

City of Hardeeville	ADMINISTRATIVE; OFFICE OF THE CITY MANAGER		SUBJECT: Naming Rights and Recognition Policy	
South Carolina	Number	Revisions 1	Council Approval Date	
		Effective Date		Page 1 of 7

PURPOSE

The City of Hardeeville finds that it is in the best interest of the community to develop a formalized process for requests to name or rename City facilities, property, or amenities as described under the definitions section and to consider requests to recognize community leaders, businesses, or organizations, past, present, and future to the Wall of Recognition. The purpose of this policy is to provide a formal process that offers a consistent approach to consideration of naming or renaming of city facilities, property, or amenities within the city limits as well as recognition to the cities Wall of Recognition. The City Manager will make recommendations based on this policy and its guidelines. He/she will assign to a supporting city staff review committee to review applications and provide recommendations to him/her for consideration to the City Council. Naming or renaming city facilities, property, or amenities is a permanent identity and careful consideration needs to be exercised. The City’s Policy acts as a guide for the city to accommodate requests for naming or renaming city facilities, property, or amenities and recommendations to the Wall of Recognition within the City.

POLICY

It is the policy of the City to reserve the naming or renaming of city facilities, property, or amenities for circumstances that will best serve the interests of the City as well as ensure our identity while providing an enduring legacy for our community. The City also understands the need to recognize community leaders, businesses, or organizations, past, present, and future and has established a Wall of Recognition that will honor those who have dedicated their time, effort, and energy to the Hardeeville community. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. The City of Hardeeville supports consideration of naming, renaming or inclusion to the Wall of Distinction within the described categories:

Major Gifts-The City has benefited from the generosity of some if its residents, businesses, corporations, endowments, legacy donations, and foundations with large monetary, land or amenity donations. On occasion, the significance of these large donations may warrant consideration of requests from the donor to acknowledge such a gift by naming or by placement on the City’s Wall of Recognition. The City reserves the right to affix a designated value to

exclusive naming rights to its facilities, property, or amenities and a list of those facilities, property, or amenities is outlined in Exhibit A.

Outstanding individuals-The City has benefited from contributions and service made by outstanding individuals. This category is designed to acknowledge their sustained contributions and or service to the City. The significance of these contributions and service may warrant consideration of requests from the donor to acknowledge such a gift by naming or by placement on the City's Wall of Recognition. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities

Historic Events, Person, and Places-In order to preserve community heritage, the history of a major event, place or person may play a vital role in the naming or renaming of city facilities, property, or amenities as communities wish to preserve and honor the history of a neighborhood, the city, its founders, local landmarks, geographical locations, etc. These historical events, locations or persons may warrant consideration of requests to acknowledge naming or by placement on the City's Wall of Recognition. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities

Wall of Recognition

The City understands and accepts the need to recognize its leaders, businesses, and organizations, past, present, and future and has established a Wall of Recognition that honor's those who have dedicated their time, effort and energy to the Hardeeville community and have helped shaped its growth and development. This category is designed to acknowledge their efforts, service, and sustained contributions to the City.

DEFINITIONS

For the purpose of this policy the following definitions apply:

City- whenever the word city is used it shall be construed as if the words of "Hardeeville, South Carolina" followed them pursuant to S.C.Code 1976, § 15-1-20; and include any territory, jurisdiction of which for the exercise of its regulatory power has been conferred on the city by public or private law pursuant to S.C. Code 1976 § 15-1-320

Facility - a building owned by the City of Hardeeville exclusively.

Property - land owned by the City of Hardeeville exclusively.

Assets-a resource of economic value that the City of Hardeeville owns or controls exclusively.

Amenities-a desirable or useful feature of a facility, building or place exclusively owned by the City of Hardeeville. For example, a park bench in a park or a conference room in a building.

Major gifts/Donations -Business organization or other entities that gives a large donation of goods, property, funds or other monetary means to the City to improve quality of life for residents with or without an expectation of return.

Naming - The name agreed upon by the City of Hardeeville at its sole discretion via a resolution to a given facility.

