed Revised Sponsorship Policy and Revised Naming Policy (collectively, "Revised Policies") is to remedy these ambiguities and the challenges they have presented while preventing any potential or perceived commercialization of parks and park assets. Under the Revised Policies, RAP staff will have a better understanding of what sponsorship proposals, sponsorship signage and naming proposals/requests can be potentially allowed, with clearer guidance provided and more specific criteria, requirements and restrictions available so potential sponsors, donors, contributors, and naming proposers (collectively "Supporters") can prepare proposals with specific information in mind, with an understanding of what is allowable and/or can be considered, while minimizing expectations that may not comply with the Revised Policies.

Staff therefore recommend that the Board adopt the Revised Policies included with this Report (Attachment 1 and 2), replacing the Existing Policies for implementation by RAP staff in response to related sponsorship and/or naming proposals received from existing and/or potential new Supporters. The Revised Policies are intended to be administered department wide by RAP staff, regardless of the unit that receives a proposal for evaluation, with the exception of short-term

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events involving the temporary display of event-related recognition signage (30 days or less). In general, with respect to sponsorship recognition signage, the Revised Sponsorship Policy addresses the placement of recognition signage that will be in place for a period of one or more years, which is typically related to the installation or construction of park amenities and capital improvements which will exist for multiple years, or related to the ongoing support of annual programming which could be occurring citywide or at a particular facility.

Leading up to the Board's 2021 Annual Retreat held on December 8th, 2021, staff had previously received input from RAP's Executive Management and certain individual Board members, indicating that:

- The Existing Sponsorship Policy in its application is too broad;
- Staff should be able to work under specific parameters when preparing recommendations for sponsorship recognition and naming;
- There should be more clarity regarding such sponsorship recognition and naming parameters, particularly with respect to donor walls involving multiple donors;
- More specific guidance regarding an acceptable duration of time during which the sponsorship recognition or naming would remain in place; and,
- The specificity of the contribution or basis for naming a particular park asset should be considered when determining the appropriate size, type and location of the signage utilized, including plaques and donor walls.

Drafts of the Revised Policies were presented to the Board and discussed further at the Board Retreat, which was held telephonically, with staff receiving further input from Executive Staff and additional guidance from certain individual Board members, which were used to prepare the proposed Revised Policies presented to the Board under this Report.

Additionally, staff researched and reviewed the sponsorship and naming policies and practices used by other park-related city agencies to solicit, evaluate, and implement projects and programs financially supported by outside entities. The following are some highlights of staff's findings:

- For the most part, sponsorship, naming, and donation policies are operated on a case-by-case basis, subject to negotiation and staff recommendations;
- Those agencies which do have specific requirements and parameters in place also leave it up to staff perception and interpretation in making their determinations under certain guidelines; and,

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- Those agencies that utilize required minimum contribution amounts and/or tiers for sponsorship recognition, are not specific as to what type of recognition will be awarded in return for a particular contribution amount.

The following is a summary of the general changes to the Existing Policies included in the Revised Policies:

New Policy Distinctions and Changes: The implementation of any sponsorship or naming proposals under both of the Revised Policies will remain subject to the Board's prior approval.

A. Revised Sponsorship Policy:

- The Revised Sponsorship Policy is intended to evaluate and address sponsorship proposals involving a monetary, capital, and/or in-kind contribution from a Supporter in support of parks and the facilities, amenities, and programs contained within them.
- The policy now includes specific criteria regarding the placement of sponsorship recognition signage, which include the following requirements;
 - Specific monetary thresholds, time limitations, and design guidelines regarding recognition signage;
 - The sponsorship must support and conform to RAP's mission, must provide a direct benefit to the City and the park/park asset, and the specifics of the recognition must be commensurate with the value of the support offered through the sponsorship as set forth in the policy or as separately determined by the Board; and,
 - The proposed sponsorship shall not unduly commercialize the park asset.
- New provisions addressing donor recognition walls and boards, and dedication and memorial plaques are included;
- New provisions providing the minimum amounts for specific contribution types and projects, the duration of time that sponsorship recognition will be in place, and locations where approved recognition can be installed, are included;
- Potential Supporters are prohibited from soliciting monetary donations or contributions from potential donors on the basis of potential donor benefits, including but not limited to recognition signage, in advance of the Board's approval;
- Excessive narratives on recognition signage are prohibited, with limitations on the size and number of recognition signage; and,

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- A new QR code option is now included, which will link park visitors to a private website managed by the Supporter, to provide an option for the Supporter to provide additional information regarding a sponsorship, while complying with the requirements for recognition signage under the policy.

B. Revised Naming Policy:

- The Revised Naming Policy will apply to naming proposals and requests for parks and park amenities that do not involve a monetary, capital, or in-kind contribution component;
- Naming proposals shall be considered by RAP based on consideration of the site location, benefit or compelling connection to the park or park asset and how the naming serves the interests of RAP, the City and its residents, with specific guidelines being provided;
- Naming proposals that involve contributions of any kind shall adhere to, and be considered under the Revised Sponsorship Policy;
- Definitions for a “Park”, “Park Asset”, and “Naming” are included; and,
- Procedures for approval of naming proposals is provided.

