

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



POLICY TITLE: NAMING OF CIVIC FACILITIES

POLICY NUMBER: ADMIN - 202

<i>Date of Council Adoption:</i> February 8, 2010	<i>Date of Last Amendment:</i> June 10, 2019
<i>Council Resolution Number:</i> 2010-070, 2013-082, 2015-309	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> March 11, 2013

Policy:

Civic facilities are to be named in compliance with the following policy.

1. General Policy Statements:

- a) Naming facilities shall be the responsibility of City Council by Council resolution.
- b) The principal categories for naming purposes for Civic facilities shall be:
 - i) Major facilities that provide city-wide service - Major facilities are described as: city-owned facilities that house employees, used to conduct city business, leased to organizations providing public services, or citywide community facilities based on size and significance to the community such as community centres.
 - ii) Minor facilities that provide a neighbourhood or local community service – Minor facilities are described as: facilities that provide a neighbourhood or local community service, rooms within facilities or support or adjacent facilities. Examples include support facilities within a community centre or support facilities for major facilities.
- c) The Recreation and Culture Department, shall be responsible for the administration of this policy, and for presenting a report to Council recommending a facility name in compliance with this policy.
- d) The Recreation and Culture Department shall be responsible to incorporate the process for naming into the project schedule, so the naming is accomplished in a timely manner.
- e) The City may consider public input and public acceptance when considering a Civic facility name.

- f) Implementation of the approved name is the responsibility of the Recreation and Culture Department, in conjunction with the City's Communication Officer, which shall include public and media communications, signage, and involvement of community or business partners when applicable, within approved budgets.
- g) The use of public contests or other forms of "chance" shall not be utilized in naming Civic facilities.
- h) Individuals or organizations who wish to raise funds for a major or minor facility project must receive City Council approval prior to attaching naming opportunities to the fundraising campaign.
- i) A Civic facility shall not be named after any currently seated elected or appointed official.
- j) The facility name shall:
 - respect civic identity;
 - identify the nature of the activities;
 - preserve any geographic, natural or physical features; and
 - preserve any historic or landmark connotation of particular significance to the area in which the facility is located, or for the City as a whole. Either connotation is equally valid.
- k) The following classifications should be considered when naming facilities:
 - places and features (geographic location, nearby streets, schools, natural features);
 - historic sites;
 - descriptive name;
 - deceased people who have made significant contribution to the quality of life for the community;
 - living people who have made significant contribution to the quality of life for the community; and
 - organizations.
- l) The following criteria should be considered when naming facilities:
 - marketing capacity and uniqueness;
 - reflection of programs, services and experiences in the facility;
 - ability to sub-name components;
 - memorability; and
 - allow a name that converts to an 'acronym' only when it meets other criteria.
- m) Prior to renaming an existing Civic facility, careful consideration shall be given as to whether changing a name would diminish the historical significance of the facility and/or confuse community members who are familiar with the existing name and location of a particular facility.
- n) Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual, family or organization.
- o) Civic facilities will not be named after political, ethnic / religious causes or groups.

2. Commemorative Naming – established names of facilities contribute significantly to historic continuity, community spirit, identity and pride.

- a) Commemorative naming refers to the naming of a Civic facility in honour of outstanding achievement, distinctive service, or significant contribution to the quality of life for the community.
- b) Commemorative naming recognition will be compatible with the physical attributes of a location and identify the nature of the activity primarily performed.
- c) Any proposal from an individual or organization for commemorative naming for a Civic facility requires a major contribution to the facility either in deed or monetary contribution. The contribution of that person or organization must be strategically important to the creation of the facility such that the City could not or would not have proceeded without that contribution.
- d) Contributions for Major facilities: consideration may be given to naming the city-owned major facility after an individual or organization when approximately 25% of the land or facility construction or renovation costs are donated, or when otherwise warranted by some contribution or service which is deemed to be a major and lasting significance to the acquisition of that piece of land, or planning / development / construction or renovation of that particular facility.
- e) Contributions for Minor facilities: consideration may be given to naming minor facilities after an individual or organization when approximately 50% of the land or facility construction or renovation costs are donated, or when otherwise warranted by some contribution or service which is deemed to be a major and lasting significance to the acquisition of that piece of land, or planning / development / construction or renovation of that particular facility.
- f) The granting of commemorative naming shall not entitle a naming entity to preferential treatment.
- g) Commemorative naming must not conflict with the terms and conditions of any existing lease agreement between the City and the organization.
- h) A Commemorative name associated with a lease with an organization shall be directly related to the term and tenure of the lease and shall be removed at the termination of the lease.
- i) The approval of a commemorative name shall not result in extraordinary costs for the City.
- j) The City will not pursue a commemorative name for a Civic facility fully occupied by a leaseholder without the consent of that leaseholder.
- k) City Council shall have the final authority to grant a commemorative name.
- l) City Council shall have an unrestricted right to remove a commemorative name or cancel a naming agreement and return any sponsorship funds on a pro-rata basis.
- m) Commemorative names which reflect or imply a reference to any of the following will not be eligible:

- elected officials currently in office;
- commemorative names which do not meet criteria outlined in this policy; and
- commemorative names which are inconsistent with the mission, vision and values of the City of White Rock.

4. Commercial Naming - Major and Minor Facilities

- a) Commercial naming is defined as a type of sponsorship in which a sponsor purchases the exclusive opportunity for the privilege of associating a sponsor's name with a major or minor Civic facility or item (e.g. score clock etc.), whereby the sponsor's name is included in the title of the facility. The naming opportunity is sold or exchanged for significant cash or other revenue support. This arrangement shall be documented in an agreement signed by the interested parties.
- b) The City may consider commercial naming for major and minor facilities as a means to generate revenue from naming and sponsorship arrangements when these arrangements directly benefit the White Rock community. Applicable circumstance for this consideration may include Civic facilities operated by:
 - commercial or not for profit organizations who are leaseholders;
 - contractors through a management/operations agreement; and
 - the City directly.
- c) Any commercial naming for a Civic facility requires a major financial contribution to the facility either in deed or monetary contribution. The contribution from a corporation or organization must be strategically important to the creation and/or the operations of the facility
- d) Council shall retain the right to accept or reject any commercial naming proposal by a commercial organization or a facility contracted operator. Commercial naming proposals which are of a questionable nature and are likely to reflect unfavourably upon the City, are not acceptable (e.g. addictive substances including tobacco, cannabis and liquor).
- e) Council shall have the final authority to grant a commercial name.
- f) Council shall have an unrestricted right to remove a commercial name or cancel a naming agreement and return any sponsorship funds on a pro-rata basis.
- g) In the interest of maintaining public trust and civic pride, transactions covered by this policy are to uphold community values and observe all applicable laws.
- h) Each lease or management/operating agreement shall specify terms and conditions as appropriate to the commercial naming of a Civic facility, including the distribution of revenues received from the commercial entity.
- i) A commercial name associated with a lease with a commercial or organization shall be directly related to the term and tenure of the lease, and shall be removed at the termination of the lease.
- j) The City will not pursue a commercial name for a Civic facility fully occupied by a leaseholder, without the consent and participation of that leaseholder.

- k) The merits and appropriateness of each such commercial naming opportunity shall be evaluated on a case-by-case basis.
- l) Value assessment shall be completed to determine the estimated market exposure value that a sponsor may receive as a purchaser of a specified naming opportunity and may include tangible and intangible benefits.
- m) A financial contribution does not guarantee that a commercial tenant or proponent will receive approval for a commercial name.
- n) A commercial name will be compatible with the physical attributes of a location and identify the nature of the activity primarily performed in a major facility.
- o) A decision to approve a commercial name shall be considered and made within the context of prudent business practices.
- p) It is necessary for the City to be recognized at a Civic facility, where the City has or makes an on-going significant contribution to capital or operating costs. Clear and permanent identification of the City as the owner for the life of the facility will be displayed.
- q) Commercial naming for minor facilities must be consistent with the values and principles of the community and address identifiable community needs that are aligned with the strategic goals and priorities of the City and of the organization.
- r) The approval of a commercial name will not result in additional costs for the City, excluding the City's approval process.
- s) There will be no provision for automatic renewal or extension of a commercial naming agreement.

Rationale:

To establish a consistent policy for naming City owned facilities or re-naming existing facilities. This policy also provides for Commercial and Commemorative naming sponsorship opportunities in order to generate revenue related to building capital and operational funding.