RESPONSIBILITY

In considering proposals for the naming or renaming of city facilities, property, amenities, or inclusion to the Wall of Recognition the following outlines the responsibility of coordinating, reviewing, and approving requests. The following will apply:

- City Manager or designee shall oversee or assign the Naming Rights and Recognition policy procedures and coordinate the review of proposals and requests consistent with this policy
- Naming Rights and Recognition Review Committee as assigned by the City Manager, shall oversee the proposals and requests for naming and renaming of city facilities, property, amenities as well as requests of consideration to the Wall of Recognition. The Committee will coordinate the review of proposals and requests and then process them based upon this policy and guidelines
- Naming Rights and Recognition Review Committee shall have the authority to review and make recommendations on the proposals
- Upon review and consideration by the Naming Rights and Review Committee, recommendations shall be advanced to the City Manager. The City Manager will then assign a committee member of his/her choosing to present to the Hardeeville City Council for consideration and approval of all requests
- **City Council shall have final approval by a majority vote regarding naming, renaming, or removal requests or proposals for city facilities, property, or amenities.**

PROCEDURE

General Principles

In considering proposals for the naming, renaming or removal of city facilities, property, or amenities, the following general principles will be considered either collectively or individually.

When naming or renaming, the proposed name will:

- Engender a strong positive image
- Be appropriate regarding the city facilities, property, or amenity's location and history
- Have a historical, cultural, or social significance for future generations and demonstrates continued importance to the city
- Have symbolic value that transcends ordinary meaning or use as well as enhances the character and identity of the city facilities, property, or amenities.
- Have public support
- Not result in undue commercialization of the city facilities, property, or amenities if it accompanies a corporate gift
- Ensure that facilities, property, or amenities requested are easily identified and located within City limits

- Assure the quality of the title/name so that it will serve the purpose of the city for the life of the asset or designated timeframe

Renaming City Facilities, Property, or Amenities

Requests and proposals to rename or remove existing named city facilities, property, or amenities whether for a major gift or community request are not encouraged. Likewise, names that are widely accepted by the community will not be easily abandoned unless there are compelling reasons such as naming inconsistencies or strong public sentiment from the broader community for doing so. Historical names will be preserved whenever possible.

Naming for Major Gifts/Donations

From time to time, a significant gift or donation may be made to the City of Hardeeville that will add considerable value to the city's facilities, property, or amenities. On such occasions, recognition of this donation by naming or renaming city facilities, property, or amenities in honor of or at the request of the donor will be considered. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. As a guideline, the threshold for considering the naming or renaming of city amenities will include one or more of the following:

- Land for the majority of the project (building, facility, park, trail, etc.) that was deeded to the City of Hardeeville
- Contribution of a majority of the capital construction costs associated with its development or by the designated value assigned by the City for the exclusive naming rights
- Provision of endowment for the continued maintenance and or programming of the City amenity will be agreed upon
- Must be deceased minimum of three years
- Must qualify based on Naming Rights Criteria and Scoring as outlined in Exhibit B

Donors seeking naming rights for major donations with respect to an individual will follow the principles that apply to naming or renaming city facilities, property, or amenities for an outstanding person. Exceptions to this will be considered by their own merits. The City of Hardeeville exclusively reserves the right to rename any city facilities, property, or amenities for whom it is named and is found to be disreputable or subsequently acts in a disreputable way.

Naming or renaming city facilities, property, or amenities for Outstanding Individuals

The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. Naming or renaming city facilities, property, or amenities for an outstanding individual is only for those who are deceased and where the person's significance, reputation and community standing have been widely accepted into the history of the City of Hardeeville. They must have performed distinctive community service, had well documented community support and exhibited outstanding achievement. In consideration of naming or renaming city facilities, property, or amenities after a deceased person, priority will be given to those who made significant, lasting and impactful contributions to the City of Hardeeville.

Naming or renaming for Historic Events, People, and Places

When city facilities, property, or amenities are associated with or located near events, people, and places of historical, cultural, or social significance; considerations will be given to naming or renaming city facilities, property, or amenities after such events, people, and places that have historical relevance to the City of Hardeeville, the State of South Carolina, or the Nation. In consideration of these proposals, the relationship of the event, person, and place to the city facilities, property or amenities must be demonstrated through research and documentation that validates its historical, cultural, or social significance.