The majority of the changes to the Existing Policies are in the Revised Sponsorship Policy, relating primarily to recognition signage and the criteria, requirements, and implementation of such signage once approved. The changes to the Existing Naming Policy are not as extensive, but nonetheless will provide staff with better information on what may distinguish a sponsorship proposal from a naming proposal and how to address them. If approved by the Board, such changes to the Existing Policies will provide RAP staff throughout the department with an understanding of what is allowable, what is required, and how to go about seeking approval of sponsorship and naming proposals. A better understanding will lead to more efficiency in evaluating and addressing such proposals, and will allow a greater potential for RAP to take advantages of opportunities that may have otherwise been missed due to challenges arising from the ambiguities of the Existing Policies. As stated previously, potential Supporters will also have a clearer understanding of RAP’s sponsorship and naming guidelines, which may lead to more effective proposals that save time and resources. Therefore, it is staff’s recommendation that the Board approve the Revised Policies to replace the Existing Policies and direct that they be implemented throughout RAP.

TREES AND SHADE

Approval of the Revised Policies does not have an effect on any trees or shade at this time.

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ENVIRONMENTAL IMPACT

Approval of the Revised Policies is not subject to a determination under the California Environmental Quality Act.

FISCAL IMPACT

The adoption and implementation of the proposed Revised Policies will not have a negative impact to the RAP General Fund, as the purpose of the Revised Policies is intended to generate positive support for RAP, which could potentially have a positive effect on the General Fund by offsetting certain project or program costs that RAP would otherwise bear.

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Report advances RAP's Strategic Plan by supporting:

Goal No. 6: Build financial strength and innovative collaborations to help expand and improve L.A. City parks and programs.

Outcome No. 2: Improved facilities

Result: Provision of improved parks and facilities benefitting the public.

This report was prepared by Matthew Rudnick, Assistant General Manager, Special Operations Branch, and Joel Alvarez, Senior Management Analyst II, Partnership Section.

LIST OF ATTACHMENTS

1. Revised Sponsorship Policy
2. Revised Naming Policy
3. Existing Sponsorship Recognition Policy, Procedures and Guidelines
4. Existing Naming Policy Procedures, and Guidelines

City of Los Angeles Department of Recreation and Parks (RAP)
Sponsorship Recognition Policy, Procedures and Guidelines
for Recognizing Organizations and Individuals that Contribute to and/or Support
City of Los Angeles Parks and Programs
(Revised June 2022)

The Mission of the Department of Recreation and Parks (“RAP”) is to enhance the quality of life in the City of Los Angeles (“City”) by providing attractive, safe, and well-maintained parks with diverse recreational opportunities to serve and enrich every community. The Vision of RAP is to create an accessible, dynamic and sustainable park system for all City residents and visitors to play, enjoy, and build community.

RAP’s objective through this Policy is to enhance and expand recreational programs and services through public and private collaborations. This Policy is also intended to limit the commercialization of park space, help prevent for-profit advertisements in parks, and establish parameters for appropriate recognition.

The Board of Recreation and Park Commissioners (“Board”) has adopted this Sponsorship Recognition Policy (“Policy”), setting forth the guidelines and procedures for the evaluation, approval, and placement of recognition signage and amenity naming on park property. The intent of this Policy is to establish a mechanism under which RAP may thank, acknowledge and recognize private and public entities who contribute to parks and related programs and services, for the primary benefit of the general public. The Board has hereby designated RAP’s General Manager (“GM”), or designee, to implement this Policy.

This Policy shall supersede the RAP Sponsorship Recognition Policy adopted previously in June of 2013.

A. POLICY:

RAP supports public-private relationships which generate financial and/or other types of support to further RAP’s mission, recognizing there are many opportunities and potential benefits to improve park assets and programs through collaborations with private and public entities for monetary, in-kind (product and/or services), and capital investments. These contributions often merit some form of recognition to acknowledge and thank the sponsor, donor, and/or contributor for the support provided to RAP.

B. DEFINITIONS

1. **Park**: Any park, whether developed or non-developed, that is owned, controlled, maintained, or operated by the Department of Recreation and Parks.
2. **Park Asset**: Recreational facilities, landmarks, features, improvements, and any other amenities situated on or within a Park.
3. **Sponsorship**: A monetary, in-kind, or capital improvement donation, gift and/or contribution in support of RAP Parks, Park Assets, programs, services, and/or related activities.

4. **Sponsor(s)**: An individual or an external for-profit or not-for-profit entity providing some form of Sponsorship.
5. **Recognition**: A form of appreciation to thank, acknowledge, and/or recognize significant contributions provided to RAP by Sponsor(s).
6. **Recognition Signage**: Displayed acknowledgement of a Sponsorship in support of RAP, appropriately placed on RAP property in recognition of a Sponsorship, which may include signs, placards, banners, or other form of displayed recognition, including the placement of a Sponsor logo on an athletic field or court surface.
7. **Asset Naming**: The naming of a Park Asset in consideration of a significant Sponsorship.
8. **Types of Signage**: All forms of signage placed on or within a Park or Park Asset shall meet RAP's graphic and sign standards and conform to the City codes. Some examples may include, but are not limited to:
 - Signs: A visual display of words and images on solid material, intended to convey an acknowledgment of a contribution.
 - Temporary Signs: Informational signs that are in place for a specified and limited period of time associated with a project, event, or other predetermined, specific time arrangement; such as to acknowledge Sponsors during seasonal events and programs, construction activities, restoration of a structure or natural site, which can include recognition of a Sponsor's financial support during a contract period.
 - Banners: A temporary sign made of lightweight material, such as vinyl, cloth, or other flexible material.
 - Wraps: A sign or decal made of flexible and/or stretchable material, such as vinyl or light plastic placed on solid fixtures or objects, such as trash cans, benches, tables, vehicles, equipment, poles, etc.
 - Plaques: A flat plate, slab, or disk that is ornamented or engraved for mounting, as on a wall, monument, statue, building, benches, or the ground, for the display of information or message.
 - Dedication Plaque: A plaque to dedicate the development of a building or other Park Asset, or recognize an individual, entity, or important event.
 - Placards: Small card displays.
 - Dasher Boards: A flat panel-board used as a protective barrier along railing, such as along the perimeter of a skating or hockey rink.
 - Recognition Walls and Boards: A wall mounted display listing the names of individuals, companies, organizations, and/or other entities who contributed financially to a capital campaign or other major fundraising effort.

