

RESOLUTION NO. 020926-1

A RESOLUTION ADOPTING A NAMING POLICY FOR SPORTS COMPLEX FOR THE CITY OF ABILENE, KANSAS.

WHEREAS, the City of Abilene, Kansas (“City”) is currently constructing and developing a new Sports Complex to enhance recreational opportunities for residents and visitors; and

WHEREAS, the Governing Body desires to establish a clear and consistent policy to guide the acceptance of donations and the granting of naming rights for facilities and assets within the Sports Complex during construction and future operation.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF ABILENE, KANSAS, AS FOLLOWS:

SECTION ONE. Adoption. The Naming Rights Policy for the Sports Complex (“Policy”), attached hereto and incorporated herein by reference, is hereby approved and adopted.

SECTION TWO. Administration. The City Manager and Parks & Recreation Director are authorized to administer and implement the Policy, including development of standard donation agreement forms and administrative procedures consistent with the Policy, and to accept and process proposed naming rights during construction of the Sports Complex and thereafter.

SECTION THREE. Administration. Nothing in the Policy shall be construed to require the City to accept any donation or grant any naming right. All naming decisions remain subject to the City Commission’s sole discretion and applicable law.

SECTION FOUR. Severability. If any provision of the Policy is declared unconstitutional, or its application to any person or circumstance is held invalid, such invalidity shall not affect the validity of the remaining portions of the Policy or its application to other persons or circumstances.

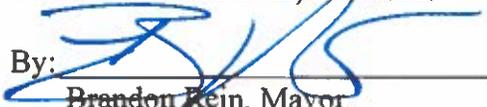
SECTION FIVE. Effective Date. This Resolution shall be in full force and effect after its adoption by the Governing Body.

PASSED AND APPROVED by the Governing Body of the City of Abilene, Kansas this 9th day of February, 2026.



CITY OF ABILENE, KANSAS

By: _____


Brandon Rein, Mayor

ATTEST:


Shayla L. Mohr, CMC, City Clerk

Naming Rights Policy for Sports Complex

INTRODUCTION

In February 2025, the voters of the City of Abilene approved a sales tax to fund Recreation Improvements, including improvements to the ball fields. While sales tax revenues will contribute to the construction of new ball fields and related amenities, such funding may not fully cover all planned or desired improvements.

To supplement these public funds, the City of Abilene may accept donations in the form of cash and in-kind services. Certain qualifying contributions may be recognized through the granting of naming rights for specific assets within the Sports Complex, subject to the terms and conditions of this policy. Naming rights provide an opportunity to acknowledge donor support while preserving the public purpose, character, and ownership of City facilities.

POLICY

This policy establishes the framework governing the consideration and approval of naming rights within the Sports Complex. The City Commission retains ultimate authority to approve the naming of City-owned assets in accordance with this policy.

All donations received pursuant to this policy shall be used solely to support the construction, improvement, enhancement, materials, and labor associated with the Sports Complex and its associated facilities and amenities. The City of Abilene retains sole discretion regarding the approval, denial, and naming of specific assets within the Sports Complex.

GOVERNMENT SPEECH AND STANDARDS FOR NAMING

The naming of City-owned assets is an expression of the City's own speech and identity and does not create a public forum for private expression. Granting or denying naming rights is a discretionary governmental function undertaken to advance the City's public purposes in owning and operating the Sports Complex. All naming decisions shall be made in a manner consistent with the City's role as owner and steward of public facilities and shall be applied in a content-neutral and viewpoint-neutral manner.

In applying the "Appropriateness of Name" requirement set forth below, the City may consider whether a proposed name:

- Contains profanity, obscenity, or vulgarity;
- Is misleading or implies City endorsement of a product, service, or viewpoint unrelated to the public purpose of the facility;
- Includes political, religious, or ideological messaging;
- Is associated with illegal activity or conduct inconsistent with the City's mission or the public trust; or
- Otherwise detracts from the character, function, or community use of the Sports Complex.

