

Municipal Naming Policy for the City of Moose Jaw

CITY OF MOOSE JAW

POLICY: Municipal Naming Policy	EFFECTIVE DATE: April 22, 2019
SECTION: PARKS AND RECREATION	APPROVED BY Council Resolution # 148

1. **Purpose:**

- 1.1 The purpose of the policy is to provide guidelines and procedures for the naming and re-naming of City-owned and civic partner-controlled facilities, parks and structures.

2. **Definitions:**

- 2.1 The City – means the City of Moose Jaw, its departments and staff.
- 2.2 City Parks - are developed and undeveloped natural areas on City land that include open spaces, trails, greenways, plazas and sport fields that are used primarily for public recreation and leisure purposes.
- 2.3 City Facilities - are City owned buildings used to conduct City business and where the general public gathers for social, recreation, cultural and other related purposes. It shall include individual rooms, spaces and features within buildings such as ice pads, pools, gymnasiums; and physical structures within City Parks such as picnic shelters, washrooms, grandstands, amphitheaters, playgrounds, etc.....
- 2.4 City Structures – are permanent City owned constructions such as bridges, towers, retaining walls, tunnels, etc....

- 2.5 Civic Partner – a group that has a formal and legal relationship to provide services, programs and/or manage and care for City assets in conjunction with, or on behalf, of the City.
- 2.6 External Party – an outside company, business, club, organization, etc., with no legal affiliation or belonging to the City.
- 2.7 Sponsorship Naming Rights - a mutually beneficial business arrangement wherein an external party provides goods, services or financial support to the City in return for access to the commercial and/or marketing potential associated with the public display of the organization's name on a City property for a fixed period.
- 2.8 Naming Rights Agreement - the acquisition of the right to name or re-name a City asset as evidenced in a written contract that contains terms acceptable to the City.

3. Policy:

3.1 General Principles and Guidelines:

- a) All new City facilities, parks and structures will be named as they are developed.
- b) Generally, names for all City facilities, parks and structures will be derived from the geographic location of the asset as it allows citizens to easily identify with the location of the facility, park or structure. Strategies for naming City facilities, parks and structures will include (but not be restricted to) the street bordering the asset, the name of the subdivision, the name of a school located directly adjacent to the asset, the name of a major recreation facility located in or adjacent to the asset, or a significant land mark or area located near or in the City facility, park or structure.
- c) The name could commemorate a historic figure or event or an event of cultural significance.

- d) The name could commemorate a person important to the City. The nominated person must have made an exceptional positive contribution to parks, recreation or culture relating to the City facility, park or structure being named. In this scenario, nominations will not be accepted by immediate family members and recognition of individuals whose contributions have been appropriately recognized in other City venues or by other means shall be avoided.
- e) The name could commemorate external parties or individuals that have made a significant contribution to community development. Contributions that may be considered include, but are not limited to, significant monetary donations, land donations, labour commitments, and volunteer contributions to the betterment of the City's parks, recreation and culture services.
- f) Sponsorship naming rights may be considered as per the guidelines and criteria set forth in City's Advertising and Sponsorship Policy.
- g) Other names may be given special consideration based on the individual merit of submission.
- h) Requests to re-name existing assets will be considered under the following conditions:
 - i) There are no historic or legacy implications with the name change;
 - ii) The park or facility is not named after an individual;
 - iii) There are no existing sponsorship naming rights agreements in place.

3.2 Other Considerations:

- a) City facilities, parks and structures will not be named for developers, real estate companies, or other businesses where the name of the facility, park or structure may be construed as being corporate advertising, but an

appropriate plaque may be erected on the site to recognize the contribution of a corporation.

- b) Individuals currently holding elected office, currently working for the City or actively serving on any City standing or selection committee shall not be considered for naming.
- c) Individuals convicted of a known felony shall not be considered for naming.
- d) The granting of naming rights will not entitle a naming entity to preferential treatment by the City outside of the naming arrangement.
- e) The City will not relinquish any aspect of its right to manage and control a park or facility through a naming arrangement.

3.3 Procedures:

- a) Naming rights requests shall be made in writing to the Director of Parks and Recreation. The Parks and Recreation Department will forward all requests to the Parks and Recreation Advisory Committee for review and a recommendation.
- b) Sponsorship naming rights requests will be considered as per the guidelines and criteria set forth in City's Advertising and Sponsorship Policy.
- c) The Parks and Recreation Advisory Committee will ensure that the requests meet the criteria of the policy and that proper community consultation and research is completed prior to determining a recommendation.
- d) The Parks and Recreation Advisory Committee will submit their recommendation to City Council for review and final decision.

4. Responsibilities:

4.1 City Council – is responsible for:

- a) Approval of the policy and all amendments.
- b) Approval of all naming rights proposals for new and existing City-owned and civic partner-controlled facilities, parks and structures.

4.2 Director of Parks and Recreation – is responsible for:

- a) Assessing all naming rights requests to ensure proper information is provided and submitting the requests to the Parks and Recreation Advisory Committee for a recommendation to City Council.