C. RAP and BOARD AUTHORITY

RAP staff shall evaluate Sponsorship proposals from private and public entities in accordance with this Policy, and if the proposed Recognition is approved by the Board and implemented, such Recognition shall include only those Sponsors who provided a monetary and/or in-kind contribution directly in support of RAP's Parks and Park Assets, programs and/or services. RAP retains the right to grant or deny the authority for the Sponsor to associate its name or function with RAP and its Parks and Park Assets, programs and services, and/or RAP name, as determined by the Board. RAP may provide Sponsorship Recognition in the form of a displayed acknowledgement on RAP property (Recognition Signage), displays on equipment and/or gear, use of the RAP name or logo, association with RAP in public communications and media opportunities, RAP sponsored event participation, Sponsor-operated events, and distribution of information and/or product samples. Any exception to this Policy shall be subject to the Board's consideration of the provisions contained herein, and final approval determination shall be at the sole discretion of the Board. All forms of Recognition and Recognition Signage shall be subject to removal at any time, unless otherwise approved through Board action or other lawful contractual obligation.

D. GENERAL PROVISIONS FOR RECOGNITION:

Recognition will be considered in accordance to this Policy and all applicable laws, including City Sign Laws.

1. Criteria for Sponsorship Agreements

The following criteria, in its entirety, shall be considered in evaluating sponsorship proposals:

- a. The Sponsorship must support, and conform to, RAP's mission;
- b. The Sponsorship must provide a direct benefit to the City and to a Park or Park Asset;
- c. Sponsorship Recognition must be commensurate with the value of the support offered through the Sponsorship, as set forth herein, or as separately determined by the Board.

2. Sponsorship Considerations

RAP shall consider the following when evaluating a Sponsorship proposal:

- a. Benefit and value to RAP
- b. Any current or future operating or maintenance impact costs.
- c. The Recognition's visual integrity.

3. Sponsorship Recognition Requirements and Responsibilities

Sponsorship Recognition requirements and responsibilities may include, but not be limited to the following:

- a. RAP shall exercise full control and authority over the form and content of the Sponsorship Recognition, including but not limited to, retaining editorial and design control over signage, publications, the sponsor's name, logo, and all other graphic materials including images incorporating RAP or the City intellectual property.

- b. Sponsorship Recognition Signage portraying any physical or intellectual image incorporating the RAP logo or name, and/or indicating the existence of an affiliation between RAP and the Sponsor, must be approved by the Board prior to any installation or implementation of such signage.
- c. Sponsor benefits may include, but are not limited to, the following forms of recognition, all of which shall be subject to applicable City laws, including all City sign rules, laws and regulations:
 - (i) Public exposure of corporate logo through placement on RAP publications (facility brochures and program fliers), RAP website and/or social media, on apparel (for participants and/or volunteers), or on other materials such as bags, or giveaways.
 - (ii) Recognition through press and other events, and media mentions.
 - (iii) Participation in RAP events.
 - (iv) Distribution of product samples at RAP events and/or facilities.
 - (v) The placement of a Sponsor logo on an athletic field or court surface.

4. **Recognition Signage.** In addition to the general provisions of this Policy, the following shall be considered when determining the appropriateness of placing Sponsorship Recognition, through signage or otherwise, on park property.

- a. Placement of Recognition Signage shall only be considered for donations equal or greater than \$25,000.00 and may be left in place for a period of one (1) year. An additional year may be added for every additional \$25,000.00 contribution, up to a maximum of ten (10) years, but in no circumstance shall Recognition Signage be left in place past the life of the improvements.
- b. In the event that a particular donation is made by multiple entities collectively contributing towards the same project, and is organized by an organizer or main entity, only the name of that main entity shall be displayed on the recognition signage. Any additional donors contributing at minimum \$5000.00, may be acknowledged at the discretion of the main entity, through a QR code displayed on the recognition signage which will link park visitors to a private website not controlled by RAP or the City, and managed by said main entity, where the names of multiple donors may be displayed and additional project information provided.
- c. Recognition Signage may be incorporated into the design of a Park Asset such as, but not limited to, a scoreboard, basketball court, tennis court, athletic field, or other Park Asset. Such signage shall be reviewed and considered on a case-by-case basis, but only for Sponsorships that are equal to, or exceed, \$200,000.00 for the total cost of the amenity.
- d. The form and structure of all Recognition Signage shall be of durable material approved by RAP in advance of any purchase, fabrication, or installation.
- e. The standard dimensions of individual Recognition Signage panels shall be 24" x 18". However, contingent upon the amount of a particular donation or magnitude of a particular project provided by a donor, alternate signage dimensions may be considered, subject to approval by Board, but may not exceed twelve (12) square feet in total size.
- f. The location within a Park for placement of Recognition signage shall be determined at the sole discretion of the RAP General Manager or designee, subject to the approval of the Board.

