

RESOLUTION 2021-2

**A RESOLUTION OF THE
READING PARKING AUTHORITY,
COUNTY OF BERKS, PENNSYLVANIA**

Adopted: January 26, 2021

*TO ADOPT A CORPORATE SPONSORSHIP &
NAMING RIGHTS POLICY.*

WHEREAS, the Reading Parking Authority (“Authority”) is a body corporate and politic organized and existing under the Parking Authority Law, 53 P.S. §§ 5501 *et seq.* (“Act”); and

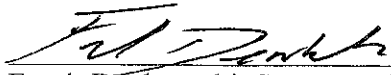
WHEREAS, the Authority wishes to and does by this Resolution adopt a Corporate Sponsorship & Naming Rights Policy in the form attached hereto.

NOW, THEREFORE, BE IT RESOLVED, by the Board of this Authority, in lawful session duly assembled, that the Authority hereby adopts a Corporate Sponsorship & Naming Rights Policy in the form attached hereto. The Policy shall take effect immediately upon the adoption of this Resolution.

DULY ADOPTED, this 26th day of January, 2021, by the Board of Directors of the Reading Parking Authority.

ATTEST:

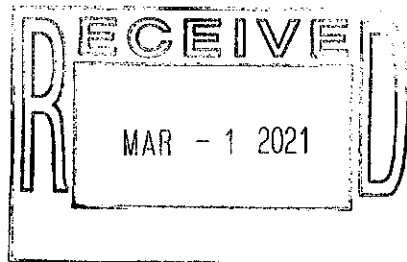
READING PARKING AUTHORITY



Frank Denbowski, Secretary (SEAL)

By: 

Timothy J. Profit, Chairperson



SECRETARY'S CERTIFICATE

I hereby certify that the foregoing is a true and correct copy of a resolution adopted by a majority vote of the Board of Directors of the Reading Parking Authority at a meeting of said Board duly held on January 26, 2021, a quorum being present; that public notice of said meeting was given in the manner provided by law; that said resolution has been duly recorded upon the minutes of the Board, has not been amended or rescinded and is in full force and effect this 26th day of January, 2021.

READING PARKING AUTHORITY

By: 
Frank Denbowski, Secretary (SEAL)

**READING PARKING AUTHORITY'S
CORPORATE SPONSORSHIP & NAMING RIGHTS POLICY**

Purpose

The Reading Parking Authority (“Authority”) has adopted a Corporate Sponsorship & Naming Rights Policy (“Policy”) in regard to corporate sponsorships and/or the possible naming of Authority owned facilities in specific circumstances. This Policy is meant to provide a fair, consistent and efficient process for the naming, renaming or dedication of the Authority’s facilities and for the acknowledgement of activities or significant contributions from a person or corporation.

Process

The naming of Authority owned facilities shall be permitted but only pursuant to the specific requirements of this Policy. The Authority shall maintain a documented record to confirm the Process, as defined herein, was followed.

The following steps shall be taken for any consideration of naming an Authority Facility, all of which, when taken together, shall be defined as the “Process”:

1. Receipt of a Nomination/Application:
 - a. All requests for naming an Authority Facility shall be submitted in writing. An applicant shall complete a naming application form (“Application”) and any supporting documentation that is required. The Authority shall create an Application consistent with the requirements of this Policy. The Application shall be available at the Authority’s main office or via its website.
 - b. The Application may be amended by the Authority as needed but it shall always bear a note to the applicant that submission of the Application does not guarantee approval and that approval shall only be granted by the Authority’s Board of Directors (“Board”) pursuant to the Criteria described herein. The Application shall always note that the Authority’s review of any submitted Application shall be without discrimination of any kind, including but not limited to discrimination based on sex, race, disability, sexual orientation or age.
 - c. “Authority Facility” is defined to include any improved portion of property owned by the Authority. In most circumstances, “Authority Facility” shall include a parking garage owned by the Authority as well as any surface lot owned by the Authority. Naming rights may also be extended by the Authority to specific portions of the Authority’s properties, including but not limited to the following items: (i) components of garages (decks or elevators); (ii) interior spaces; (iii) bricks; (iv) benches; (v) trees; (vi) gardens; (vii) art installations; (viii) events and/or (ix) publications.

2. Processing of a Nomination/Application:

a. Processing an Application shall involve the initial confirmation by the Authority that the Criteria for naming an Authority Facility have been met. If not, the Application shall be denied and returned to the applicant. The applicant may submit a new Application but the Authority shall have the discretion to reject multiple filings by the same applicant.

b. If the Application is approved after the initial screening, the Application shall be submitted to the Authority's Naming Rights Committee ("Committee"). The Committee shall consist of one of the Authority's management level employees, or a designee; one or two members of the Authority's Board of Directors; and other members that the Board in its discretion shall assign to the Committee.

c. The Committee shall take necessary steps to process and review the Application, which may include discussion with the applicant and any applicable external stakeholders. The Committee shall have discretion to deny any Application. If denied, the Application will be returned to the applicant. The applicant may submit a new Application but the Committee shall have the discretion to reject multiple filings by the same applicant.

3. Implementation of Approved Nomination: If the Committee approves an Application, it shall formally submit the Application for final approval to the Authority's Board. Any such submission shall occur in public session with discussion and a vote by the members of the Board to approve or deny the Application. The Authority shall notify the applicant if the Application is approved or denied. Implementation of an approved name shall occur within thirty (30) days of approval. At the discretion of the Authority and its Board, there may be an official unveiling ceremony with the presentation of a plaque or sign to be erected at the site, indicating the approved name as well as its significance.

4. Maintenance of a Names Registry: Names that are approved by the Board shall be placed on a names registry to be kept and maintained by the Authority. Included therewith shall be all records related to the history of the approved name.

Criteria for Naming an Authority Facility

The following criteria shall be considered when deciding whether to approve an Application for the naming of an Authority Facility.

1. The nominated name gives a sense of place, continuity, belonging and/or celebrates the distinguishing characteristics and uniqueness of Reading.
2. The nominated name maintains a long standing local area identification with the residents of Reading.
3. The nominated name promotes pride in the City of Reading, acknowledges local heritage, history and/or recognizes unique features and geography.

4. The nominated name recognizes significant contributions to public life and the well-being of the people of Reading.
5. The rationale associated with the selection of the nominated name would be understandable to the majority of Reading residents.
6. The nominated name recognizes the contributions of organizations such as a partnership with or without financial contribution.
7. The nominated individual/family has demonstrated excellence, courage or exceptional service to the citizens of the City of Reading, the Commonwealth of Pennsylvania and/or the United States of America.
8. The nominated individual/family has an extraordinary community service record.
9. A nominated corporation has made a substantial donation to the Authority, the City of Reading or one of its agencies for the benefit of the public.
10. A nominated corporation has made a substantial donation to a non-profit organization located in the City of Reading that benefits residents of the City.

Guidelines/Restrictions

The naming of an Authority Facility shall only be in compliance the following guidelines and regulations:

1. Names shall not be discriminatory, derogatory or political in nature; names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humor, slang or double meanings shall be avoided.
2. Naming in honor of an elected or appointed public official, city administrative official or a staff member shall only occur posthumously.

Renaming of an Authority Facility

Approved names for an Authority Facility should not be changed unless it is found that the individual's personal character and/or a corporate name is or was such that the continued use of their name for a park or facility would not be in the best interest of the community. However, the Authority and its Board shall always have discretion to name, rename or remove any name from an Authority Facility at any time. The Authority and its Board shall have the discretion to assign multiple names to any Authority Facility.