



119C
Naming Rights

Supporting Procedure: 119P

Prepared By:	Community Services	Council Approval Date: 19-Dec-09
Effective Date:	Immediately	Council Resolution No.: <u>19-412</u>
References:	Canada Revenue Agency Alberta Charitable Fundraising Act and Regulations	

POLICY STATEMENT

The Town may establish names of Facilities and Public Commons under Town jurisdiction to reflect historic continuity, community identity, significant historic event, or physical attributes of a location, or in recognition of individuals, groups, or community organizations which have made significant contribution to the community, financial or otherwise. The Town views private funding and fundraising as an important part of the development and maintenance of municipal goals and Facility construction.

The naming of buildings, sports fields, substantial components of buildings or sports fields, Parks, trails, Public Commons, or other Town owned areas allows for enhanced private partnerships and investment by individuals, corporations, or organizations to the Town, and is intended to:

1. Honour significant benefactors to the Town.
2. Recognize Sponsorships, or significant Donations and partnerships.
3. In exceptional circumstances, honour distinguished individuals or families for extraordinary contributions to civic life, humanity, or society/community at large.

PURPOSE

To provide consistent evaluation and approval in naming of Parks and public places, buildings and structures, and municipal facilities owned by the Town of Olds.

SCOPE AND GUIDELINES

This policy applies to naming of Town owned Parks, trails, public spaces, and municipal facilities including indoor and outdoor athletic and Recreational Facilities; the selection of names; and commitments associated with naming rights regarding Advertising, Donations, and Sponsorship. As such, The Town and its agents shall work within guidelines set out by Revenue Canada.

In multi-tenanted or joint use Facility proposals for naming of buildings or Public Commons will be considered with engagement of involved entities with documented support.

An important consideration in the approval of a naming opportunity for a building or space shall be whether it enhances the profile and image of the Town. Notwithstanding any other provisions of this policy, no naming will be approved or continued that, in the opinion of the Town, will cause undue harm to the reputation of the Town or Community.

DEFINITIONS

“Advertising” means the sale to an external company, organization, enterprise, association or individual of space on Town property, printed/electronic materials, at Town events, or in conjunction with a Town program. Advertising involves the purchase of space for a defined

period. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to display in the space purchased.

“Citizen” means a person who is born to or resided during a period of their lifetime within the boundaries of the Olds municipality and/or within the Olds rural recreation area (the lands legally described within the boundaries of Mountain View County as per Schedule 5, in the Intermunicipal Cooperation Committee Master Agreement).

“Donation” means a charitable gift without expectation of benefit but, includes acknowledgement of a donor.

“Facility” or “Facilities” includes any Parks, Public Commons, structures or buildings owned by the Town.

“Facility Amenities” includes any meeting rooms and common areas, bleachers, concession areas, public places within a municipal building, structure or area of land owned by the Town.

“Names Reserve List” means names of noteworthy persons in the community’s history, names reflecting historical events significant to the Town of Olds; and names recognizing the flora and fauna and natural features of the Town of Olds.

“Naming Rights” means a mutually beneficial contractual agreement where an organization or individual provides goods, services, or financial support in return for the public display an agreed upon name on a Town asset for a specified period of time.

“Park” means an area of land under the direction and control of the Town used for active or passive recreational activities.

“Public Commons or Commons” means the natural resources accessible to all members of the community, these spaces are held in common, not owned privately.

“Recreational Facilities” means playgrounds, skateboard Parks, splash parks, indoor/outdoor rinks, courts, playing surfaces, sports fields, horse shoe pits, or the like.

“Sponsorship” means a transactional relationship with an expectation of some measure of overt publicity, financial benefit, or return on investment.

RESPONSIBILITIES

The Chief Administration Officer is responsible to administer this policy within the terms and conditions established.

STANDARDS

1. NOMINATIONS FOR NAMING ARE FORWARDED TO ADMINISTRATION FOR REVIEW

- a. All nominations for naming received by the Town shall be reviewed to ensure the request meets basic criteria and includes required information per policy and procedure.
- b. Council shall deliberate recommendations during a closed session for inclusion to the Name Reserves List. Only proposed names on the Name Reserves List will be identified publicly.
- c. Signage/branding, publicity, and Advertising shall conform to all applicable federal and provincial statutes, and to all applicable municipal bylaws and policies.

2. NAMING RIGHTS

- a. Council will have final approval prior to naming of all Facilities, Facility Amenities, and Recreational Facilities.
- b. Council reserves the right to retract the naming of all Facilities, Facility Amenities, and Recreational Facilities as deemed necessary.

- c. Nominations or recommendations for naming shall be reviewed by Administration before presented to Council.
- d. Naming rights within the context of Donations or Sponsorship will be negotiated by Administration or its agent(s).
- e. Council may provide Primary User Groups the opportunity to solicit Advertising for display in areas of Facilities.
- f. Where the Sponsorship or Donation does not meet the full cost of the building or Facility construction, the naming is subject to completion of satisfactory funding arrangements and will only apply after this is achieved and construction has been completed. If for any reason, the Town is not able to complete the project financing or construction, the benefactors will be entitled to have their contribution re-directed or, withdrawn and refunded.

3. SUNSET AND GRANDFATHER CLAUSES

- a. A sunset clause refers to a predetermined length of time for which naming from a Sponsorship or Donation shall exist.
- b. In naming for a person or family, it is understood that naming shall be in effect for the natural life of the Facility.
- c. Where a Facility or part thereof was named prior to the establishment of the Naming Policy, the Town will continue to use or “grandfather” the existing name so long as the Facility or part thereof remains in use and serves its original function.

4. CRITERIA FOR CONSIDERATION

- a. Benefit of the organization/individual to the community.
- b. Existence of duplication with other known projects/services/naming.
- c. Budgetary and operational impact.
- d. A geographic topographical designation reflects physical features in relation to the area of Olds it is intended.
- e. A historical name; and/or a historical event significant to Town of Olds, Province of Alberta, or Canada;
- f. Nominations will be considered for names of noteworthy persons who have been deceased for a period of five years or more and meet at least one of the following criteria:
 - I. an original inhabitant, pioneer, or settler of the Olds area;
 - II. an honoured Citizen or a person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the Town of Olds, Province of Alberta, or Canada;
 - III. an honoured Citizen who volunteers and gives extraordinary help or care to individuals/families, and/or that supports community services or humanitarian causes;
 - IV. an honoured Citizen or a person who risks his or her life to save or protect others; or
 - V. a person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the Town of Olds, Province of Alberta, or Canada.