- g. Recognition Signage may include, but not be limited to, Banners, Wraps, Plaques, Placards, Dasher Boards, or Signs.
- h. RAP shall maintain control over the printing, manufacturing, or otherwise fabricating of Recognition Signage to be placed on park property, and shall oversee the installation of all Recognition Signage, which may be accomplished by RAP staff or by a third party acting under RAP's direction and control, whether funded at the Sponsor's expense or RAP's expense.
- i. Except in cases involving the placement of a sponsor logo on an athletic field or court surface, which shall be presented to the Board on a case-by-case basis, signage in recognition of a Sponsor's furtherance of RAP's Mission and Vision through Sponsorship in support of RAP programs or activities, and/or improvement of RAP facilities, shall expressly include a phrase confirming that RAP is recognizing, acknowledging, and/or thanking the Sponsor, which text shall be prominently featured, and of a reasonable size proportionate to space and location, and identifying RAP as the entity responsible for the content and placement of the Sponsorship Recognition.
- j. Where and when it is appropriate to install more than one (1) sign for Capital improvements encompassing an area greater than 20,000 square feet (surface area), Recognition Signage shall be installed at infrequent intervals so that multiple signs are not visible from a single viewing point, and shall never exceed a total of (3) signs.
- k. "Story telling" or excessive narrative statements are prohibited and shall not be included on Recognition Signage, but may be linked via a QR code to a separate, private, non-RAP managed website where more information may be provided by the Sponsor for the public's knowledge and awareness, subject to the prior approval of RAP. Recognition Signage utilizing a QR code shall include a disclaimer provided by RAP indicating that the website is not managed nor controlled by RAP or the City, subject to Board approval. This policy is not intended to restrict the use of QR-codes for purposes of education and interpretation.

5. **Sponsorship and Recognition Restrictions.**

In general, the following shall be restricted under this Policy:

- a. Sponsorships Involving the following are Prohibited:
 - (i) A company or organization, or subsidiary, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of alcohol, tobacco, firearms, pornography, or any other business or activities regarded as "adult oriented".
 - (ii) A Sponsorship that could cause a conflict of interest or policy deviation.
 - (iii) A Sponsorship made conditional upon RAP performance with respect to level of public participation or response, event outcome, or objectives achieved.
 - (iv) An individual Sponsor that limits RAP's ability to seek other Sponsorship opportunities, unless agreed to by RAP.
 - (v) A Sponsor soliciting contributions towards a Sponsorship on the basis of specific Sponsorship Benefits, including but not limited to, Recognition Signage, in advance of Board approval of such Sponsorship Benefits.

- (vi) Quimby fee related funding towards a particular project shall not warrant the installation of Recognition Signage, as such a contribution would be the result of a mandated legal requirement and not a voluntary donation.

b. Recognition Signage Restrictions:

- (i) The placement of individual Recognition Signage shall not limit RAP's ability to seek other Sponsorship opportunities, unless agreed to by RAP.
- (ii) Billboards shall not be authorized under this Policy for use on park property.
- (iii) Signs that contain, or may be interpreted as, a call to action by a commercial sponsor for the public or RAP to purchase a good or service, shall not be authorized for use on park property.
- (iv) For Temporary Signs, where and when it is appropriate to place more than one sign regarding the same project or event, such signs shall be placed at infrequent intervals so that multiple signs are not visible from a single viewing point. Except under unusual circumstances requiring the approval of the GM or designee, such signs shall not be placed in areas managed for natural values. Under no circumstances shall such signs be affixed to cultural or natural resources, or placed in areas of cultural sensitivity where they would intrude on the historic or natural character of the area.
- (v) Temporary Recognition Signage shall be left in place only for the contract period, and in the case of "construction" signs, for no more than six (6) months beyond completion of the actual project work unless otherwise required by grant funding.
- (vi) Under no circumstances shall the placement of a corporate logo be allowed on the exterior of any building structure.

6. **Donor Recognition Walls and Boards**

a. General Provisions for Recognition Walls and Boards:

- (i) Recognition walls and boards are allowed, provided they are subordinate to the primary function of the Sponsorship and do not detract from the park's interpretive messages and which conform to City Sign Laws, with a statement in substantially the following form: "The Department of Recreation and Parks thanks and acknowledges Donor/s for their contribution to this park asset or facility".
- (ii) All construction and/or installation related details and specifications shall be reviewed in advance for approval by RAP staff prior to any related actions being taken, including but not limited to, building materials, architectural and structural design, and specific wording and design for the donor wall or board.
- (iii) Construction and placement of a Recognition wall or board shall only be considered when related to a Sponsorship for Park Assets that meet or exceed \$1,000,000.00 in total, excluding buildings.
- (iv) Construction and placement of a Recognition wall or board shall be considered for buildings, such as aquatics centers, recreation centers, community centers, senior centers, and childcare centers, where the total Sponsorship value meets or exceeds \$5,000,000.00, and shall be integrated into the design of the building's lobby.

