



POLICY

POLICY NO:	621	APPROVAL DATE:	July 3, 2018
TITLE:	Naming Rights and Naming Dedication	REVISION DATE:	
SECTION:	Lands, Roads and Buildings	PAGE	1 OF 3
DEPARTMENT:	Community Living		

POLICY STATEMENT

The City of Grande Prairie receives requests from the public and organizations who are interested in Naming a City-owned Property through Naming Rights and/or a Naming Dedication. These requests come forward for various reasons including:

- 1) Community events/anniversaries of significance;
- 2) Heritage significance;
- 3) Retirement of elected officials;
- 4) Grande Prairie residents with exemplary public or community service;
- 5) Construction of a new City-owned Property; and/or
- 6) Donations of City-owned Property or financial contributions to City-owned Property.

The City recognizes and supports Naming Rights as an alternative revenue generation strategy, to offset associated costs for the provision of municipal services. Naming Dedications serve as a method of commemorative recognition to honour events and individuals' outstanding achievements, distinctive service or signification community contributions.

The City may approve Naming Dedications and Naming Rights, for City-owned Property, based on the reasons specified in this Policy. This Policy is based on Naming of City-owned Property: Naming Rights and Naming Dedication. Procedure 621•1 provides a mechanism for public involvement.

REASON FOR POLICY

The reason for this Policy is to establish a fair and consistent process for the Naming Rights, and Naming Dedication of City-owned Property. This Policy will safeguard the City's Property, in considering that the City's vision, mission, values, guidelines, Bylaws and Policies are not compromised, contradicted or reflect negatively on the City's public image. This Policy will also:

- Allow for creation of revenue generation for the City;
- Recognize long standing use of an unofficial name;
- Promote a site to the community;
- Provide guidelines and criteria that further a sense of community;

-
- Recognize a legacy for something of local significance to the community;
 - Recognize areas of historical and cultural significance;
 - Recognize contributions of persons or groups; and/or
 - Satisfy the desires of the community, organizations and individual(s).
-

RELATED INFORMATION

All other naming practices or contracts provided by the City through established Bylaws, Policies, Procedures, and programs remain in effect for, Naming Rights and Naming Dedication, and are not part of this Policy.

The City will ensure all naming practises conform to the Canadian Code of Advertising Standards (<http://www.adstandards.com/en/Standards/canCodeOfAdStandards.aspx>).

NAMING RIGHTS:

In determining the Naming Rights of a City Property, Management will follow the Naming Rights section in Procedure 621•1. Management will act on behalf of the City and its best interest, facilitating and executing Naming Right Agreements for City-owned Properties.

Naming Rights Agreements for terms up to five (5) year(s), and/or with total value up to \$250,000.00, Management will make their recommendation to their Director. The Director will review and make recommendations as necessary to the Corporate Leadership Team. The City Manager is the approval authority for all Naming Rights Agreements with terms up to five (5) year(s), and with total value up to \$250,000.00. The City Manager may delegate this authority as needed.

Naming Rights Agreements in the excess of \$250,000.00 and/or over a five (5) year term, Management will make recommendations to the Community Living Committee. Council will approve all Naming Rights Agreements on City-owned Property, when the Agreements are in excess of \$250,000.00, and/or over a five (5) year term.

This Policy applies when the City wishes to solicit or accept Proposals for the sale of Naming Rights of City-owned Property.

NAMING DEDICATION:

In determining the Naming Dedication of a City-owned Property, Management will make recommendations to the Community Living Committee. Council will approve all Naming Dedication of City-owned Property.

This Policy applies when the City wishes to solicit or accept proposals for the purpose of a Naming Dedication of City-owned Property. Management will follow the Naming Dedication section in Procedure 621•1 for application, evaluation and recommendation of Naming Dedication of City-owned Property.

DEFINITIONS

“Advertising” means a contractual arrangement for a defined period of time where a third party provides a financial contribution in return for rights to place a single message on a medium (e.g., billboard, transit shelter, etc.) where the content is controlled by the third party and approved by the City; for certainty, an Advertising arrangement does not provide the third party with further substantive rights such as in Naming Rights or Sponsorship arrangements.

“City” means the municipal corporation of the City of Grande Prairie, or where the context permits, means the area within the municipal limits of the City of Grande Prairie.

“City-owned Property” or “City Property” means an item, object, thing or real estate property owned by the City.

“Naming Dedication” means a dedication of naming a City-owned Property with cultural significance, heritage significance, and in honour reserved for those individual(s) who brought honour and/or made a special contribution to the City, and/or whose name(s) has been forwarded by individuals, groups or organizations who feel that a person is deserving of recognition.

“Naming Rights” means a corporation or external organization becoming the namesake of a City-owned Property, as recognition for its financial support, where such support is mutually beneficial to the City, corporation or external organization and community, and consistent with all aspects of existing City Guidelines, Bylaws and Policies.

RESPONSIBILITIES

City Council will review and approve any revisions to this Policy.

City Manager will review and approve any Procedures related to this Policy.

City Management will carry out the Policy based on established Procedures.