



## POLICY No. 2010-02

### Naming of Corporate Assets

**Originating Department** PED-COM-01-2010

**SMT Approval:** [Click here to enter a date.](#)

**Council in Committee:** 2010-05-03

**Recommendation #:** 6

**Council Approval:** 2010-05-10

**Resolution #:** 114 - 10

**Revision History:** [Click here for revision history](#)

#### 1. PURPOSE

This policy is to encompass the naming or re-naming of any corporate asset including parks, open spaces, facilities, trails and other municipal buildings or properties.

#### 2. POLICY

##### 2.1. Objectives:

- Provide a consistent approach to naming of municipal buildings, structures, facilities and lands
- Ensure naming of such facilities is appropriate
- Provide an opportunity for community input into the naming process
- Ensure that naming of such facilities has a direct relationship and supports a positive community identity for Haldimand County.

#### 3. SCOPE

##### 3.1 Policy Applies to:

Includes naming and renaming of municipal buildings, structures, land and facilities including:

- Buildings
- Major Components (i.e. community rooms, ice surfaces, dressing rooms, etc)
- Parks and Open Space and Municipal properties
- Facilities (i.e. trails, pools, public gardens etc)
- Structures (i.e. bridges, pavilions)

##### 3.2 Does not apply to:

- Municipally owned buildings and facilities leased to other organizations (community halls, sports field management groups)- civic partner organizations are not permitted to sell naming rights – sponsorship of components will be permitted with the concurrence and approval of Council subject to this policy
- Individual naming dedications such as park benches, tree memorial programs (subject to a future policy)
- Municipal Streets

### **3.3 Haldimand County will consider the naming/renaming of municipal assets under the following headings:**

#### **3.3.1 Philanthropic Donations:**

Philanthropic donations relating to municipal buildings, structures or facilities including new corporate assets or refurbishments of existing assets;

- Naming rights for municipally owned land, facilities, buildings, structures or components shall only be undertaken through a municipally authorized fundraising campaign and by approved fundraising agents as set out in a Council resolution.
- The Council resolution will specify the parameters relating to acceptable contributions including financial, in-kind or services.
- The approved fundraising agents shall submit proposed naming rights for approval by Council confirming consistency with the criteria of the policy.
- Council will commit to meet within 2 weeks after such submission to staff, or as soon as practicable to review and consider the naming proposals
- Naming rights shall be reflective of the contribution made relative to the construction costs of the item being named.
- In relation to a municipally authorized fundraising campaign, revenue generated from naming and sponsorship arrangements will be used for the capital costs of the facility, building, or structure directly associated with such campaign;
- Individuals or groups acquiring naming rights shall be compatible with, complimentary to and reflective of the County's values and shall demonstrate and maintain a positive community image. In this regard the following criteria will be used as a guideline:
  - Compatibility of the party's products, customers and promotional goals
  - The record of involvement in community projects, events
  - The image of the party and the desirability of association by the County to it
  - The environmental and social responsibility demonstrated by the party in terms of its practices
  - The party should have a significant local presence in the County
  - The timeliness and readiness on the contribution
  - The value of the contribution
- Naming rights will be contingent upon a *duty of loyalty – i.e. if they sue us they withdraw naming rights without reimbursement*
- The manner of recognition including signage, banners or plaques shall be at the discretion and with the approval of the County in collaboration with the donor, fundraising agent or applicant
- Where naming rights for a building is approved, Haldimand County will maintain the primary identity through its signage, Corporate Logo or Seal with the donor name being secondary in terms of size, scale, location or means of recognition.