- (v) The only individual donor names permitted to be included on the Recognition wall or board shall be those that meet or exceed a Sponsorship value of \$25,000.00 or more for Park Assets, and \$50,000.00 for Building Structures. Donor names may be listed or grouped in contribution categories, but in no case shall the individual contribution amounts be listed for each donor, subject to Board approval of the design in advance of any fabrication or installation. No logos other than RAP or City logos shall be placed on any Donor Walls or Boards. In the case of a group contribution, the organizing entity may be acknowledged at the Board's discretion.
- (vi) Only the Park name, Park Asset name, and Sponsor names that meet the requirements of this Policy shall be allowed to be included.

b. Restrictions on the Installation of Donor Walls and Boards:

- (i) The board or wall must be made of bronze and shall not exceed twelve (12) square feet in total size unless the number of contributions meeting the aforementioned criteria exceed the available space.
- (ii) In no circumstance shall the installation be left in place beyond the expected life span of the Sponsored Park Asset, which shall be agreed upon by RAP in advance of any Sponsorship implementation and included in the applicable agreement.
- (iii) The Recognition wall or board for a Park Asset shall be mounted to a stand-alone monument, in-ground, or on a boulder, or wall of sufficient strength, durability, and material to support the recognition wall or board, subject to advance approval by RAP staff and instructions from RAP staff, prior to any design or fabrication of materials.
- (iv) Under no circumstances shall a Recognition wall or board be affixed to or located near a cultural or natural resource of the Park Asset or be placed where it intrudes on the historic or natural character of the area, subject to the sole discretion of the Board.

7. **Dedication and Memorial Plaques.** Dedication and Memorial Plaques are intended to recognize financial contributions made by individuals, organizations, or other legal entities toward the development of buildings and Park Assets, but not necessarily associated with a Sponsorship. Such plaques may also be used to recognize and/or commemorate significant events, or memorialize an individual or group.

In addition to the provisions of this Policy, Dedication and Memorial Plaques shall be subject to the following:

- a. Provisions related to dedication and memorial plaques for contributions made towards Building or Park Assets:
 - (i) The size must be of no more than a maximum of four (4) square feet in total.
 - (ii) RAP shall provide the text, information, and design for the Dedication Plaque.
 - (iii) Plaques shall be constructed of bronze, subject to RAP advance approval.
 - (iv) Plaques may be mounted on a wall, in ground, or on a boulder.
 - (v) Plaques shall remain in place for the life of the Park Asset

- b. Provisions related to dedication and memorial plaques for contributions made towards Individual, Group, Historical Site, or Significant Event:
 - (i) The size must be of no more than a maximum of four (4) square feet
 - (ii) Plaques shall be constructed of bronze, subject to RAP advance approval.
 - (iii) Plaques may be mounted on a wall, in ground, or to a boulder.
 - (iv) Plaques may be removed or relocated at any time at the full discretion of RAP.
 - (v) Plaque verbiage should be factual and containing only the name of the entity being recognized, and statement of describing the contribution or description of site or event significance.

E. APPROVAL PROCESS & PROCEDURES

1. A written Sponsorship proposal shall be submitted to the RAP staff detailing the scope, nature, and intent of the Sponsorship, including the form of proposed Recognition, if any, in accordance with this Policy.
2. If supported, a Board Report will be prepared with recommendations to the Board or its Facility and Repair Taskforce for approval consideration.
3. When applicable under this Policy, a Gift Agreement or other contractual document shall be prepared and attached to said Board Report, stipulating the terms and conditions for the Sponsorship, including but not limited to roles and responsibilities, as well as Sponsor information, associated costs and funding sources, and the form of any proposed Recognition in detail.
4. If approved by the Board, and contingent upon the scope, nature, timing, and value of the Sponsorship, City Council approval may also be required, subject to the determination of the City Attorney.

City of Los Angeles Department of Recreation and Parks (RAP)
Naming Policy, (Criteria, Guidelines and Procedures for
Parks and Park Assets)
(Revised June 2022)

The Mission of the Department of Recreation and Parks (“RAP”) is to enhance the quality of life in the City of Los Angeles (“City”) by providing attractive, safe, and well-maintained parks with diverse recreational opportunities to serve and enrich every community. The Vision of RAP is to create an accessible, dynamic and sustainable park system for all City residents and visitors to play, enjoy, and build community.

RAP’s objective through this Naming Policy is to recognize major historic events and/or the unique significance of a person or place in the naming of a Park or Park Asset.

A. NAMING POLICY

This Naming Policy establishes the criteria requirements, guidelines and procedures for RAP’S consideration to name or rename (collectively, “Naming”) parks, recreational facilities, landmarks and any other park owned amenities. RAP recognizes that parks and recreational facilities are an essential and integral part of the communities they serve. Therefore, the Naming of them should be considered in accordance with the significant role of fostering positive identities in the surrounding communities.

B. DEFINITIONS

For purposes of this Policy, parks, recreational facilities, landmarks and any other park amenities located within particular parks, shall be referred to herein according to the following:

1. **Park:** Any park, whether developed or non-developed, that is owned, controlled, maintained, or operated by the Department of Recreation and Parks.
2. **Park Asset:** Recreational facilities, landmarks, features, improvements, and any other amenities situated on or within a Park.
3. **Naming:** The assignment of a word by which a place or thing is known, which is located within or on a Park or Park Asset.

C. PARK AND PARK ASSET NAMING

A Naming for any new Park may be temporary and administratively assigned by RAP staff based on geographic features such as street and community names or prominent features. Except for the temporary assignment of administrative names, the Naming of Parks and Park Assets, whether originating pursuant to a RAP internal recommendation or received from a private or public entity, shall be subject to the approval of the Board of Recreation and Park Commissioners (“Board”), as described herein.

D. NAMING CRITERIA

With the exception of the temporary Naming of a new Park or Park Asset, the authority to approve Naming of an existing Park or Park Asset shall reside with the Board through a recommendation made by RAP staff to the Board.