PROCEDURE

Prospective donors seeking naming rights within the Sports Complex shall work directly with the Parks & Recreation Director.

In reviewing a proposed naming right, the applicable approving authority shall consider the requirements set forth in this policy, the nature and value of the proposed donation, the significance and visibility of the asset to be named, and the overall public interest.

Naming rights associated with a total donation value at or below \$25,000 may be approved jointly by the Parks & Recreation Director and the City Manager. Naming rights that exceed \$25,000 or involve the naming of an entire facility, shall require approval by the City Commission. No naming right shall be deemed granted, and no donor commitment shall be represented as final, until the applicable approving authority has acted in accordance with this policy.

For a donation and associated naming rights to be approved, the following requirements must be met:

- 1. Appropriateness of Name**

The proposed name must project a positive image consistent with the City's goals and values and must be appropriate in relation to the asset's location, use, and/or history.

- 2. Verification of Availability**

The Parks & Recreation Director shall verify that there is no existing or overlapping donor recognition for the asset, including but not limited to prior naming authorized by City Commission action or recognition granted as part of the asset's acquisition or development.

- 3. Donation Agreement**

The donor and the City shall execute a written donation agreement prior to final approval. The agreement shall specify the term of the naming right, which shall not exceed the useful life of the named asset as determined by the City in its sole discretion based on operational, structural, and programmatic considerations. Regardless of the length of the naming term, the full donation amount must be paid within the timeframe established in the agreement. At least fifty percent (50%) of the total donation commitment must be received prior to the City incurring expenses related to the named asset, including but not limited to fabrication or installation of signage.

IMPLEMENTATION AND STANDARD TERMS

The City Manager is authorized to develop standard forms of donation agreements and to establish reasonable administrative practices for the implementation of this policy. The specific terms of any naming right, including, as applicable, signage, placement, format, duration, and maintenance, shall be addressed in the applicable donation agreement and may vary based on the nature of the asset and the circumstances of the donation. Nothing in this policy shall be construed to require the City to offer naming rights for any particular asset, to accept any proposed donation, or to grant naming rights on any particular terms.

RENAMING, CHANGING OR REMOVING NAMES

The City reserves the right to remove or change the name of any asset within the Sports Complex if continuation of the naming relationship is determined by the City, in its sole discretion, not to be in the best interests of the City or the public. The granting of naming rights does not create a vested property right in perpetuity and does not limit the City's police powers or legislative authority.

Without limiting the foregoing, the City may remove or change the name of any asset within the Sports Complex under the following circumstances:

1. **Expiration of Term**
Upon expiration of the naming rights term, as specified in the executed donation agreement.
2. **Failure to Fulfill Gift Commitment**
If the donor fails to fulfill the donation commitment within the timeframe specified in the donation agreement.
3. **Asset Modification or Destruction**
Upon demolition, damage or destruction due to an act of God, replacement, substantial renovation, redesignation of purpose, or other similar modification of the named asset. The City shall make reasonable efforts to notify the donor in advance when practicable.
4. **Reputational or Ethical Concerns**
If the donor becomes involved in a dispute, controversy, or activity that, in the City's determination, may adversely affect the image, mission, integrity, or public trust of Abilene Parks & Recreation or the City of Abilene.

REFUND AT CITY'S DISCRETION

Any refund of donations in connection with the removal or change of a name shall be made only if and to the extent determined by the City, in its sole discretion. No refund shall be required where removal or change results from the donor's failure to fulfill a commitment, material breach of an agreement, or reputational or ethical concerns. In all other cases, the City may elect to refund all or a portion of the donation on an equitable or prorated basis, or to provide alternative recognition, as the City deems appropriate.

CITY COMMISSION DISCRETION

Notwithstanding any provision of this policy, the City Commission may approve a naming right or related agreement that deviates from the terms of this policy upon an express finding that such deviation is in the best interests of the City and serves a valid public purpose. Any such deviation shall be documented in the approving action of the City Commission.