Resolution 28-25

A Resolution authorizing and establishing the Naming Rights Policy for the City of Orrville, Ohio.

WHEREAS, the City of Orrville, Ohio desires to establish a policy and procedure for the granting of naming rights opportunities for certain municipal owned properties, facilities, structures or amenities in recognition of individuals, businesses or organizations that have made significant contributions to the City of Orrville; and

WHEREAS, Council desires to designate the Ordinance and Personnel Committee to receive and review applications for naming opportunities as set forth in the Naming Rights Policy set forth as Exhibit A, attached hereto and incorporated herein; and

WHEREAS, It is intended that the adoption and use of the Naming Rights Policy will allow objective review of requests for naming of certain City assets.

BE IT RESOLVED by the Council of the City of Orrville, Ohio:

Section 1: That Council hereby approves and authorizes the implementation of the Naming Rights Policy, as set forth in Exhibit A.

Section 2: That this Resolution is shall be in full force and effect after the earliest period provided by law.

Passed this 2 day of September 2025.

President of Council

Attest:

Clerk of Council

Approved:

Mayor

Date 09/02/2025

I, Jeanne Gault, Clerk of Council of the City of Orrville do hereby certify this legislation _____ adopted on_____was duly posted on_____ within 10 days as required by the Charter of said City.

City of Orrville, Ohio
Municipal Naming Rights Policy

Adopted: _____, 2025

1. Purpose

The purpose of this policy is to establish clear guidelines for the naming of City-owned properties, facilities, structures, or amenities in recognition of individuals, businesses, or organizations that have made significant contributions to the City of Orrville.

2. Policy Statement

Naming rights may be granted by the City of Orrville as a form of recognition and/or sponsorship for exceptional contributions that enhance community assets. This policy provides a structured process to evaluate and approve such naming opportunities.

3. Eligibility Criteria

Naming rights may be granted under the following two tiers:

Tier I – Honorary (Posthumous) Naming

An individual may be recognized posthumously if they have made a significant and lasting contribution to the City of Orrville in one or more of the following areas:

- Public service
- Civic leadership
- Historic significance
- Community development

Tier II – Financial Contribution

Naming rights may be granted to a business, non-profit organization, or individual that contributes at least 25% of the total cost of the facility, structure, modifications, improvements or amenity to be named. This contribution must be a documented, direct financial donation. It is expected that naming a park, field, building or amenity requires a significant financial investment. It is preferred that Tier II gifts be paid in a lump sum rather than over time to help offset the costs of the project or property to be named.

4. Duration of Naming Rights

Naming rights will be granted for a term of no less than 5 years and no more than 20 years, as determined by the City Council's Ordinance and Personnel Committee.

At the end of the naming term, the City retains the right to:

- Renew the naming agreement
- Offer the naming opportunity to a new donor
- Revert to a generic name

5. Approval Process

- All naming rights requests shall be submitted in writing to the Council Clerk who shall refer it to the Ordinance and Personnel Committee of the Orrville City Council.
- The Committee shall review all submissions and make recommendations to the full Council, if required.

- Any purchased naming rights exceeding $250,000 must be formally approved by a majority vote of the Orrville City Council.

6. Signage / Acknowledgement

- Generally, the cost of signage should be paid by the named party. The Ordinance and Personnel Committee shall determine the type of signage preferred for the naming opportunity
    - Proposed signage must be reviewed and approved by the appropriate committee (Design Review Committee or Ordinance and Personnel Committee) and meet applicable zoning requirements
    - Ongoing maintenance and repairs of signage are the responsibility of the named party
- Plaques, sponsorship acknowledgements, banners and other forms of acknowledgement may be provided by the City.
- All signage / acknowledgement responsibility shall be as set forth in the Naming Rights Agreement.

7. General Provisions

- The City of Orrville reserves the right to reject any naming proposal that:
    - Does not align with the values, vision, or goals of the City
    - Poses a conflict of interest
    - Could potentially harm the City's reputation or cause public controversy
- A naming agreement must be formalized through a written Naming Rights Agreement specifying duration, naming terms, and any obligations of the donor or honoree.

8. Renaming and Revocation

The City reserves the right to revoke naming rights if:

- The honoree or organization's reputation substantially deteriorates
- There is a significant breach of agreement terms
- The facility or asset is substantially altered, decommissioned, or replaced

9. Public Communication

Approved naming rights shall be communicated to the public through appropriate channels, including social media, press releases, official signage, and City records.

EXHIBIT A