The Board shall consider Naming proposals with consideration of the site location, benefit or compelling connection to the Park or Park Asset and how the Naming serves the interests of the RAP, City, and its residents. Examples may include a major historic event and/or unique significance of a specific place or person, as the basis for the proposed Naming.

The key factor in a Park or Park Asset Naming proposal is the importance of demonstrating the direct connection to the Park or to the Park Asset and clear community benefits. Naming proposals involving a donation, gift, sponsorship, and/or other contribution will be considered under RAP's Sponsorship Recognition Policy.

E. GUIDELINES

The following guidelines shall be considered, without limitation and in the Board's sole discretion, in connection with the approval of Naming proposals:

1. The Naming of a Park after an individual or individuals shall be limited to those who are deceased and who have made exceptional contributions to the Park or community within which the Park is located.
2. Parks shall only be named after living persons under circumstances requiring such naming as a condition precedent of a grant deed or covenant in connection with the dedication of land for a park purpose.
3. The Naming of a Park or Park Asset after a major historic event must be based on a direct connection between the Park and such event.
4. The Naming of a Park or Park Asset must engender a positive public image which does not unduly commercialize the Park or Park Asset.
5. The Naming must be consistent with RAP's mission.
6. A Park or Park Asset that is held by RAP through a lease or use agreement may be considered for Naming under this Policy, subject to any requirements or restrictions contained in such document.
7. RAP reserves the right to limit the duration of time a Name will be in place and/or in effect or to change a Name at any time.
8. No specialized signage or advertisement containing or implying a commercial message to purchase a good or service shall be authorized for use on park property.
9. All forms of signage placed on or within a Park or Park Asset shall meet RAP's graphic and sign standards.
10. There shall be no religious symbols or commercial logos included on Naming signage.
11. Facilities located within park property not under the operation or control of RAP (shared or exclusive), although under the property ownership of RAP, shall not be subject to this Policy; such as for example, the Autry Museum of the American West within Griffith Park, or other park property leased to a non-City entity.

12. A Park shall not be subdivided for purposes of Naming, unless there are readily-identifiable physical divisions in the Park (major roads, waterways, hillsides, etc.) which facilitate or warrant a subdivision; or there exist other compelling reasons for having more than one name connected to a Park. This should not prevent independently Naming a Park Asset located within a Park, as long as the selected Name will not cause confusion for Park patrons.
13. RAP shall inform and seek input from the public with regard to the Naming of a Park or Park Asset in their community.
14. Any exception to the above shall be subject to the Naming criteria contained herein, and the Board's prior approval.
15. Quimby fee related funding towards a particular project shall not warrant naming privileges or the installation of Recognition Signage.

F. PROCEDURES

The Board retains the authority to name or rename a Park or Park Asset situated on real property owned and/or controlled by RAP.

The following shall be the procedures for approving Naming proposals:

1. A written Naming proposal application shall be submitted to the RAP Board Office, detailing the scope, nature, and intent of the Naming, and including the form of display on which the Name will appear, in accordance with this Policy.
2. The Naming of a Park or Park Asset must be vetted with the local community. Therefore, the written Naming proposal application shall include (if available) an explanation of any public outreach performed, which must include the type, frequency, amount, span of such outreach, and the findings that resulted from the process. Any support correspondence from an applicable elected official of the community is welcome. It should be noted that RAP may conduct its own public outreach if deemed necessary.
3. Upon receipt of the application, the Board Office will forward the proposal application to the Planning, Maintenance, and Construction Branch ("PMC") for staff evaluation.
4. Designated RAP staff will evaluate the proposal application and will present the proposed Naming to the Facility Repair and Maintenance Task Force for input and guidance.
5. RAP staff will then provide the GM with recommendations for the Board's consideration.
6. Subject to the GM's concurrence and support, a Report will be prepared with approved recommendations for the Board's consideration.
7. If approved by the Board, and contingent upon the scope, nature, and timing of the Park or Park Asset Naming, City Council approval may also be required.

City of Los Angeles Department of Recreation and Parks
Sponsorship Recognition Policy, Procedures and Guidelines for Recognizing Organizations and
Individuals who Contribute to and/or Support City of Los Angeles Parks and Programs

The mission of the Department of Recreation and Parks (“RAP”) is to enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

RAP’s objective is to enhance and expand recreational programs and services through public and private collaborations.

POLICY:

RAP recognizes that there are many opportunities and potential benefits to be gained from RAP collaborations with private and public entities for monetary, in-kind (product and/or services), and capital contributions (collectively referred to herein as “Sponsorships”) benefiting RAP facilities, programs, events, services and/or activities. These contributions often merit some form of recognition to acknowledge and thank the sponsor, donor, and/or contributor (collectively, “Sponsors”) for their contribution to RAP. However, it shall be understood that any transaction between RAP and a private and public entity involving the naming of a park, recreation facility, amenity, landmark or other park asset, in exchange for financial support shall be in accordance with the RAP Naming Policy, which is separate and independent of this Policy.

RAP supports, in principle, public-private relationships that generate financial and/or other types of support for RAP’s mission. Accordingly, the Board of Recreation and Park Commissioners (“Board”) has adopted this Sponsorship Recognition Policy (“Policy”) establishing the criteria and setting forth the guidelines and procedures for thanking, acknowledging, and/or recognizing significant contributions provided to RAP by private and public entities. The intent of this Policy is to establish a mechanism under which RAP may thank, acknowledge and recognize private and public entities who contribute to parks and related programs and services for the primary benefit of the general public. The Board has hereby designated RAP’s General Manager or her or his designee (collectively, “GM”) to implement this Policy.

