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1 WHEREAS, staff has been working with the current Subcommittee to develop
2 a new Policy 3406 (Donor Naming and Sponsorship of City Property and Facilities), with its
3 purpose being to define the policies, responsibilities and procedures associated with the
4 naming of City property and facilities based on donations or bequests to the City or
5 sponsorships of City property and facilities; and

6 WHEREAS, the proposed Policy 3406 does not apply to commemorative
7 naming of City property and facilities, which is addressed in Council Policy 3403,
8 mentioned above, or City sponsorships of third party events and activities, which is
9 addressed in Council Policy 2502; and

10 WHEREAS, staff, with the concurrence of the Subcommittee, recommends
11 adoption of Policy 3406.

12 NOW, THEREFORE, the City Council of the City of Culver City, California,
13 DOES HEREBY RESOLVE as follows:

14 1. The City Council hereby adopts City Council Policy No. 3406 entitled
15 "Donor Naming and Sponsorships of City Property and Facilities," which Policy is attached
16 hereto as Exhibit "A" to this Resolution.

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2. The City Manager is hereby authorized to format the attached City Council Policy in a format consistent with other City Council adopted policies and shall include the final version of this adopted Policy with other adopted policies.

APPROVED and ADOPTED this _____ day of _____ 2025.

DAN O'BRIEN, Mayor
City of Culver City, California

ATTEST:

APPROVED AS TO FORM:



JEREMY BOCCHINO, City Clerk

HEATHER BAKER, City Attorney

EXHIBIT A

CITY OF CULVER CITY COUNCIL POLICY STATEMENT

General Subject: City Council and Administration

Specific Subject: Donor Naming and Sponsorship
of City Property and Facilities

Policy Number: 3406

Date Issued: 10/27/2025

Effective Date: 10/27/2025

Resolution No: 2025-R_____

I. PURPOSE:

To define the policies, responsibilities and procedures associated with the naming of City property and facilities based on donations or bequests to the City or sponsorships of City property and facilities. This policy does not apply to commemorative naming of City property and facilities (see Council Policy 3403) or City sponsorships of third party events and activities (see Council Policy 2502).

This policy is intended to:

1. Guide staff and the City Council in the naming of City property and facilities, including buildings, support facilities, park sites and recreation facilities, based on donations or bequests to or sponsorships with the City.
2. Ensure that this type of naming of City property and facilities is accomplished in a manner that is objective, consistent and comports with City regulations.

II. DEFINITIONS:

“Amenity” means an improvement located on identifiable City property such as a wall on a park, a plaza in front of a City building, a trail located along City property, an interior room or rooms in a building. An amenity may include the following if located on City property: plazas that constitute only a portion of a larger parcel of City property, gazebos, archways, paths, athletic facilities that are not enclosed structures or stand-alone City buildings, picnic areas, tot lots, play structures, hard courts, and trail segments.

“Buildings” are City-owned facilities that house employees or are otherwise used to conduct City business. Examples of “Buildings” may include, but are not limited to, City Hall, Police Facility, Transportation Facility, and Public Works Facility.

“City Property and Facilities” means real property and buildings owned by the City, including Park Sites, Recreation Facilities, Support Facilities, amenities, and Streets, Plazas and Public Areas.

“Donation” means a gift of land or money to the City without expectation or obligation of a naming opportunity, or a contribution made to the City without expectation of goods, services, or significant benefit or recognition in return. Donations may be offered in the form of money or contributions of real or personal property. A donation may be undesignated, where the donor has placed no limitation on its use, or designated.

“Major Facilities” refers to, but is not limited to, buildings, plazas, sports facilities and venues, fields, gardens, parks and parquettes.

“Minor Facilities” refers to, but is not limited to, amenities such as trees, park benches, bus benches and Council Chambers seating.

“Namesake” means the person, entity, or group whose name is used in the naming of City property or facilities under this Policy.

“Park Sites” are City-owned parks, open space, trails developed and undeveloped park areas.

