



PROCEDURE

PROCEDURE NO: 621•1

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TITLE: Guidelines for Naming Rights and Naming Dedication

APPROVAL DATE: July 3, 2018

POLICY: 621, Naming Rights and Naming Dedication

REVISION DATE:

SECTION: Lands, Roads and Buildings

RESPONSIBLE

DEPARTMENT: Community Living

Policy 621 identifies two (2) separate and distinct procedures, specifically for the:

- A. Naming Rights:** In determining the Naming Rights of a City-owned Property, Management will follow the Naming Rights Section of this Procedure. This will apply for the sale of Naming Rights on City-owned Property, ensuring a fair and consistent process for the Naming Rights of City-owned Property, while creating revenue generation opportunities for the City.
- B. Naming Dedication:** In determining the Naming Dedication of a City-owned Property, Management will follow the Naming Dedication Section of this Procedure. This will apply for the dedication of Naming a City-owned Property, ensuring a fair and consistent process for the Naming Dedication of City-owned Property, while providing the opportunity to recognize a legacy for something of local significance to the Community.

Approval authority for Naming of City-owned Property, will follow the approval matrix identified below in Table 1: City-owned Property Naming Approval Matrix.

Table 1: City-owned Property Naming Approval Matrix



GUIDELINES FOR NAMING RIGHTS AND NAMING DEDICATION

A. PROCEDURE FOR NAMING RIGHTS OF A CITY-OWNED PROPERTY:**1) Informing the Public - Expression of Interest Process**

The expression of interest communication process will be executed with all Naming Rights opportunities that are identified by the City. This Procedure will allow the City to ensure access and fairness to all parties interested:

- a) Management will inform the public of the Naming Rights opportunity through a Media Release. The process for submitting an Expression of Interest will be open for up to a maximum of six (6) weeks. The Media Release will specify that the City may choose to enter into negotiations for the Naming Rights of the respected City-owned Property, and any additional information Management may feel will assist in the Naming Rights of that City Property;
- b) Management will post the Sponsorship and Naming Rights opportunities on their website and Social Media channels. Posts will be open for up to a maximum of six (6) weeks for all parties interested to come forth and state their interest; and
- c) Management may conduct meetings with interested parties that have submitted an expression of interest for the Naming Rights on the posted City-owned Property. Management will act on behalf of the City's best interest.

2) Agreements up to a Five (5) year term and/or up to \$250,000.00

Agreements for Naming Rights of a City-owned Property in which the Agreement is up to a five (5) year term and/or up to \$250,000.00, the approval process will be as follows:

- a) 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/or designate is the approval authority for all Naming Rights Agreements with terms up to five (5) year(s) and/or up to \$250,000.00;
- b) Management will act on the City Manager's decision. Agreements may be up to five (5) year(s) in term and/or up to \$250,000.00; and
- c) Naming Rights Agreements shall be reviewed by Legislative Services to ensure protection from risk, and compliance to legislation.

3) Agreements over Five (5) year term and/or over \$250,000.00

Agreements for Naming Rights of a City-owned Property in which the Agreement is over five (5) year term and over \$250,000.00, the approval process will be as follows:

- a) Agreements in the excess of \$250,000.00 and over a five (5) year term, Management will make recommendations to the Community Living Committee;
- b) Council will approve all Naming Rights Agreements on City-owned Property, when the Agreements are in excess of \$250,000.00 and over a five (5) year term;
- c) Management will act on Council's decision; and
- d) Naming Rights Agreements shall be reviewed by Legislative Services to ensure protection from risk, and compliance to legislation.

4) Renewal of Name Rights Agreements

Renewal of Agreements for Naming Rights of a City-owned Property will be as follows:

- a) Management may renew Agreements on Naming Rights that have an existing renewal clause stated in them, providing there is no just cause that would deter the renewal;

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- b) If Management decides not to renew an existing Naming Rights Agreement with terms up to a five (5) year term and/or up to \$250,000.00, Management will follow the same process outline in Section A.1 and A.2 of this Procedure for Naming Rights;
- c) Upon the expiry of an Agreement where a renewal clause has expired, Management may wish to enter into a new Agreement with the existing Party. Management will follow the same process outline in Section A.2 of this Procedure;
- d) If Management decides not to renew the existing, Naming Rights Agreement that is over five (5) year term and/or over \$250,000.00, Management will follow the same process outline in Section A.3 of this Procedure;
- e) Naming Rights Agreements shall be reviewed by Legislative Services to ensure protection from risk, and compliance to legislation; and
- f) There be annual reporting to the Community Living Committee on all Naming Rights Agreements.

