

POLICY #119C

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Policy Title:	Naming Rights
Policy Number:	119C
Approval:	Town Council
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Policy Statement:

The Town may assign names to Facilities and Public Commons under its jurisdiction to honor historic continuity, community identity, significant events, or physical characteristics of a location. Names may also recognize individuals, groups, or organizations that have made meaningful contributions to the community, whether financial or otherwise. Private funding and fundraising play a vital role in achieving municipal goals, including the development and maintenance of Facilities.

Naming Town-owned assets such as buildings, sports fields, major building components, parks, trails, or Public Commons promotes private partnerships and investments by individuals, corporations, or organizations.

This process is intended to:

1. Honor significant benefactors to the Town.
2. Acknowledge sponsorships, donations, or partnerships of notable impact.
3. In exceptional cases, recognize distinguished individuals or families for extraordinary contributions to civic life, humanity, or the broader community.

Purpose:

To ensure a consistent process for evaluating and approving the naming of parks, public spaces, buildings, structures, and municipal facilities owned by the Town of Olds.

Standards:

This policy governs the naming of Town-owned parks, trails, public spaces, and municipal facilities, including both indoor and outdoor athletic and recreational facilities. It also outlines the process for selecting names and managing naming rights related to advertising, donations, and sponsorships.

The Town and its representatives will adhere to the guidelines established by Revenue Canada when making naming decisions.

For multi-tenanted or joint-use facilities, proposals for naming buildings or public commons will require documented support and engagement from all involved entities.

A key consideration in approving naming opportunities is whether the proposed name enhances the Town's profile and image. However, no name will be approved or maintained if, in the Town's opinion, it could harm the reputation of the Town or its community.

Nomination Review and Approval Process

1. **Administrative Review:** All naming nominations submitted to the Town will undergo an administrative review to confirm compliance with the basic criteria and ensure the inclusion of all required information as outlined in applicable policies and procedures.
2. **Council Deliberation:** Council will consider recommendations during a closed session to determine eligibility for inclusion on the Name Reserves List. Only names approved and added to the Name Reserves List will be made public.
3. **Compliance with Regulations:** All signage, branding, publicity, and advertising related to naming shall adhere to relevant federal and provincial statutes, as well as all applicable municipal bylaws and policies.

Naming Rights

Council Responsibilities:

1. Council will retain final approval authority for the naming of all facilities, facility amenities, and recreational facilities.
2. Council reserves the right to revoke any naming designation of facilities, facility amenities, or recreational facilities as deemed necessary.
3. Council may grant primary user groups the opportunity to solicit advertising for display within facility areas.

Administrative Responsibilities:

1. Administration will review all nominations or recommendations for naming and present them to Council for consideration.
2. Naming rights associated with donations or sponsorships will be negotiated by Administration or its designated agents.
3. In cases where sponsorships or donations do not fully fund the construction of a building or facility, naming rights will be contingent upon the completion of satisfactory funding arrangements. Naming rights will only take effect upon the completion of construction. Should the Town be unable to secure financing or complete the project, benefactors will have the option to redirect, withdraw, or request a refund of their contributions.

Sunset and Grandfather Clauses

1. A sunset clause specifies a predetermined duration for which a Sponsorship or Donation naming right will remain in effect.
2. For naming rights associated with a person or family, it is understood that the name will remain in place for the natural lifespan of the facility.
3. In cases where a facility or any part of it was named before the implementation of the current Naming Policy, the Town will honor the existing name under a grandfather clause, provided the facility or part thereof continues to operate and serve its original purpose.

Criteria for Consideration

1. Benefit to the Community

- The contribution of the individual or organization to the community's well-being and development.

2. Avoidance of Duplication

- Ensuring no overlap with existing projects, services, or names.

3. Budgetary and Operational Impact

- Assessing the financial and operational feasibility of the proposal.

4. Geographic/Topographical Significance

- A name that reflects the physical features or geographic characteristics of the area in relation to Olds.

5. Historical Significance

- A name tied to historical events or individuals significant to the Town of Olds, the Province of Alberta, or Canada.

6. Noteworthy Individuals

- Nominations will be considered for individuals who have been deceased for at least five years and meet at least one of the following criteria:

a. Original Inhabitant, Pioneer, or Settler

- An individual who played a foundational role in the history or development of Olds.

b. Excellence and Dedication

- A person who has demonstrated exceptional service, courage, or achievement, bringing distinction to the Town of Olds, Alberta, or Canada.

c. Community Service and Volunteerism

- An individual recognized for extraordinary volunteer efforts, providing care or support to families, community services, or humanitarian causes.

d. Heroic Acts

- A person who risked their life to protect or save others.

e. Outstanding Achievement

- An individual whose professional or personal accomplishments are of an exceptional standard, resulting in significant benefit or honor for the Town of Olds, Alberta, or Canada.