“Recreation Facilities” are facilities and amenities used primarily for recreation and leisure activities, which would include, but not limited to, plazas, athletic fields, sport courts, swimming pools, gymnasiums, recreation centers, meeting rooms and theatres.

“Sponsorship” means cash or in-kind products and services offered by Sponsors with the clear expectation that the City will return something of value to the Sponsor, typically public recognition and publicity or advertising highlighting the contribution of the Sponsor and/or the Sponsor’s name, logo, message, products or services.

“Streets, Plazas, and Public Areas” are City-maintained streets, parkways, plazas and public areas within the City of Culver City.

“Support Facilities” are City-owned facilities that are used to support field operations. Examples of “Support Facilities” may include, but are not limited to, the Public Works Yard, Transfer Station, Roads, Rooms and Pump Stations.

III. STATEMENT OF POLICY:

- A. Naming Criteria. In addition to the naming criteria established in City Council Policy 3403 (Commemorative Naming of City Property and Facilities), potential names for City-owned land, facilities, or amenities may be based on one of the following criteria:

1. An individual, entity or group in recognition of a donation of land, or the donation of money for the purchase or maintenance of land, facilities or amenities, to the City by the individual, group or entity.
2. An individual, entity or group via a sponsorship agreement.

B. Sponsorship

1. Consideration shall be given to the naming of City-owned land and facilities for an individual, a group, or private entity through a sponsorship agreement, if all the following criteria are met:
 - a. A substantial financial contribution to the City for the improvement, upkeep or operation of the land or facility has been provided to the City in exchange for the naming of the land or facility;
 - b. The namesake or sponsor does not promote or support programs or activities detrimental to public health, safety, or well-being;
 - c. The namesake or sponsor, or any of its subsidiaries, does not promote, or derive a substantial amount of revenue from products that are detrimental to public health, safety, or well-being, including but not limited to, drugs, alcohol, tobacco or fossil fuels; and
 - d. The namesake or sponsor does not discriminate against any person, employee, member, or volunteer on the basis of race, color, creed, religion, gender, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability, in compliance with all federal, state, and local laws and statutes; and
 - e. The association of the City with the namesake or sponsor does not violate the First Amendment of the United States Constitution.
 - f. The Name does not have connotations that by contemporary community standards are derogatory or offensive. Examples are names with connotations based on race, color, creed, religion, gender, gender identity, sex, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability;
 - g. The namesake or sponsor does not promote environmental, work, or other practices that, if they took place, would violate U.S. or state law (i.e., dumping of hazardous waste, exploitation of child labor, etc.); and
 - h. The namesake or sponsor shall enter into a Sponsorship Agreement with the City.

C. Duration of Name

1. It is the policy of the City to retain long-standing names of City-owned land and facilities unless the following criteria has been met:

- a. An individual, group, or private company has made a substantial contribution to the City for the acquisition, improvement, upkeep, or operation of the land or a facility.
 - b. Even if funds are offered in exchange for adopting a specific name staff shall make reasonable efforts to have the donor or sponsor agree to incorporate the existing name into a newly recommended name while still acknowledging the funding support of the donor or sponsors. Nothing herein limits the requirement of City Council approval for any name pursuant to this policy.
- 2. Sponsorship agreements that include names of corporations, businesses, or organizations are limited to 10-year terms.
- 3. The City reserves the right to change the name of any City-owned land or facilities if the person or entity whose name is used
 - a. is convicted of any felony;
 - b. promotes or supports programs or activities adverse to public health, safety, or wellbeing;
 - c. engages in activity hostile to or adverse to the interests of the City; or
 - d. engages in discrimination against any person, employee, member, or volunteer based on race, color, creed, religion, gender, gender identity, sex, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability.
- 4. The name of a City Property or Facility shall be changed only after consideration of the following:
 - a. Historical significance of the name;
 - b. Impact on the current namesake; and
 - c. Cost and impact of
 - i. changing existing signage, if any;
 - ii. rebuilding community recognition; and
 - iii. updating records such as letterhead, databases, and promotional materials.
- D. Other Requirements
 - 1. The naming of City-owned land and facilities shall not disturb or conflict with existing community themes or values.
 - 2. Naming must engender a positive public image for the facility and for the City.
 - 3. Naming should not unduly commercialize the property or facility.
 - 4. The City Council will not name any buildings, land or facilities after current office holders.
 - 5. Names may not include religious or political organizations.

