



Internal Policy for Naming/Renaming
Municipal
Facilities, Parks, and Properties

Governing Body Approved April 10, 2018

Effective April 11, 2018

Policy Statement:

The intent of this policy is to:

- Continue the traditional practice of naming/renaming municipal facilities, parks, properties, features and other amenities after significant geographical or historical elements.
- Recognize on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the Village of Ruidoso.
- Provide direction on how to apply for approval to name, rename or dedicate municipal facilities, parks, properties, features and other amenities.

Section I. Selection of Name Criteria

It is the policy of the Village of Ruidoso to choose names for public parks and public facilities based upon the sites relationship to the following criteria:

- a) Neighborhood, geographic or common usage identification;
- b) A Historical Figure, place, event or other instance of historical or cultural significance;
- c) Natural or geological features;
- d) An individual (living or deceased) who has made a significant land and or monetary contribution to the community or who has had the contribution made "in memoriam" and when the name has been stipulated as a condition of the donation; or
- e) An individual, living or deceased, who has contributed outstanding civic service to the Village and, if deceased, has been so for a period of at least one year.
- f) Recognition of a generous financial or other contribution from a donor (be it by way of donation, bequest, sponsorship, etc.), such being voluntary and not rendered in consideration of granting of naming rights.
- g) Dedicated names may only be used once in memorials.
- h) Complete renaming application for Village of Ruidoso facilities or Parks for submission and consideration to include biographical sketch, and justification for suggested name.

Section 2. Designation of Name by Village Council

The Village Council shall designate the names of public parks and public facilities. The Village Council may choose to make its selection after receiving a written recommendation from any one of the Village's advisory boards, or a specially appointed committee, based upon public input from individuals and organizations. Such written recommendation shall state how the proposed name(s) meet(s) the criteria in Section 1.

If a contest or competition is to be held to determine the name of a public park or public facility, the advisory board/committee shall establish guidelines and rules for the contest. No Village funds shall be used for any contest prizes.

Section 3. Physical Display of Naming Rights

Whether there is a physical display of the naming rights is decided or negotiated on a case-by-case basis.

- a) In the case of buildings, the physical display of the naming rights will take into account the identification of the Village facility and opportunities offered by that building for the community.
- b) When “naming rights in recognition” is awarded, plaques may, with the approval of the Village Manager, be installed in buildings.
- c) In exceptional circumstances, additional names may be added to a facility or program in recognition of an additional gift even if the prior benefactor’s or honoree’s naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or program.
- d) The duration of a benefactor’s or honoree’s name on any facility or program ordinarily continues for as long as the facility or program is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, re-designation of purpose, or similar modification of a named facility or program, the Village of Ruidoso may deem that the naming period has concluded.

Section 4. Naming of Interior Features

The interior features of a public park or public facility may be named separately from the main park or facility: and should be bestowed with the intention that it will be permanent, and changes should be strongly resisted. Name changes shall be subject to the procedures set forth in this section.

Section 5. Status of Contribution at the Time of Naming

When a facility is to be named in consideration of a financial contribution, the gift shall have been received by the Village of Ruidoso before a naming action shall be taken, as follows:

- a) Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of facilities and programs when a signed pledge payment agreement for the total is in hand.
- b) If the pledged donation is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.

- c) If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

Section 6. Exemptions

The provisions of this procedure shall not apply to the application of donor recognition for such minor items as benches, trees, refuse cans, flagpoles, water fountains, or similar items.