

Approval Date:	November 9, 2020	Policy Number:	P-12-16-B
Motion:	MOTION-20-11-321		
Supersedes:	P-12-16-A		
Title:	Sale of Naming Rights Policy		
Board Review:	Community Services Board reviewed Oct. 28, 2020		

Purpose

The purpose of this Policy is to provide clear guidance regarding Naming Rights of Town facilities. The goal is to provide a consistent evaluation framework and approval process when considering naming proposals.

Related Documents

Related policies include interior and site-specific signage programs:

- Arena Signage Directive
- Ball Diamond Signage Directive

Definitions

“Town” means the corporation of the Town of Peace River.

“Applicant” Any citizen, group of citizens, entity, business or organization requesting to change a name of a Town operated and owned facility within the Town of Peace River, as per the scope of the policy.

“Lease” means a contract by which the Town conveys real estate, equipment, or facilities for a specified term and for a specified rent.

“Town owned” means property under the ownership of the Town of Peace River.

“Naming Rights” means a type of sponsorship in which a sponsor purchases the exclusive right to name an asset. Usually naming rights are considered in a commercial context, which is the naming right is sold or exchanged for significant cash or other revenue support. This arrangement is usually documented in an agreement signed by the interested parties.

“Naming Rights Agreement” means an agreement executed pursuant to Section 1.

“Naming” means the permanent name assigned by Council via resolution to a given park or recreational facility.

“Naming Entity” means the sponsor purchasing the Naming Rights of a Town facility.

“Recreational Facilities” means major structures, community centers, swimming pools, pavilions, tennis courts, sports fields and fountains located within lands under the stewardship of the Town of Peace River.

Policy

This Policy is intended to balance public and private interests by encouraging philanthropic giving while acknowledging public investment in, and ownership of public facilities as well as the public realm; and to encourage continued investment in these facilities for the benefit of the citizens of Peace River for generations to come.

Naming Rights refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration. Often the sale of naming rights can be source of additional revenue in municipal operating budgets.

Scope

This Policy applies to all Town owned and operated facilities as identified below.

- Multiplex
- Ice Surface(s)- indoor and outdoor
- Fieldhouse
- Indoor Playground
- Pool
- Parks
- Playgrounds
- Museum
- Athabasca Hall
- Lower West Peace Tennis Courts/Pickleball Courts
- Trails
- Water Play Park
- Water Treatment Plant
- Firehall(s)

This Policy does not apply to:

- Arena interior
- Naming of streets
- Naming of programs, events, or other kinds of sponsorships.
- Town leased locations; buildings or land

Responsibilities

The authority to grant Naming Rights rests with the Town of Peace River Council.

Guidelines

1. Name Sale Agreements:
 - 1.1. The granting of Naming Rights is intended to support and promote investment in municipal facilities that provide important services to citizens.

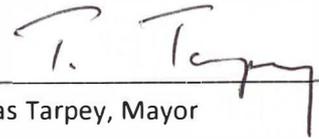
- 1.2. Naming Rights may be granted under the terms and conditions outlined in this Policy as recognition for financial contributions from Naming Entities, where these contributions result in significant and direct benefits to the community.
2. A Naming Rights Agreement may not compromise the Town's ability to carry out its functions fully and impartially.
 - 2.1. The granting of Naming Rights will not entitle a Naming Entity to preferential treatment by the Town outside of the Naming Rights Agreement.
3. Established names of facilities contribute significantly to historic continuity, community identity and pride, therefore consideration of maintaining current names for historic reasoning will be considered.
 - 3.1. In the event that existing names of a facility that are proposed to be changed, and are not within a naming agreement, efforts will be made to consult with the existing named individual, organization, business or club.
4. Naming Rights recognition, such as signage will be compatible with the physical attributes of a location.
 - 4.1. Naming of a Facility must include the purpose of the facility (e.g. The ABC Pool as opposed to The ABC Centre). The Peace River Museum, Archives and Mackenzie Centre is recommended to retain the words "Archives and Mackenzie Centre", due to their significance for grant and marketing purposes, along with the purpose of the facility as a museum.
5. All Naming Rights Agreements will be for a fixed term of no longer than 5 years with option for renewal.
 - 5.1. Option for longer terms will be reviewed on a case by case basis and will be ratified by Council.
6. All costs of the new facility signage will be the responsibility of the applicant.
7. Facilities will not be named in Memorial or commemoration for an individual(s) or event.
8. Council shall retain the right not to name certain facilities of broad community importance such as (but not limited to) Town Hall.

Procedures

1. All requests for the naming or renaming of a facility shall be made in writing to the appropriate Director of the facility being requested with the Town of Peace River.
2. The Town will only consider proposals directly from an Applicant.
3. Assessing and approving naming/renaming requests:
 - 3.1. Upon receipt of the request, the Director will submit the request to the appropriate board (if applicable) that will assess the request and provide a recommendation to the Director.

Following a recommendation, the Director will prepare an RFD and refer the request and board recommendation to Council.

4. All requests must also be reviewed by Planning and Development to ensure compliance with any required development guidelines.
5. Applicants will be required to sign a Naming Rights Agreement.
6. Applicants will be required to pay the annual Naming Rights Fee – as per the Fee Bylaw.



Thomas Tarpey, Mayor



Christopher J. Parker, CAO