

## APPLICATION FOR PARKS, RECREATION AREAS AND FACILITIES AND REDEVELOPMENT AGENCY FACILITY NAMING

As a policy, parks, recreation areas, and facilities and Redevelopment Agency facilities shall be named in accordance with geographical, historical or ecological features indigenous to the park site or to the immediate vicinity of the site. Parks, recreation areas, and facilities and Redevelopment Agency facilities may be named for an individual (s) under the following conditions:

1. **Where the individual has made a significant gift of land to the City of Merced and/or the Redevelopment Agency, or**
2. **In memoriam for an individual who has made a significant contribution to the City of Merced/Redevelopment Agency.**

Recreational facilities or resource management areas within a park may be named for a corporation or an individual, living or deceased, who:

1. **Has made a significant contribution to the protection of natural, cultural, or horticultural resources of the City of Merced, or**
2. **Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Merced, or**
3. **Has made significant contributions to the betterment of a specific park, consistent with the established criteria and standards for the designated facility.**

In support of this policy, nominations for naming parks, recreational areas, and facilities and Redevelopment Agency facilities, shall be evaluated on the basis of the above criteria and upon appropriate documentation.

Person making nomination:(required) Barbara Ward, President

Address:(required) P.O. Box 751, Merced, CA 95341

Contact Phone Number:(required) [REDACTED]

E-mail:(not required) [REDACTED]

Suggested Name:(required) Merced Rotary Stage

Attached ✖

**Biographical Information: (Explain)**

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**Civic Involvement: (Explain)**

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**Connection to Facility: (Please explain in depth)**

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**Reason for Nomination: (Required)**

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**Additional Comments: (required)**

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Date received By City staff: 11.21.25

Reviewed by: Christopher Jensen

Approved by: (Department Head) CJi Christopher Jensen

Submit to City Council for Direction: \_\_\_\_\_

Date scheduled for review by Selection Committee: January 20, 2026

Date person submitting nomination notified: January 22nd, 2026

**ADDITIONAL INFORMATION  
MAY BE ATTACHED**

**Honorable Mayor Serratto and Council Members:**

The Merced Rotary Club is pleased to formally request the naming rights to the new stage in Bob Hart Square. In support of this request, we are offering a contribution of \$50,000, as well as funding for an appropriate plaque or signage for the stage in accordance with the City's specifications.

The Merced Rotary Club has a rich and longstanding history in the City of Merced. As one of the community's oldest service organizations, we have spent our 103-year history meeting and serving in the heart of downtown earning us the informal title of the "Downtown Rotary Club." Since our founding in 1922, our meetings have been held in downtown Merced, beginning at the historic El Capitan Hotel. We take great pride in seeing the hotel revitalized, standing as a reminder of our club's origins. Many of our members work in, own property in, and actively support the downtown corridor, recognizing the critical importance of investing in its continued growth and vitality.

As you may know, the Merced Rotary Club has contributed to numerous capital projects throughout the community, including the Rotary Coves at Lake Yosemite, the shade structure at Rahilly Park, the Scout Hut in Applegate Park, and most recently the scoreboard at El Capitan High School. However, we have not yet had the opportunity to make a significant capital investment in downtown Merced, where our roots lie and we are truly excited for the chance to do so through this project.

Our commitment extends beyond naming rights! The club is eager to support the arts in downtown Merced by sponsoring talent and performances on the stage for the community to enjoy. Downtown has become a vibrant highlight of our city, and we are proud to play a role in supporting its momentum.

Finally, much of the millions of dollars we have invested in the community over the years comes from private funds and small donors. It is important that these donors see the lasting impact of their generosity. Naming the stage in Bob Hart Square *The Merced Rotary Stage* would serve not only as a visible reminder of their contributions "doing good," but also as a testament to the power of community involvement and the importance of supporting Rotary. This recognition would also strengthen our ability to continue raising funds and giving back.

Thank you for your thoughtful consideration of our request. We look forward to the opportunity to discuss this further.

Respectfully,  
*The Merced Rotary Club*

## EVALUATION SHEET

Name of City Facility: \_\_\_\_\_

Suggested Name: \_\_\_\_\_

City Department/Selection Committee: \_\_\_\_\_

Date of Review: \_\_\_\_\_

**1. Rate significant gift of land to the City (√)**

<b>Significant</b>	<b>Moderate</b>	<b>Minor</b>	<b>No Gift</b>
( )	( )	( )	( )

**2. Rate significant contribution to the City (√)**

<b>Significant</b>	<b>Moderate</b>	<b>Minor</b>	<b>No Contribution</b>
( )	( )	( )	( )

**3. Rate significant contribution to protect natural cultural, or horticultural resources of the City of Merced (√)**

<b>Significant</b>	<b>Moderate</b>	<b>Minor</b>	<b>No Contribution</b>
( )	( )	( )	( )

**4. Rate substantial contribution to the advancement of appropriate types of recreational opportunities within the City of Merced (√)**

<b>Significant</b>	<b>Moderate</b>	<b>Minor</b>	<b>No Contribution</b>
( )	( )	( )	( )

**5. Rate significant contribution to the betterment of a specific park or City facility consistent with the established criteria and standards for the designated facility classification (√)**

<b>Significant</b>	<b>Moderate</b>	<b>Minor</b>	<b>No Contribution</b>
( )	( )	( )	( )

**In support of this policy, nominations for naming City and Redevelopment Facilities or resource management areas shall be evaluated on the basis of the above criteria and upon appropriate documentation.**