

NAMING RIGHTS POLICY
Council Policy No. 116/09

BACKGROUND:

The City owns an extensive array of community facilities which provide much needed services to its citizens. Some are operated directly by the City, others are made available at nominal rates to not for profit tenants, while others are operated by an independent Board/Society on behalf of the City.

Finding the financial resources to fund capital reinvestment and expansion to meet the demands of the community is always a challenge. With the construction of the Enerplex, Council felt it was an opportune time to investigate naming rights as a mechanism to generate additional funds.

PURPOSE:

This policy is intended to cover Naming Rights for civic owned facilities in order to:

- balance public and private interests,
- encourage philanthropic giving while also acknowledging public investments,
- safeguard against the commercialization of the public realm,
- provide clear and consistent evaluation frameworks and approval processes for City Council.

It also addresses naming rights where an exchange of monies take place and for naming rights where there is no financial consideration.

DEFINITIONS:

Applicant - a resident, organization or business that makes a formal proposal to the City to name all or portions of a City owned facility.

Agreement - an agreement between the City and an applicant outlining the terms and conditions of approval in granting Naming Rights.

City Owned Facility: any property, complex, structure, building or portion thereof owned or controlled by the City of Fort St. John but excluding properties identified in the application section.

Commemorative Naming - requests to name City owned facilities granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy, or as an honour and generally without financial consideration.

Corporate Naming - Naming Rights granted to a corporation or a corporate Foundation and negotiated for a specific fee.

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DEFINITIONS: (continued)

Designated City Staff - for the purpose of administering this Policy, the City Manager will designate a staff person in the relevant City department

Naming Entity - The entity (i.e. corporation, community organization or individual) to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

Naming Rights - refers to the granting by the City the right to name a piece of property or portions of a property either in exchange for financial consideration or in honour of outstanding achievement, distinctive service, or significant community contribution.

Tenant – an organization occupying space in a City owned facility through a current Agreement.

APPLICATION:

This Policy applies to all City owned facilities including Interior and Exterior Building Components, including those facilities operated directly by the City, and those operated by Tenants.

This Policy does not apply to:

- City core services facilities (e.g. City Hall, fire halls, police stations),
- Non-City facilities,
- Non-City facilities which occupy City lands and where the building is currently owned by the Tenant,
- Naming of streets,
- Naming of programs, events, or other kinds of sponsorships.

Signage and acknowledgement associated with Naming Rights must comply with all applicable laws and bylaws, and must be approved in advance by the City.

All Naming Rights Agreements will be for a fixed term.

GUIDING PRINCIPLES:

The City must be very conscious of how naming rights can affect a facility and the individual connection each of us will have with it. Therefore, the City is committed to considering the following guiding principles when evaluating potential partnerships for the City owned facilities:

1. The City supports revenue generation from naming and sponsorship arrangements when these arrangements directly benefit the community of Fort St. John and the City.

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GUIDING PRINCIPLES: (continued)

2. A Corporate Applicant's values, products, customers and promotional goals must be compatible to the City of Fort St. John's mission and goals.
3. The City will value Applicants with a past record of responsible environmental stewardship and involvement in community projects.
4. The community must, by the most part, support the Agreement.
5. Partners will not be considered if they are a religious or political organization, or a company whose business is substantially derived from the sale of alcohol, tobacco, or firearms.
6. As a provincially registered Active Community, the City of Fort St. John is committed to encouraging individuals to be more physically active. When evaluating partnerships we will work to leverage our assets in order to assist residents in building a healthy quality of life.
7. Clear and permanent identification of the City as a supporter for the life of the facility will be displayed in adherence to guidelines established by the City.
8. Naming Rights Agreements may not compromise the City's or a Tenant's ability to carry out its functions fully and impartially.
9. The City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.
10. Proceeds received by the Naming Entity for naming rights sale are to be used for the promotion, enhancement and maintenance of the named facility.

APPLICATION PROCESS:

For all Naming requests, the Applicant will provide the City with advance written notice of its intention to pursue Naming Rights. Upon confirmation and communication with the designated staff person of the City, Applicants can then make a Proposal including all relevant materials including but not limited to the following:

For Corporate Naming:

- a) Proposed Naming Rights fee,
- b) Proposed term of Naming Agreement,
- c) Proposed rights and benefits,
- d) Demonstrated support from key stakeholders (e.g. members, users, donors, funders),
- e) Draft signage proposal and acknowledgement plan.

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APPLICATION PROCESS: (continued)

For all Commemorative Naming:

- a) Documentation verifying that the person/organization being honoured is in agreement with the Proposal (if they are living), or by their legal representative should they be deceased,
- b) Background information and/or biographical information demonstrating that the proposed name is of significance to the community,
- c) Documentation including letters of support for the Naming.

When Council is considering the Commemorative Naming of a City Owned Facility, the City shall hold at least one advertised public meeting to hear public input with respect to the Proposal. A notice of intent to consider Commemorative Naming of a Civic Community Facility shall be published in a newspaper of general circulation.

EVALUATION PROCESS:

Designated City staff will review all Applicant submissions and prepare a report to Council for all proposals for City Owned Facilities and to the City Manager and/or his/her designate for all Proposals for Interior and/or Exterior Facility Components.

The City shall evaluate Corporate Naming Proposals according to the following criteria:

- a. Financial Consideration
- b. Term
- c. Exclusivity
- d. Proposed Name of Recreation Facility
- e. Marketing Initiatives – how will it enhance the facility’s profile
- f. Financial Stability

The City shall evaluate Individual and Commemorative Naming Proposals according to the following criteria:

- a. An assessment of the Proposal against the Applicant’s mission, vision and values,
- b. Documented proof and community acknowledgement that naming is in recognition of individuals, groups of individuals and/or community organizations which have made a significant contribution to the community through public service, community volunteerism or outstanding achievement,
- c. Written permission and agreement must be obtained from the individual, group or organization who or which is being commemorated, or their legal representative, prior to consideration.

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EVALUATION PROCESS: (continued)

Commemorative Names which reflect or imply a reference to any of the following will not be eligible:

- a) Elected officials currently in office,
- b) Commemorative Names which do not meet criteria outlined in this Policy or are inconsistent with the mission, vision or values of the City,
- c) Proposals to commemoratively rename existing City Owned Facilities will only be considered in exceptional circumstances. Existing names will not be changed without consideration of:
 - The historical significance of the existing name,
 - The impact on the individual or organization associated with the existing name,
 - And the cost and impact of changing existing signage, rebuilding community recognition and updating records.

NAMING RIGHTS AGREEMENT:

Naming Rights Agreements will be legally binding contracts entered into between the Naming Entity and City.