Wall of Recognition

The City recognizes the need to acknowledge community leaders, businesses, or organizations past, present and future that have given shape to the foundation, development, and growth of Hardeeville. Considerations will be given for their contributions, significance, reputation, character, leadership, and community standing. They must have performed distinctive community service, had well documented community support and exhibited outstanding achievement. Consideration will be given to those who are living and deceased, died during service, or have fallen in the line of duty to the City of Hardeeville, the State of South Carolina, or the Nation. Nominees should meet one or more of the following:

- Be currently living in or have previously lived in the City of Hardeeville
- Attended school in Hardeeville
- Have a business or organization in Hardeeville
- Served the City as a current or past employee
- Served on a city committee or board past or present
- Served as an elected official of the city past or present
- Provided long term service to the community of Hardeeville

PROCEDURE AND GUIDELINES

These procedures and guidelines have been established to ensure that the naming or renaming of city facilities, property, or amenities is facilitated in a consistent manner. Requests for naming or renaming of city facilities, property, or amenities shall be made in writing to the City Manager's Office and accompany supporting documentation and city application contained herein. Requests should contain the following information:

- The proposed name (individual facility, property, or amenities under consideration)
- Written documentation with reasoning for the proposed name
- Map showing location
- For proposals of renaming, justification for changing established name
- Community support verification (must be able to verify and identify support within the community, signatures must be residents of Hardeeville)
- For proposals to name or rename for an outstanding person, include documentation of the person's significance, community standing, and reputation in the City, State or Nation (newspaper clippings, articles, awards, etc.)

- For proposals to name or rename historical events, persons, or places, include research and historical documentation that validates its historical, cultural, or social significance, the relationship of the event, person, and place to the facilities, property, or amenities
- Understanding that if selected, applicant will be responsible for payment of facilities, property, or amenities placard or sign in accordance with the City's codes and ordinances.

Assessing and approving requests

Upon receipt, review, and consideration of a naming, renaming, or consideration to the Wall of Recognition request to the City Manager's Office, a public announcement shall be made for the public to provide formal comment on the proposal via the City's website and social media accounts. Each proposal will then be considered by the Naming Rights and Recognition Committee as assigned by the City Manager following these guidelines:

- Review the proposed request for its adherence to the City's adopted policies and procedures
- Ensure the requests meets all criteria as outlined herein
- Ensure the supporting documentation has been authenticated
- Take into consideration any public comments of the community
- Naming Rights and Recognition Committee will then present recommendations to the City Manager of approvals, rejections, or alternatives
- City Manager will provide Council with supporting documentation on requests and submittals so that Council can approve and adopt a final decision by majority vote

Communicating naming or renaming decisions

The City Clerk's office will be responsible for communicating decisions made by Council to those requesting naming or renaming rights within ninety days after a contract has been drawn, approved by the City Manager, and fully executed by the City Attorney. In cases of donations or gifts of cash or properties, naming rights will not be in effect until receipt of funds or property has been deeded and recorded to the City with all fees associated with purchases paid in full.

Restrictions

On occasion the city may need to reject a request. The City will not accept donations from or grant naming rights opportunities to individuals or entities that engage in the following activities or under the following circumstances:

- The potential sponsor seeks to secure a contract, permit or lease
- The potential sponsor seeks to impose conditions that are inconsistent with the City of Hardeeville's mission, values, policies, and or planning documents
- Any individual, corporation or business that is not in good financial standing with the City or owes any outstanding taxes, fees, or services that are in arrears to the City
- Manufacturing, advertising, and/or selling illegal products or services
- Manufacturing, advertising, and/or selling tobacco or cannabis product
- Engaged in any aspect of the adult entertainment industry
- Convicted of a felony or any offense involving acts of moral turpitude

- In litigation with the City of Hardeeville, South Carolina
- Wherein participation would constitute a conflict of interest under federal or state law
- Any situation wherein participation will in the opinion of the City of Hardeeville raise the appearance of impropriety

Appeals

Any person, group or donor whose proposal to name or rename city facilities, property, or amenities within the City of Hardeeville that is denied their request may appeal to Council by petition through the office of the City Manager.

