



NAMING/RE-NAMING OR DEDICATING OF MUNICIPAL PROPERTY, BUILDINGS AND PARK ELEMENTS POLICY

09-2023

Policy Statement

This policy establishes the general guidelines for approving the naming/renaming or dedication of municipal property, buildings, and park elements by the Municipal Council. The Naming/Renaming or Dedicating of Municipal Property, Buildings, and Park Elements is important for public awareness, promotion and emergency access.

Definitions

For the purpose of this policy:

Municipal property and buildings – shall mean all real property including unimproved lands, buildings, and structures owned by the town including but not limited to dedicated parkland, open space, recreational facilities, bridges, operations facilities and administrative office buildings

Park Elements – shall mean substantial structures or recreational aspects of a park such as trails, ball diamonds, gardens, playgrounds, washrooms, and water elements.

Sponsor - is a corporation, organization or individual that enters into a sponsorship agreement involving a Town asset/property (such as an event, program, building or feature) and provides financial contribution, real property or value-in-kind in return for access to commercial potential associated with the Town asset.

Sponsorship - is a short-term mutually beneficial business arrangement, wherein a third party, whether for-profit or otherwise, provides a financial contribution and/or in-kind services to the Town in return for commercial benefit. Sponsorship agreements define a period of time and a specified Town asset/property (such as an event, program, building or feature). The value to the third party is derived from the public profile to potential customers of their name or brand, and its association with a Town property, including a service, program, event, activity, real property or sub-component of a Town asset. Unlike advertising, a sponsorship agreement has no pre-determined cost and return and must be negotiated for each case.

Applicability

This policy applies to the following five (5) main types of situations that could initiate a request for a naming/renaming or dedicating of municipal property, buildings or park elements:

- a) an opening or re-opening of a building or bridge, which may require donations;

- b) a civic recognition;
- c) International, national or provincial events/competitions;
- d) New park development; and,
- e) Corporate sponsorship.

The intent of this Policy is to:

- a) to provide guidance and consistency to naming of municipal property, buildings and park elements after significant geographical, neighbourhood and historical elements;
- b) to provide guidance where as significant funding sponsorship or donation has been made;
- c) recognize significant contributions by community individuals to the public life and the well-being of the people of Pilot Butte; and,
- d) provide direction on how to apply for approval to name, re-name or dedicate major external municipal property, buildings or park elements where significant funding contribution has been made

In instances where a naming request has been proposed as a result of receiving a significant donation toward the acquisition, creation or redevelopment of the property, building or element, consideration will be given to the sponsorship contribution being provided.

Naming Principles

- a) Names associated with a sponsorship will be considered when a donation amount relates to the construction value of an element.
- b) Upon approval, corporate sponsorship naming renewal or change will be considered with subsequent donation.
- d) All sponsorship agreements and acceptance of donations shall be established in a manner that results in a successful balance of benefits to the town and the community as well as the sponsor, donor, or recipient.
- e) All Sponsorship agreements to include a term and renewal period.
- f) Names shall be unique; name duplication and similar-sounding names shall be avoided.
- g) Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Pilot Butte.
- h) Names should maintain a long-standing local area identification with the residents of Pilot Butte.
- i) Names shall be understandable to the majority of Pilot Butte.
- j) Names shall not be discriminatory, derogatory, or political in nature.
- k) Names shall be consistent with any other applicable Town of Pilot Butte policies and naming standards
- l) Council shall retain the right not to name certain facilities of broad community importance such as (but not limited to) the Town Office.
- m) The Town of Pilot Butte makes all final decisions concerning what is placed or occurs on Town property and in its buildings.
- n) The Town shall reserve the right to terminate an existing sponsorship or advertising agreement should conditions arise that make it no longer in the best interest of the town. In these situations, the agreement shall dictate the terms of terminations.

Naming Preferences

Priority (in order of preference) shall be given to continuing the current naming/re-naming practice of Town of Pilot Butte property and buildings after:

GEOGRAPHIC - Names having geographic affiliation, which may include but are not limited to the following references;

- The area or planning district in which the property or building is located to provide a geographical association to help the public to locate a park, bridge or building more easily;
- the most dominant "constant feature either within or nearby" the selected site such as an associated significant ecological or natural resource feature;

HISTORIC - Names having historical affiliation, which may include but are not limited to the following reference;

- a historical name related to Pilot Butte's heritage and/or historical folklore;
- A local or national historical heritage event

PROMINENT INDIVIDUALS AND/OR ORGANIZATIONS - Names affiliated with individuals and/or organizations, the following criteria will be used to weigh the suitability of the name being proposed;

- an event or person of international, national or provincial significance; or,
- an organization (or individual, with the exception of elected officials currently in office or fallen firefighters) to recognize:
 - particular activities and significant contributions to the Pilot Butte community and/or society; and/or,
 - outstanding contributions and/or sponsorships made toward the development and/or enhancement of a property or building.

When a name of an organization (or an individual) is being considered the following specific criteria should apply:

- the contribution they have made to the public life and the well-being of Pilot Butte;
- the sponsorship contribution made toward the acquisition, creation or redevelopment of the property, building or feature;
- a direct relationship or association that existed between the place of residence of the individual and the property, building or element to be named;
- where a property, building or element is named after a sports or entertainment celebrity the type of element shall be associated with the celebrity; and,
- where the name of an individual or organization is so used, approval shall be obtained from the individual (their family) or the organization for such naming.

Processing of Requests

1. All Naming/Sponsorship requests for any town asset shall have a formal agreement and all details shall be finalized at the time of signing by authorized representatives of both the town and the sponsor. As a minimum, agreements shall have the appropriate terms and conditions, and include the following provisions:
 - a description of the contractual relationship, specifying the exact nature of the agreement;
 - the sponsor's contribution and, in the case of in-kind contributions, the method of assessment;
 - the obligations of both the town and sponsor;
 - the duration of the sponsorship and any renewal options, if applicable;
 - a cancellation provision and the remedies available to both parties upon cancellation;
 - details of the exchange of the marketing benefits, including both what the town will receive from the sponsor, and what benefits are to be provided to the sponsor;
 - confidentiality terms;
 - a statement that all parties are aware of, and agree to comply with, the provisions of this policy.

2. If Administration deems that the submission is in accordance with policy, Administration will recommend the naming of the Park or Municipal Property to Council for further public consultation and approval. If Administration deems that the submission does not fit with the policy, Administration will notify the proponent in writing of its decision.

This policy was adopted on the 28th day of August 2023.

Resolution No.: 2023-219
Bylaw No. Reference: None
Legislative Reference: None
Areas of Responsibility: General Governance