Pursuant to this Policy, RAP shall have the authority to determine the criteria, requirements, and restrictions under which a proposed form of Sponsorship Recognition shall be evaluated and approved, whether included herein or established in the future. It shall be understood that all forms of Sponsorship Recognition shall be temporary in nature, and that the duration of time that such Sponsorship Recognition shall remain in place and/or be in effect is subject to the prior approval of the Board.

RAP shall identify and solicit potential Sponsors, and evaluate Sponsorship proposals from private and public entities in accordance with this Policy, and if such Sponsorship is approved and implemented, shall recognize such Sponsors for providing monetary and/or in-kind support for RAP parks and recreation facilities, programs and/or services, and grant the authority for the Sponsor to associate its name or function with RAP parks and facilities, programs and services, and/or RAP name, as approved by the Board. RAP may provide Sponsorship Recognition, other than a displayed acknowledgement on RAP property (recognition signage), such as but not limited to, use of the RAP name or logo, association with RAP in communications, media opportunities, event participation, and distribution of information and/or product sample.

GENERAL PROVISIONS:

RAP shall retain complete discretion and authority at all times in determining whether, with whom, where, how, and when contributions shall be accepted, Sponsorships approved, and Sponsorship Recognition provided, subject to the approval of the Board. Sponsorship signage shall comply with all applicable laws.

1. Criteria for Sponsorship Agreements. The following criteria, in its entirety, shall be considered in evaluating sponsorship proposals:
 - a. The Sponsorship must support, and conform to, the Mission of RAP.
 - b. The Sponsorship must provide a direct benefit to the park, facility or amenity.
 - c. Sponsorship benefits may be commensurate with the value of the support offered through the Sponsorship.
2. Sponsorship Considerations. RAP shall consider the following when evaluating a Sponsorship proposal.
 - a. The timeliness, readiness, and requirements associated with a potential Sponsor entering into an agreement with RAP.
 - b. Any current or future RAP operating or maintenance costs associated with the Sponsorship or impacts on other agencies.
 - c. The Sponsor's record of responsibility in past involvement with the City, RAP, and/or community.
 - d. Sponsorships, Sponsorship benefits, and Sponsorship Recognition shall enhance rather than detract from the design standards and visual integrity of the sponsored program, activity or facility.
3. Sponsorship Recognition Requirements and Responsibilities. Subject to prior determination by RAP, Sponsorship Recognition requirements and responsibilities may include, but not be limited to the following:
 - a. RAP shall exercise full control and authority over the form and content of the Sponsorship Recognition, including but not limited to, retaining editorial and design control over signage, publications, the sponsor name, logo and all other graphic materials.
 - b. Prior to the implementation of any form of Sponsorship Recognition portraying any physical or intellectual image incorporating the RAP logo or name, and/or indicating the existence of an affiliation between RAP and the Sponsor, such recognition shall be approved by the Board.
4. Sponsorship Benefits. Sponsor benefits may include, but not be limited to:
 - a. Public exposure of corporate logo through placement on RAP publications (facility brochures and program fliers), RAP website and/or social media, on apparel (for participants and volunteers), or on other materials such as bags, or giveaways.
 - b. Recognition through press and other events, and media mentions.
 - c. Participation in RAP events.
 - d. Distribution of product samples at RAP events and/or facilities.
 - e. The placement of a Sponsor logo on an athletic field or court surface.

- f. Recognition Signage. In addition to the general provisions of this Policy, the following shall be considered when determining the appropriateness of placing Recognition Signage on park property.
 - (i) Recognition Signage may include, but not be limited to, banners, wraps, plaques, placards, dasher boards, or signs.
 - (ii) RAP shall maintain control over the printing, manufacturing, or otherwise fabricating of Recognition Signage to be placed on park property, and shall oversee the installation of all Recognition Signage, which may be accomplished by RAP staff or by a third party acting under RAP's direction and control, whether funded at Contributor's expense or RAP's expense.
 - (iii) Signage in recognition of a Sponsor's furtherance of RAP's mission through contributions in support of RAP programs or activities, and/or improvement of RAP facilities, shall expressly include a phrase confirming that RAP is recognizing, acknowledging, and/or thanking the Sponsor, which text shall be prominently featured, and of a reasonable size proportionate to space and location, and identifying RAP as the entity responsible for the content and placement of the Sponsorship Recognition.
- 5. Sponsorship and Recognition Restrictions. In general, the following shall be restricted under this Policy:
 - a. Sponsorship Restrictions:
 - (i) A company or organization, or subsidiary, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of alcohol, tobacco, firearms, pornography, or any other business or activities regarded as "adult oriented".
 - (ii) A Sponsorship that could cause a conflict of interest or policy deviation.
 - (iii) A Sponsorship made conditional upon RAP performance with respect to level of public participation or response, event outcome, or objectives achieved.
 - (iv) An individual Sponsor that limits RAP's ability to seek other sponsorship opportunities, unless agreed to by RAP.
 - b. Recognition Signage Restrictions:
 - (i) The placement of individual Recognition Signage shall not limit RAP's ability to seek other Sponsorship opportunities, unless agreed to by RAP.
 - (ii) Billboards shall not be authorized under this Policy for use on park property.
 - (iii) Signs that contain a call to action by a commercial sponsor, for the public or RAP to purchase a good or service, shall not be authorized for use on park property.

