

Policy Number:	C-329
Policy Owner:	Recreation, Parks & Community Support
Adopted By:	Council
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Date Last Reviewed:	2023 December 18

Purpose

- 1 The purpose of this policy is to:
 - (1) guide the naming of all public recreation and community facilities and amenities within Rocky View County (the County), and clarify the roles and expectations of the County, donors, and community partners;
 - (2) protect the County and community partners from potential risk;
 - (3) provide guidelines and criteria that reflect Rocky View County's heritage and further sense of community; and
 - (4) provide naming guidelines and procedures based on best practices.



Policy Statement

- 2 Naming plays an important role in clearly identifying locations of infrastructure and better navigating the County.
- 3 Naming also serves as a method of commemorative recognition to honour events and the outstanding achievements, distinctive service, or significant community contributions of individuals.
- 4 The County supports the sale of Naming Rights for recreational and community infrastructure as a means for licensees and community partners to generate revenue to offset the County's capital and operating costs associated with planning, constructing, and operating facilities.

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- 5 All proposed naming and renaming of facilities will have no additional cost to the County and will be the sole responsibility of the naming entity and the applicant proposing the name.
- 6 The County holds the authority to solicit sponsorships as determined by Council.



Policy

- 7 This policy applies to:
 - (1) community Partners with a License of Occupation, for the purpose of naming or renaming recreational and community facilities and/or infrastructure on County-owned land to pursue revenues needed for the financial sustainability of the facilities they plan, construct, and operate for public benefit;
 - (2) commemorative naming and the renaming of recreational and community facilities, trails, pathways, and public parks; or
 - (3) naming rights of auxiliary recreational and community amenities in or around the facility.
- 8 This policy does not apply to:
 - (1) non-recreation and community facilities (for example, County Municipal Hall, Fire Halls, Police Stations, Cemeteries, Bridges, Water Treatment, Roads) and other sites determined by Council.

Roles and Responsibilities

- 9 Council:
 - (1) approves the final recreation infrastructure name; and delegates administration the authority to negotiate a Naming Agreement with a Licensee and Naming Entity; and
 - (2) sets policy governing Naming Rights Agreements for County Recreation Infrastructure.
- 10 Administration:
 - (1) negotiates Naming Rights Agreements and ensures community partner applications are in accordance with policy; and

- (2) evaluates governing policy for effectiveness.

11 Community Partners:

- (1) work collaboratively with Administration to solicit naming opportunities and bring forward proposed honorary, commemorative, or corporate naming proposals.

Naming Criteria

12 Naming proposals are made for commemorative, honorary, or corporate sponsorship reasons. Commemorative naming proposals reflect the following:

- (1) the heritage, culture, and inclusive attributes of the community;
- (2) partnerships with Indigenous communities;
- (3) historical events significant to Rocky View County, Alberta, or Canada; and/or
- (4) the flora, fauna or other geographical features of the area.

13 Naming proposals may be made in honour of a person who reflects at least two of the following:

- (1) a person who demonstrates excellence, courage, or exceptional dedication to service;
- (2) a person who volunteers or gives extraordinary help or care to individuals, families, or groups, or supports community services or humanitarian causes;
- (3) a person who fosters equality, equity, and inclusiveness;
- (4) a person who risks their life to save or protect others; and/or
- (5) a person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to Rocky View County, Alberta, or Canada.

14 The names of people who are closely connected to Rocky View County may be preferred over those who have achieved national or international status and are not closely connected to the County.

- 15 The sale of naming rights to corporate sponsors:
- (1) will follow the guidelines of the *Canadian Code of Advertising Standards*, *Canadian Human Rights Act* and the *Alberta Human Rights Code*;
 - (2) does not result in, or perceived to be, any competitive advantage, benefit, or preferential treatment for the naming entity, outside of the naming agreement;
 - (3) conforms to all applicable federal and provincial statutes, as well as County agreements, bylaws, policies, and practices; and
 - (4) does not result in any additional cost to the County.

