

GUNSTOCK MOUNTAIN RESORT

NAMING POLICY

I Purpose

- A. The purpose of this policy is to establish a protocol and approval procedure for the naming of real property, including, but not necessarily limited to buildings, structures, facilities, trails and features throughout the Gunstock Mountain Resort campus, herein referred to as “property”.
- B. This policy also establishes a protocol and approval procedure for the naming, construction, erection and/or dedication of any memorial or recognition to any individual, organization, corporation or group.
- C. This policy also establishes a protocol and approval procedure for naming rights given to recognize contributions of money or real property by any individual, organization, corporation or group.
- D. This policy is not intended to limit or restrict the naming of events, promotions, competitions, functions, etc. to be held at Gunstock, which shall be managed and approved by the General Manager.

II. Naming of Buildings, Structures, Facilities & Features

- A. No property at Gunstock shall be named or labeled without the express approval of the Gunstock Area Commission.
- B. Names suggested for Gunstock property shall first be reviewed by Gunstock management, who shall evaluate whether a suggested name is appropriate and consistent with the themes, history and traditions previously established. After review, the suggested name shall be submitted by the General Manager to the Gunstock Commissioners.
- C. The Gunstock Commissioners shall have final approval all naming recommendations submitted by the General Manager. Review and approval shall occur at a regularly scheduled meeting of the Gunstock Commissioners. Four (4) Commissioners must vote in the affirmative for approval.

III. Memorials to Persons

- A. In general, the Gunstock Area Commission does not encourage or perpetuate the concept of naming structures, features, or memorials after individuals, or erecting memorials to persons. Only overwhelmingly supported candidates or situations will be considered. In all cases, no one shall name, construct, erect or dedicate any property in memorial or recognition of any

individual on Gunstock property without the express approval of the Gunstock Area Commission.

- B. Any individual, group, club or organization may propose the naming of property and/or the erection of a memorial or recognition of a person. Proposals must be made in writing, and must contain at a minimum the following information:
1. Full legal name of individual and any nicknames used
 2. Individual's date of birth. If the individual is deceased, date of death.
 3. Proposed name or nickname to be used for memorial or recognition
 4. A detailed explanation of the reasoning and recommendation for the memorial or recognition, including:
 - a. The relationship or connection of the person to Gunstock or sports, activities and other events routinely supported by and held at Gunstock.
 - b. The length of the relationship or connection described in (a.) above.
 - c. The relationship or connection of the individual to any structure or feature to be named
 - d. A description of the type of memorial or recognition proposed (sign, monument, plaque, etc.), including a sample photo, drawing or sketch and details of proposed size, materials to be used and proposed location.
- C. Proposals shall be submitted to the General Manager for management review. The General Manager shall forward any proposal that is complete and meets the criteria of Section III:B above to the Gunstock Area Commission for approval. The Commissioners shall consider the proposal at a regularly scheduled meeting. An affirmative vote of four (4) commissioners shall be required for approval.

IV. Corporations, Societies, Groups Naming

- A. In general, the Gunstock Area Commission does not encourage or perpetuate the concept of naming Gunstock property for corporations, businesses, societies, clubs or organizations. However, under certain circumstances such "naming rights" will be considered. In any case, no property at Gunstock may be named after any Corporation, Business, Society, Club, Organization or Group without the express approval of the Gunstock Area Commission.
- B. The Gunstock Area Commission may allow property at Gunstock to be named after Corporations, Businesses, Societies, Clubs, organizations or Groups if, in its sole discretion

determines that such organizations provided a significant benefit to Gunstock and/or an organization supported by Gunstock. Significant benefit may include, but not be limited to:

1. substantial funding or gift for construction, reconstruction or addition to a building
2. substantial funding or gift for purchase, construction or reconstruction of capital equipment
3. substantial funding or gift to support a sport or activity supported by Gunstock.

C. Any individual, group, club or organization may propose the naming of property to a corporation, business, society, club, organization or group. Proposals must be made in writing, and must contain at a minimum the following information:

1. Full legal name of entity to be named, and whether the entity is a corporation, society, club or other group
2. Proposed name or nickname to be used
3. A detailed explanation of the reasoning and recommendation for the naming, consistent with section IV:B
4. A description of the property to be named and a description of the recognition proposed (sign, monument, plaque, etc.), including a sample photo, drawing or sketch and details of proposed size, materials to be used and proposed location

C. Proposals shall be submitted to the General Manager for management review. The General Manager shall forward any proposal that is complete and meets the criteria of Section IV:B above to the Gunstock Area Commission for approval. The Commissioners shall consider the proposal at a regularly scheduled meeting. An affirmative vote of four (4) commissioners shall be required for approval.

V. Existing Names

- A. The protocols and procedures of this policy shall be in effect as of the date of the approval of the Gunstock Area Commission.
- B. Nothing in this policy shall affect names, memorials or other recognitions that were legitimately approved prior to the effective date of this policy.

VI. Naming List

- A. Management shall compile a summary of all property named and all memorials in existence prior to the effective date of this policy. This summary list shall be kept as Attachment A attached hereto.

- B. Any additional names, recognitions and/or memorials approved under this policy shall be added to Attachment A, listing the details of the name and the date approved by the Gunstock Area Commission.

VII. Revisions, Amendments, Exceptions

- A. This policy may only be adopted, amended, or cancelled, in whole or in part, by approval of the Gunstock Commissioners.
- B. Individual exceptions to the policy and procedures outline in Section II., III., and IV. may be considered by the Gunstock Commissioners.
- C. Amendments, revisions, or exceptions to this policy shall be presented and reviewed at a regularly scheduled meeting of the Gunstock Commissioners. Four (4) Commissioners must vote in the affirmative for approval.

This policy was adopted by the Gunstock Area Commission at its meeting of February 28, 2012 and is effective as of the date of adoption.