



Agenda Item

City Council

Item #: 9.5.

5/13/2025

File #: 24-0679

TO: Honorable Mayor and Members of the City Council

THRU: Tom Kisela, City Manager

FROM: Leslie Hardy, Community Services Director

1. SUBJECT

Review of the draft Policies for Naming of New City Parks and for Park Asset Naming and Donations for Park Improvements.

2. SUMMARY

Review of the draft policy for Naming of New City Parks as well as the proposed policy for Park Asset Naming and Donations for Park Improvements to establish criteria, guidelines, and a procedure for future naming opportunities per the Park Planning and Community Events Commission's recommendation.

3. RECOMMENDED ACTION

Provide input and direction regarding the proposed policies.

4. FISCAL IMPACT

None.

5. STRATEGIC PLAN GOALS

Goal 2: Enhance Economic Development and Achieve Fiscal Sustainability

Objective 2.15: Park naming/sponsorship program

6. DISCUSSION AND BACKGROUND

At the October 24, 2023 City Council Meeting, the Council directed staff to work with the Park Planning and Community Events Commission (Commission), to recommend a policy outlining criteria and guidelines for naming new City parks and park amenities.

At its January 2024 meeting, a draft Policy for the Naming of City Parks and Fundraising Efforts for Park Facilities/Amenities was presented to the Commission who requested that the draft policy be separated into two: one policy for the naming of new parks and one policy that addressed fundraising opportunities for naming rights of park amenities.

Staff returned to the September 2024 Commission Meeting, with two separate policies for review and consideration. The Commission recommended that after the incorporation of minor edits, revised drafts of the two policies be presented to the City Council for their consideration.

Attached are two proposed policies. The first outlines criteria for the naming of new City parks. It

includes elements of similar policies adopted in other Orange County cities. It also incorporates the procedure for collecting public input which was recommended by the Commission at their November 2022 meeting. The second proposed policy outlines criteria for fundraising opportunities for park asset naming and donations for park improvements.

At this time the Council is being asked to provide input and direction regarding both policies.

7. ATTACHMENTS

- Draft Policy for Naming of New City Parks
- Draft Policy for Park Asset Naming and Donations for Park Improvements