B. PROCEDURE FOR NAMING DEDICATION OF A CITY-OWNED PROPERTY:**1) Information Required for Naming Dedication Requests**

To be considered, the following information shall be provided Naming Dedication requests through the application process setup by Management:

- a) Background and reasons why the name should be considered; if an individual, the person's field of endeavour Example, civic affairs, parks, sports, etc. and a brief biography;
- b) Biographical/background information if named for person or event, including historical significance of names and/or location where name is to be used;
- c) Cultural significance of the proposed name;
- d) Letters of support from recognized organizations in support of the Naming Dedication request;
- e) Map noting location of City-owned Property in which the Naming Dedication application is for;
- f) Name of 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;
- g) Names of historical sites, significant events, geographic features, or other basis for Naming Dedication;
- h) Proposed wording for signage or plaque related to the Dedication of Naming a City-owned Property; and
- i) Where appropriate, names nominated by the general public shall include a written consent from the nominee or his/her estate that use of the name is granted.

2) Evaluating Naming Dedication Requests

The following criteria will be used to evaluate Naming Dedication requests:

- a) The City-owned Property meets the criteria as set out in Policy 621;
- b) Names shall be unique, name duplication and similar sounding names shall be avoided;
- c) Names shall not be discriminatory, derogatory or political in nature;
- d) Only City-owned Property in common use by the public should be specifically named;
- e) Protocol has been followed to ensure cultural and heritage appropriateness, interpretation, translation, and use of the name are confirmed;

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- f) The ability of the proposed Naming Dedication to withstand the test of time;
- g) The Property is owned by the City;
- h) The degree to which the name coincides or conflicts with the geographical or topological features, landmarks or historical significance/background and/or ownership of the location;
- i) The degree to which the name may be precedent setting;
- j) The extent that the proposed name poses a problem when/if a plaque/cairn/fountain, or some such, is created;
- k) The extent the name is problematic for dispatching emergency services personnel;
- l) The extent to which a name could be confused with another facility;
- m) The extent to which the name is used elsewhere in the City;
- n) The extent to which the name may be regarded as offensive;
- o) The extent to which the name reflects Grande Prairie's heritage and/or furthers a sense of community;
- p) The opportunity for alternative means to recognize citizens' contributions other than dedication of naming a City-owned Property;
- q) The presence of the original name if the name is to be changed;
- r) When dedication of naming a City-owned Property after individual persons, the practice shall be to use names of persons who are retired and/or deceased and therefore no longer active in their field;
- s) All nominations shall be accompanied by a written explanation and supporting documentation which demonstrates alignment of the proposed Naming Dedication and the naming criteria set out in Policy 621;
- t) City-owned Property, once named, shall not normally be renamed. Council may consider renaming a City-owned Property on an exceptional basis when new information regarding the effectiveness of that City-owned Property name becomes apparent.
- u) City-owned Property shall be named as set out in Policy 621 and as operational procedures require;
- v) Notwithstanding the above, exceptions may be made to honour a long time and/or respected employee who was connected with the services being provided from that City-owned Property; and
- w) When naming City-owned Property, only the names of the following individuals, groups or organizations shall be considered:
 - i) Names of notable Grande Prairie residents, Canadians, international individuals or groups that have displayed exemplary public or community service;
 - ii) Names of individual(s), group(s) or organization(s) who have donated or have contributed significantly to the total costs of the City-owned Property, taking into account land, capital, and operating expenses as appropriate; or
 - iii) Names of former elected representatives of City Council, Members of Parliament (federal), Canadian Senate (federal), and Members of the Legislative Assembly (provincial);
- x) Regional recreation facilities shall be made available for Naming Dedication. Whereas regional recreation facilities can be unique in terms of partners, design and components, each regional recreation facility team shall develop its own Sponsorship and Naming Rights package for individual components.

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3) Processing Applications

- a) Upon receipt of a Naming Dedication application, Management will review applications to ensure criteria has been met, as set out in Policy 621.
- b) Naming Dedication applications will be considered for naming opportunities as they arise in the follow areas:
 - i) Cultural significance;
 - ii) Geographic location;
 - iii) Historic place name;
 - iv) Inspirational/Aspirational; or
 - v) Outstanding Resident/Organization;
- c) Upon request for a Naming Dedication of a City-owned Property, Management will make recommendations to the Corporate Leadership Team, who if approved, will make recommendations to the Community Living Committee;
- d) Council will approve all Naming Dedications; and
- e) Management will notify the applicant on the status and outcome of the application. If the Naming Dedication application is not approved, applicants may also appeal the Naming Dedication application to the Community Living Committee, within 30 days of notification from Management.

DEFINITIONS:

“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.

“Sponsorship” means a mutually beneficial business arrangement or partnership between the municipality and an external company, organization or enterprise wherein the external party contributes funds, goods, or services to a municipal project, service or initiative in return for recognition, acknowledgement, or other promotional consideration.

Other existing municipal naming practises with established processes and criteria, administered by City departments, are not part of this Procedure.