IV. NAMING PROCESS

- A. City Property and Facilities, based on a donation or sponsorship, may be named or renamed by the City Council pursuant to one of the following procedures:
 - 1. *Naming or Sponsorship of Minor Facilities:* The naming or renaming of Minor Facilities shall be referred to the Parks, Recreation and Community Services Commission ("Commission"). Names of Minor Facilities must be approved by a majority vote of the Commission. The City Council shall establish by resolution minimum monetary donation requirements for Minor Facilities. Increases to such monetary donation requirements shall be considered by the City Council annually as part of the fiscal year budget process.
 - 2. *Naming or Sponsorship of Major Facilities:* The naming or renaming of Major Facilities shall be referred to an ad hoc subcommittee ("Subcommittee") of the City Council established for the purpose of evaluating donor or sponsorship naming applications. Names of Major Facilities must be approved by 4/5 vote of the City Council.
- B. Changes to the names of Major Facilities which had previously been named through formal process by the Council require 4/5 vote of the City Council.
- C. Application for Donor Naming or Sponsorship.
 - 1. A Naming Request may be made by a member of the public or may be initiated by a majority vote of the City Council. If a Naming Request is made by a member of the public, an Application for Donor Naming or Sponsorship of City Property and Facilities shall be submitted to the City Manager's Office, and shall include the following:
 - a. the proposed City Property or Facility;
 - b. visual examples of the proposed signage, including name of honoree and/or inscription; and
 - c. all required documentation and information set forth in this Policy to be considered in support of the Application.
 - 2. Upon receipt of an Application initiated by City Council, the City Council shall refer the matter to the Commission or Subcommittee, as applicable. Upon receipt of an Application initiated by a member of the public, the City Manager shall refer the matter to the Commission or City Council, as applicable. Commission and Subcommittee shall collectively be referred to as the "Reviewing Authority."
 - 3. The City Council's creation of the Subcommittee or referral to the Commission is procedural in nature and should not, in any way, be construed to be an action by the City Council to approve or support the Application or Naming Request.
 - 4. City staff shall post a public notification regarding the proposed Application, allowing public review and comment of the application for a minimum 30-day period before a decision by the Reviewing Authority.
 - 5. The Reviewing Authority shall make every effort to conduct an initial review of the application within 60 days of the City's receipt.

6. The Reviewing Authority may seek advisory information from other Culver City organizations (e.g. Historical Society, Chamber of Commerce, Downtown Business Association, etc.).
7. The Reviewing Authority may request to meet with applicant to discuss the Application. In the case of the Commission, the applicant would be invited to a public meeting of the Commission.
8. The Reviewing Authority may take into consideration recognitions that have already been given to the proposed honoree or sponsor.
9. In the case of the Subcommittee, in its discretion, it may request a recommendation from an appropriate Commission or Committee prior to making its own recommendation to the City Council.
10. For a Minor Facilities Naming, the decision of the Commission shall be considered at a Commission meeting, at which time members of the public will have an opportunity to comment on the Application. The Commission's decision shall be final unless appealed to the City Council. Such appeal shall be filed with the City Clerk within 15 days of the meeting at which the Commission makes its decision. City Council shall be informed of all Commission decisions.
11. For a Major Facilities Naming, the Subcommittee shall review and make recommendations to the City Council on the specific Application submitted. The Subcommittee's recommendation shall be considered at a City Council meeting, at which time members of the public will have an opportunity to comment on the Application and Subcommittee's recommendation.
12. The City Council's decision on any Application shall be final, including approval of the proposed name and the content of all related signage.
13. The City Council, in its sole discretion, may deny any Application.