#### **3.3.2 Honouring Individuals, Groups or Geographical Area:**

Nominations which honour an individual or group's outstanding achievement, distinctive service, historical or civic significance or significant community contribution. Included within this:

- Pioneers, early settlers, industrialists or other historic figures significant to Haldimand County

- Veterans
- Fallen police officers or firefighters
- Exemplary public, political or community service
- Athletes or leaders in sports and recreation
- Leaders in the arts, music, culture, heritage or literature
- Others who have brought positive national or international recognition to Haldimand County; or

The below criteria will form a matrix to score the proposal and/or nomination

1. Demonstrated courage by having risked or given their life to save or protect others
2. Demonstrated measurable excellence and exceptional service to the citizen's of Haldimand County, the Province of Ontario or Canada;
3. The named individual or group will have made a significant contribution to the local community and will have represented Haldimand County in a meritorious manner so as to achieve wide recognition for their endeavours;
4. Preference will be given to naming that is directly related to the type of service being offered at the named facility (i.e. sports for sports facilities)
5. The individual or group have no other municipally owned asset naming designations;
6. The naming will not cause confusion or duplication of names within the municipality or compromise emergency response situations;
7. Names will not be chosen that lend themselves to inappropriate short forms or modifications
8. The named individual or group will have significant local area identification with Haldimand County that will be understandable to a majority of local residents
9. Nominations will not be accepted from immediate family members of the nominee.
10. Where such recognition is approved the Haldimand County will continue to maintain a significant corporate identity through its Corporate Logo or Seal
11. Municipal employees only after no longer an employee and for civic actions/initiatives beyond the scope of work
12. Politicians or appointed public officials
13. Where it relates to historical or geographical context, the individual, group or resource does not have any previous named designations
14. Nominations to recognize geographic or historical context:
  - Commemorate historical event or cultural significance
  - Landmark Naming- Refers to a local resource, landmark or identifiable community characteristic

### **3.3.3 Renaming of Existing Facilities:**

- Proposals to rename existing municipal property, buildings or features must be predicated by exceptional circumstances.
- Existing building names will only be considered for change after evaluating:
  - The historical or geographic significance of the existing name
  - Impact to County identity and community recognition
  - Consultation with and impact on individuals or organizations associated with fundraising or the development or naming of the existing facility
  - Cost impacts of changing existing signage, promotional materials, and records

- Proposals seeking to rename existing property, features or buildings will be required to submit a petition of community support in the format acceptable to the County demonstrating significant public support for the request.

#### **3.3.4 Financial Considerations:**

- The cost to replace an existing sign will be the full responsibility of the applicant based on the County standards that are currently in place
- Payment of the sign will form part of the Naming Agreement
- If the cost of signage is captured within the budget of a new project, and the proposal fits within the scope, provisions will be made in consultation with the County Project Manager.
- There may be an additional charge for an enhancement to a new sign i.e. Logo, lights etc.

#### **3.3.5 Signage Size/Location:**

- In consultation with the applicant, the design, size and location of the sign will be considered in accordance with applicable by-laws and County staff.
- The County reserves the right to make the final decision with respect to location.

#### **3.3.6 Application Process:**

1. Open written nomination process whereby all applicants submit a request for the naming or renaming of municipal property to the Community Development & Partnerships Division.
2. Documentation in support of the naming request providing sufficient information relative to how the proposals meets the policy criteria, relevant background information, documentation of support from relevant organizations and verification that the individual or organization being honoured is in agreement with the naming proposal if they are living or by their legal representative
3. Evaluation of proposal through a matrix system developed with existing criteria
4. Consultation and research regarding nominations – public notice required for Honouring Only not with Fundraising Campaigns (?). Due diligence will be applied for proposals to honour individuals, groups or historical context with respect to research, legislative review i.e. LACAC etc.
5. Public Notification- Required for proposals to honour individuals, groups, historical context that are unsolicited or are for re-naming of a current facility/asset.
6. Staff Evaluation- Evaluation using policy and matrix will result in a report to Council for consideration (duplicate of #3)
7. Council Approval
8. Naming Agreement will be developed and details will be outlined subject to legal review which will outline such items as: (term, conditions, renewal clauses, payment schedule, insurance, confidentiality, termination clauses/conditions, disposition of asset etc.)
9. Procedure for recognition (plaques, signage, special event, unveiling, etc) will be in place and supported by staff

<b>Revision History:</b>
For C. A. O. Office Use

REVISION HISTORY				
REPORT	CIC		COUNCIL	DETAILS
	Date	Rec#	Date    Res#	
	Date	Rec#	Date    Res#	
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