SPONSORSHIP RECOGNITION APPROVAL REQUIREMENTS

Prior to any form of Sponsorship Recognition being implemented, sponsorship proposals shall be evaluated by RAP staff, with recommendations to the GM for possible consideration by the Board, which shall be provided in a report detailing the scope of the proposal (sponsorship, donation, cost, funding, duration, etc.) and the terms and conditions of any related Sponsorship Agreement, when applicable.

City of Los Angeles Department of Recreation and Parks
Naming Policy, Procedures and Guidelines for
Parks and Recreational Facilities

The mission of the Department of Recreation and Parks (“RAP”) is to enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreational facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

One of RAP’s objectives under the Mission is to enhance and expand recreational programs, services, and significant financial support and contributions through public and private collaborations.

Policy:

RAP recognizes that parks and recreational facilities are an essential and integral part of the communities they serve, and that the names of parks and recreational facilities, and park amenities within them, play a significant role in fostering identities in the surrounding communities. This Naming Policy (“Policy”) establishes the criteria and requirements, and sets forth the guidelines and procedures, for the naming and renaming (collectively, “Naming”) of parks, recreational facilities, landmarks and any other assets determined appropriate by RAP (collectively referred to herein as “Park Assets”), which are owned, managed or controlled by RAP.

Pursuant to this Policy, the initial name of a new park or recreational facility, which may be temporary for purposes of administration and accounting, shall be administratively assigned by RAP staff in the traditional manner utilized prior to the establishment of this Policy, based on geographic features such as street and community names or prominent features. In addition, the Naming of existing Park Assets, pursuant to a RAP recommendation relevant to a Naming proposal received from a private or public entity, shall be subject to the approval of the Board of Recreation and Park Commissioners (“Board”), as described herein. In accordance with this Policy and pursuant to RAP recommendations, the Board shall consider the following two types of naming proposals. The first type encompasses situations in which RAP receives or is offered a donation, gift, sponsorship, and/or other contribution from an outside entity that presents a decisive benefit and shows a direct connection to a Park Asset and serves the interests of the City and its residents. This type of Naming proposal would require a Naming Agreement to summarize the terms and conditions necessary to effectuate the financial or other benefits connected to the Naming proposal with a term (time period) recommended by the GM and approved by the Board, depending on the scope or nature of the agreement, and value, visibility, and lifespan of the donation, gift, sponsorship and or other contribution. The second type comprises Naming proposals to use a major historic event and/or unique significance of a specific place or person, as the basis for the proposed Name; again with the requirement that there be compelling and impressive substantiation demonstrating how the interests of City and its residents were served or impacted. The key in both types of Naming proposals is the importance of demonstrating direct connections to the Park Asset and clear community benefits as a foundation for considering any Naming proposal.

For purposes of this Policy, and with the exception of the temporary Naming of new Park Assets, the authority to approve the Naming of existing Park Assets shall be solely with the Board. Any exceptions to this Policy shall be subject to the prior approval of the Board.

Criteria and Guidelines for Evaluating Park Asset Naming Proposals:

For purposes of this Policy, the following shall be considered when evaluating the appropriateness, feasibility, and implementation of Naming proposals:

- The Naming of parks after individuals shall be limited to those who are deceased and have made exceptional contributions to the park or community within which the park is located.
- Parks shall only be named after living persons under circumstances requiring such naming as a condition precedent of a grant deed or covenant.
- The Naming of a park after a major historic event must be based on a direct connection between the park and such event.
- The Naming engenders a positive public image which does not unduly commercialize the park or recreational facility.
- The proposed name for the park or recreational facility, and/or contributor, must be compatible with the Mission of RAP.
- Park Assets that are held by RAP through a lease or use agreement may be considered for Naming under this Policy, subject to any requirements or restrictions contained in such document.
- RAP reserves the right to limit the duration of time a Name will be in place and/or in effect.
- No specialized signage or advertisement containing a commercial message to purchase a good or service shall be authorized for use on park property.
- All forms of signage placed on or within a Park Asset shall meet RAP's graphic and sign standards.
- There shall be no religious symbols included on Naming signage.
- Park Assets not under the operation of RAP (shared or exclusive), although under the ownership or jurisdiction of RAP, shall not be subject to this Policy; such as for example, the Los Angeles Zoo in Griffith Park.
- Parks should not be subdivided for purposes of Naming, unless there are readily-identifiable physical divisions in the park (major roads, waterways, hillsides, etc.) which facilitate or warrant a subdivision; or there exist other compelling reasons for having more than one name connected to a park. This should not prevent independently Naming a recreational facility or amenity located within a park, as long as the selected name will not cause confusion for park patrons.
- RAP shall seek to inform the public with regard to the Naming of a park in their community.
- Any exception to the above shall be subject to the Naming criteria contained herein, and the Board's prior approval.

Procedures:

The Board retains the authority to name or rename Park Assets situated on park property. The following shall be the protocol for evaluating, considering and denying or approving Naming proposals:

1. A written proposal for the Naming of a Park Asset must be initially submitted to the RAP Board Office, to the attention of the Board Secretary. In accordance with this Policy, the Board Office shall forward the proposal to the RAP General Manager (“GM”) for consideration.
2. Prior to any form of Naming Policy being implemented, sponsorship proposals shall be evaluated by RAP staff, with recommendations to the GM for possible consideration.