EXHIBIT A



City of Hardeeville Assets

The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. Below lists facilities, property, or amenities and their designated values in exchange for exclusive naming rights (some restrictions apply based on life of the asset).

Hardeeville City Hall	Administration Wing Executive Conference Room Council Chambers Lobby
Police Department	Lobby
Municipal Court	Jury Room
Fire Department Station 81	Kitchen Bay 1/2/3/4
Fire Department Station 82	Kitchen Bay 1/2/3
Fire Department Station 83	Kitchen Bay 1/2
Fire Department Station 84	Kitchen Bay 1/2
Emergency Operations Center	Conference room 1 Situation Room
Public Works Facility	Conference room Bay 1/2/3 Welding Center Classroom
Old City Hall Building	Conference room (Currently JC Chamber offices) Office areas
Hardeeville Intern House	entire area or individual rooms
Hardeeville Public Library	Community Room Computer Lab Garden
<u>Hardeeville Recreation Center</u>	Gymnasium Fitness Center Events Room Walking track
<u>Richard Gray Recreation Complex</u>	Basketball Courts Dog park Dog park apparatus
<u>Millstone Landing</u>	
<u>TB Carroll Jr. Memorial Park</u>	

EXHIBIT B



Nomination Application is located:

<https://hipaa.jotform.com/222504864175154>

City of Hardeeville

Naming Rights & Recognition Nomination Process

1. Choose the Nomination Award

Choose award type

Naming or Renaming
consideration City's Wall of
Recognition

Key Differences for Award Type

For Naming or Renaming Consideration:

A person must be deceased for 3 years before eligible.
Made either a significant financial contribution or contribution of service. State or National recognition for historical option.
Community support signatures submitted with application.
Reviewed and prioritized by naming committee based on identified criteria and recommendations presented for City Council for approval.

For City's Wall of Recognition:

Any person can be nominated for consideration that has made distinctive personal and/or professional contributions to the city.
Nominee can be either living or deceased.
Reviewed, scored, and recommended by the naming committee and presented to the City Manager for approval based on identified criteria.
No cost to applicant for wall placement.

2. If submitting for Naming or Renaming consideration

1

Choose category

Major Gift/Donation
Outstanding
Individual
Historical Event, Person or Place based on state and national significance

Key Differences for Category Option

For Major Gift/Donation:

Land for the majority of the project (building, facility, park, trail, etc.) that was deeded to the City of Hardeeville.

Contribution of a majority of the capital construction costs associated with its development or by the designated value assigned by the City for the exclusive naming rights.

Provision of endowment for the continued maintenance and or programming of the City amenity will be agreed upon

For Outstanding Individual:

Significance, reputation and community standing have been widely accepted into the history of the City of Hardeeville.

Performed distinctive community service, had well documented community support and exhibited outstanding achievement.

For Historical Event, Person or Place based on state and national significance:

Documented historical, cultural, or social significance and have received state and national recognition.

3. Nominee Information

Name of person, business or organization being nominated.

2

Reason For Nomination

If the Nominee is a person, please answer all of the following section.

Nominee: Please check one.

Deceased

Living

If deceased, please provide the date of their death.

Nominee: Please select the one that best represents the nominee.

Lived in Hardeeville

Attended school in Hardeeville

Employee of the City of

Hardeeville

Elected or Appointed Position with City of

Hardeeville More than one option applies

Describe the amount of years that the nominee is associated with each option that applies.

3

Describe the significant contribution that nominee has made through service, resources, talent, time, to improve the quality of life for residents and the City. List any awards or public recognition received for their contribution.

Provide any significant historical impacts or positive influences that nominee has made for the City. List any examples of actions taken, projects or events the nominee was a participant in.

- \$250,001 to \$500,000
- \$500,001 to \$1,000,000
- \$1,000,000 or higher

Describe the significant contribution that nominee has made through service, resources, talent, time, to improve the quality of life for residents and the City. List any awards or public recognition received for their contribution.

