

Committee Sub 241020



Authenticated as Passed

*Quinton Lucas*

Quinton Lucas, Mayor

*Marilyn Sanders*

Marilyn Sanders, City Clerk

DEC 05 2024

Date Passed



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**File #: 241020**

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ORDINANCE NO. 241020

Amending Chapter 2, Code of Ordinances, by adding a new Section 2-10 establishing the City's policy for the use of the name "Kansas City" by entities other than the City of Kansas City; and directing the City Manager to ensure legal protections for the City's intellectual property.

WHEREAS, the City of Kansas City, founded in 1853, has a rich history and has developed a strong, distinctive identity over the past 170 years; and

WHEREAS, the name "Kansas City" carries significant historical, cultural, and economic value for the city and its residents; and

WHEREAS, the City recognizes the importance of its name in regional branding, economic development, and civic identity; and

WHEREAS, there is a need for clear guidance on the use of the name "Kansas City" by other municipalities, organizations, and businesses to prevent dilution of the City's brand, confusion, or other negative impacts; and

WHEREAS, the City wishes to protect its unique identity while allowing for appropriate regional representation and cooperation; and

WHEREAS, the City acknowledges the interconnected nature of the Kansas City metropolitan area and the importance of fostering positive relationships with neighboring communities; and

WHEREAS, a balanced approach to the use of the "Kansas City" name can enhance regional cooperation while preserving the distinct identity of Kansas City, Missouri; NOW, THEREFORE,

BE IT ORDAINED BY THE COUNCIL OF KANSAS CITY:

Section 1. That Chapter 2, Code of Ordinances of the City of Kansas City, is hereby amended by adding the following Section 2-10 relating to use of the name "Kansas City":

**Sec. 2-10. Use of the name “Kansas City” by entities other than the City of Kansas City, Missouri and related entities.**

(a) *General Policy.* The City of Kansas City, Missouri disfavors the use of “Kansas City,” without appropriate qualifiers, in official names, titles, nicknames, or other identifiers by other jurisdictions or departments or instrumentalities thereof.

(b) *Use With Qualifiers.* The City views more favorably the use of “Kansas City” by other jurisdictions when preceded by or including a specific qualifier that identifies the particular jurisdiction or geographical part of the Kansas City Metropolitan Statistical Area (MSA) or any other distinctive word or words.

- (1) The City generally disfavors the use of generic qualifiers such as “Greater,” “Metro,” or “Regional” preceding “Kansas City” by other jurisdictions.
- (2) The City acknowledges that the Unified Government of Wyandotte County and Kansas City, Kansas, typically use the phrases “Kansas City, Kansas,” “Unified Government,” or “KCK.”

(c) *Consultation.* The City welcomes and encourages outside entities to engage in dialogue with the City regarding any proposed names involving “Kansas City” before adoption or public announcement. The City views this consultation process as an opportunity to foster cooperation and prevent potential legal disputes, conflicts, or confusion.

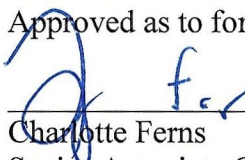
(d) *Private Business Use.* The City generally does not object to the use of “Kansas City” in in official names, titles, nicknames, or other identifiers by private businesses within the Kansas City MSA, provided such use is not misleading about the business’s location or affiliation with the City. The City prefers that businesses outside the MSA consult with the City’s Office of Economic Development before using “Kansas City” in their names.

(e) *Cultural and Historical Significance.* The City supports the use of “Kansas City” in promoting regional culture, history, and traditions, while reserving the right to review such uses that may significantly impact the City’s brand or interests.

Section 2. Directing the City Manager to Review the City’s Intellectual Property Rights. The City Manager is hereby directed to review the trademark, service mark, common law mark, and intellectual property rights owned by the City or affiliated departments and entities, and to apply for the proper trademark registrations and consider other protective measures as appropriate.

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Approved as to form:

  
Charlotte Ferns  
Senior Associate City Attorney