



# MANCHESTER-BY-THE-SEA

PARKS AND RECREATION DEPARTMENT  
TOWN HALL, 10 CENTRAL STREET  
Manchester-by-the-Sea, Massachusetts 01944-1399  
Telephone (978) 526-2019

TO: Select Board

FROM: Cheryl Marshall, Director of Parks and Recreation  
Parks and Recreation Committee

DATE: February 19, 2025

RE: Naming Policy for fields and other recreation areas

**Purpose:**

To establish a procedure for naming Town of Manchester Parks, Athletic Fields, Playgrounds, Recreational Buildings and Amenities.

**Philosophy:**

Applications will be determined by the Parks and Recreation Committee on a case-by-case basis. Most recreation areas are already named, and it is strongly discouraged to re name or change the name of any of the areas. As to existing unnamed recreation areas or any newly developed areas, naming opportunities should be reserved for extraordinary circumstances, including but not limited to lifelong service to the Town or a unique and substantial contribution to the development of the area such as the donation of the land or a significant contribution toward the cost of development.

**Procedure:**

Any person or entity seeking to name a park, athletic field, playground, recreational building or any amenity located at a park, athletic field, playground or recreational building must comply with the following procedures.

The applicant must complete a form title "Request for Naming Opportunity" and submit the form to the Director of Parks and Recreation.

The Director of Parks and Recreation shall within 6 months of receipt of the form, share and discuss with any other appropriate departments or committees that may warrant input and schedule the application for discussion before the Parks and Recreation Committee. This will happen during a regularly scheduled public meeting.

The Parks and Recreation Committee will discuss the application and forward to the Select Board the following information:

- a.) The application
- b.) The date the application was the subject of discussion before the Parks and Recreation Committee
- c.) Whether the Parks and Recreation Committee supports the application or not
- d.) The recommendation of the Parks and Recreation Committee of course is advisory. The ultimate decision will be made by the Select Board or Town Meeting, depending on the nature of the application.

**If a field is named or there is a name change, the website will be updated within 2 weeks.**



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## Request for Naming Opportunity

### Applicant Information:

Name: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Address: \_\_\_\_\_ Phone#: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Request Information:

Facility/area to be named or memorialized: \_\_\_\_\_

Reason for request: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Description of memorial or sign to be used: \_\_\_\_\_

\_\_\_\_\_

Any additional information you would like the Parks and Recreation Committee to consider: (Please feel free to use another sheet of paper if necessary.)

\_\_\_\_\_

\_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

*To be completed by Parks and Recreation Director*

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

Recommended: \_\_\_\_\_ Not Recommended: \_\_\_\_\_ (By P&R Committee) Date: \_\_\_\_\_

Submit this form to Parks & Recreation Director, Cheryl Marshall at  
marshallc@manchester.ma.us.