4. Person making the nomination

Your Name

First Name Last Name

Phone Number

Area Code

Phone Number

E-mail Address

example@example.com

Address

Street Address

Street Address Line 2

City

State / Province

Please Select

Postal / Zip Code

Country

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Screening and First Level Review for Naming Rights and Recognition Process

The City of Hardeeville Director of Administration Services will be notified as applications are submitted and will conduct an initial screening to conduct the first level of review for any nomination application being submitted for the naming and recognition nomination process.

Second Level Review, Scoring and Recommendation

In addition to the first level review by the Director of Administration Services, the naming rights and recognition review committee will review all nominations periodically. The naming rights and recognition review committee will specifically serve as scorers of each nomination. The naming rights and recognition review committee will set particular dates throughout the year for the committee to score submitted nominations and make necessary recommendations to the City Manager.

Scoring

The naming rights and recognition review committee will score applications on a scale of 0-3 points with zero points scored for not applicable, one point scored for a basic response, two points scored for a good response and three points scored for a strong response for each scoring criterion.

Each of the scoring criteria is broken into three scoring categories:

- Not Applicable = 0 point
- Basic response = 1 point
- Good response = 2 points

- Strong response = 3 points

There are a total of ten criteria categories for a total of 30 points possible for the nomination for individuals.

The scoring criteria consist of the following for nominations for an individual person:

- Justification
- Narrative
- Nominee Attributes
- Significant Contribution - Service or Time
- Significant Historical Impact
- Leadership Impact
- Financial Contribution - Amount & Purpose
- State or National Recognition

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- Signatures Advocating for Nominee
- Meaningful Recommendation Letters

There are a total of five criteria categories for a total of 15 points for the nomination of a business, entity, or organization.

The scoring criteria consist of the following for the nomination of a business, entity, or organization:

- Domiciled in City
- Length of Time Serving City
- Total Number of Employees
- Financial Contribution to City and Narrative
- Meaningful Recommendation Letters

If the nomination is not sufficient with the information being provided or is incomplete, the naming rights and recognition review committee will score the criteria based on the amount of information that is provided and will utilize the lowest scoring category for that criterion.

The naming rights and recognition review committee members may issue a comment or concern as it relates to any application and the information needed to complete the scoring of the application. A "comment" is a reviewer's feedback noting a problem with an applicant's response to one or more of the published participant protection elements. If significant comments are made or the application does not meet the necessary score to be recommended for approval, the naming rights and recognition review committee will reject the nomination and notify the person who has submitted the application. The person will have the opportunity to submit another nomination with completed or more detailed information.

The four scoring categories are defined for each criterion in the naming rights and recognition process scoring rubric.

Once all applications are reviewed and scored by each member of the grant review and scoring committee, a priority score for each application will be assigned as the mean of the committee members' total scores.

Nomination Review Principles

The City of Hardeeville naming rights and recognition review committee represents a collection of senior leadership that are noted for their expertise along with their knowledge, skills, and professional experience and upholds certain principles to make sure that each nomination receives a thorough and fair review.

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The naming rights and recognition review committee holds in place strict conflict-of-interest (COI) standards including neutrality and impartiality, equality of arms as regards to access of information, utilization of public information, and will protect private information such as the people who make the nominations.

The naming rights and recognition review committee maintains confidentiality for the nomination process including the scoring of each nomination until a nominee is presented for recommendation of approval.

The naming rights and recognition review committee evaluates and scores each application according to the criteria for evaluation.

The naming rights and recognition review committee considers each nomination on its own merit and do not compare it with other nomination.

The naming rights and recognition review committee considers only what is specifically written in the nomination and provided through supporting documentation.

The naming rights and recognition review committee utilizes a nomination scoring sheet to compile all applicant scores for each nomination.

Recommendation Process

One final scoring and recommendation sheet for each nomination will be presented to the City Manager as consideration for recommendation for qualifying nominations. For those nominations that are recognized for naming rights, the City Manager will review the recommendations made by naming rights and recognition review committee and will make the presentation for City Council for approval. Nomination recommendations made to City Council will be presented once a quarter for approval. Additionally, nominations made for the Wall of Recognition will be approved by the City Manager and will not have to be voted on by City Council, however City Council will be provided a scoring and recommendation summary for each nomination.

Any recommendation for approval will be made based solely on the submittal of a completed nomination application that scores a 70% or higher. The scoring percentage is taken from the 30 total points possible for an individual nomination and 15 points possible for a business, entity, or organization.

Nomination Approval

If a nomination for the naming rights is approved by City Council or an approval is made for the Wall of Recognition, the City Clerk's office will be responsible for communicating decisions and will notify any person making a nomination of its approval or denial.

**Naming rights and recognition
process Scoring rubric**

Ranking Value	Not Applicable 0	Basic 1	Good 2	Strong 3	Score
INDIVIDUAL CANDIDATES					
Justification	Not provided	Nominal information provided.			
		Information addresses the issue in many respects.			
		Answers to question is complete and thorough.			
Narrative	Not provided	Nominal information provided.			
		Information addresses the issue in many respects.			
		Answers to question is complete and thorough.			
Nominee Attributes	Not provided	Nominal information provided.			
		Information addresses the issue in many respects.			
		Answers to question is complete and thorough.			
Significant Contribution - Service or Time					
Not applicable/ Not addressed		Nominal information provided.			
		Information addresses the issue in many respects.			
		Answers to question is complete and thorough.			
Significant Historical Impact	Not applicable/ Not addressed	Nominal information provided.			

Leadership Impact Not applicable/ Not addressed Nominal information provided.

Information addresses the issue in many respects.

Information addresses the issue in many respects.

Answers to question is complete and thorough.

Answers to question is complete and thorough.

Financial Contribution - Amount & Purpose

Not applicable/ Not addressed Nominal information provided.

Information addresses the issue in many respects.

Answers to question is complete and thorough.

State or National Recognition Not applicable/ Not addressed Nominal information provided.

Signatures Advocating for Nominee Not applicable/ None provided Nominal information provided.

Information addresses the issue in many respects.

Information addresses the issue in many respects.

Answers to question is complete and thorough.

Answers to question is complete and thorough.

Meaningful Recommendation Letters

Not applicable/ None provided Nominal information provided.

Information addresses the issue in many respects.

Answers to question is complete and thorough.

Individual Total (Max 30)

TOTAL

Score 21-30

Recommended for approval

**Naming rights and recognition
process Scoring rubric**

CORPORATION OR ENTITY

Domiciled in City	No	Yes
Length of Time Serving City	Not applicable/ None provided 0-5 years	6-10 years 11+ years
Total Number of Employees	Not applicable/ None provided 1-15 employees	16 - 50 employees 51 plus employees

Financial Contribution to City and Narrative

Meaningful Recommendation Letters

Not applicable/ None provided Nominal information provided.

Not applicable/ None provided Nominal information provided.

Information addresses the issue in many respects.

Information addresses the issue in many respects.

Answers to question is complete and thorough.

Answers to question is complete and thorough.

TOTAL

Score 11-15 Recommended for approval **Business, entity, or organization Total (Max 15)**

EXHIBIT C

Wall of Recognition Criteria

Wall of Recognition

The City recognizes the need to acknowledge community leaders, businesses, or organizations past, present and future that have given shape to the foundation, development, and growth of Hardeeville. Considerations will be given for their contributions, significance, reputation, character, leadership, and community standing. They must have performed distinctive community service, had well documented community support and exhibited outstanding achievement. The City of Hardeeville is honored to recognize the community leaders who shaped Hardeeville's beginnings and those who continue to build upon the foundation of excellence for further generations. Nominees should exemplify or have demonstrated exceptional determination, character, commitment, and leadership. Consideration will be given to those who are living and deceased, died during service, or have fallen in the line of duty to the City of Hardeeville, the State of South Carolina, or the Nation. Nominees should meet one or more of the following:

- Attended school in Hardeeville
- Have a business or organization in Hardeeville
- Served the City as a current or past employee
- Served on a city committee or board past or present
- Served as an elected official of the city past or present
- Provided long term service to the community of Hardeeville

No more than three nominations may be submitted by any one individual, group, organization, or business.