Naming Application Requirements

- 16 To meet the criteria set in this policy, a naming application must be submitted to Administration prior to any verbal or formal agreements between parties.
- 17 The naming application must include the following:
- (1) justification for the name and any financial or donated contributions anticipated in exchange for the naming rights;
 - (2) applicant information detailing their connection with naming entity, to avoid any perceived or direct conflict of interest; and
 - (3) draft signage design(s).
 - (4) if the proposed name is in honour of a person, a biography which includes the individual's:
 - (a) date and location of birth;
 - (b) education (if applicable);
 - (c) career highlights and contributions to the County, Alberta, or Canada; and
 - (d) volunteer services (if applicable).

- (5) if the proposed name is that of a corporate sponsor, information including:
- (a) a map identifying the recreational asset and any specific portions of the asset to be named. For example, if a portion of a major trail is being named, that area of the trail should be identified;
 - (b) acknowledgement of how the cost associated with the proposed naming will be incurred by the community partner or sponsor (for example, the installation of signage, marketing costs, legal costs, and/or ongoing maintenance and replacement);
 - (c) draft signage designs and plans on how the County, naming entity, and community will be recognized, if applicable;
 - (d) the preliminary commitment from the sponsor, outlining their term for sponsorship and details of the monetary or in-kind donation; and
 - (e) letters of support from, but not limited to, major users of the recreation or community infrastructure.
- 18 If a community partner has a naming proposal for recreation infrastructure on a joint-use school site, all requirements of this policy must be met, along with a letter of support from the respective school board submitted with the application.
- 19 If a community partner has a naming proposal for recreation or community infrastructure on a site that is jointly owned by the County and one or more municipalities, all requirements of this policy must be met, along with a letter of support from the respective municipalities submitted with the application.
- 20 The County is not under any obligation to accept any Naming Rights proposal and may refuse proposals submitted by licensees or community partners with third parties whose activities are incompatible with the County's strategic priorities.

Rocky View County Recreation Infrastructure

- 21 Parks, trails, and pathways that operate on County-owned land may be named and re-named under this policy.
- (1) Appropriate signage approved by the County must be provided at the main entrance(s) to the park, trail, or pathway for identification purposes.

- (2) The proposed name may share the name of the development area, provided that the park, pathway, or trail is located within the development area where the shared name would occur. (For example: Sunny Sights Park in the community of Sunny Sights)
 - (3) The proposed name may share the name of the road, as long as the primary access to the park, pathway, or trail fronts onto the road where the shared name would occur. (For example: Rocky Pathway that runs near Rocky Road)
- 22 Indoor and outdoor recreation facilities require signage at the main entrance(s) to the facility for infrastructure identification purposes.
- (1) Indoor and outdoor recreation and community facilities include, but are not limited to ice arenas, field houses, outdoor rinks, athletic fields, gymnasiums, concessions, auxiliary buildings, and rooms that are located on County-owned land.

Renaming Existing Recreation and Community Infrastructure

- 23 Renaming proposals may be considered for the following reasons:
- (1) if the term of the original naming rights agreement has expired and a new sponsor is being considered while the existing sponsor is renewing their term, a new agreement must be submitted to Administration and follow the conditions outlined in this policy;
 - (2) when there is informed (well-researched) rationale that an existing name is discriminatory, derogatory, or conveys negative or offensive connotations;
 - (3) when the views or actions of the individual or entity after whom a recreational facility is named no longer reflect Rocky View County's current community values; or
 - (4) when there is strong community support for a name change from the community impacted by the existing name.

Allocation of Financial Contributions

- 24 All revenues generated through the sale of naming rights are directed by the community partner or licensee to the capital or operating costs of the property's proposed improvements.
- 25 Subject to the Naming Rights Agreement, the funds generated may be applied to the infrastructure itself or be designated for life cycle costs and capital replacement use associated with the recreational or community infrastructure.

- 26 Revenues generated through naming rights does not reduce the licensee's or community partner's eligibility for County grant programs.



References

Legal Authorities

Related Plans, Bylaws, Policies, etc.

Related Procedures

Other

- N/A
- Policy C-314 *License of Occupation for County Lands*
- Recreation and Community Infrastructure Naming Procedure
- N/A



Policy History

Amendment Date(s) – Amendment Description

Review Date(s) – Review Outcome Description

- First version approved June 5, 2018 at the Policy and Priorities Committee
- The following amendments were presented at Council January 23, 2024
- Section 1: Addition of policy purpose content
- Section 2: Addition of policy statements
- Section 6: Addition of statements to reflect the renaming component of facilities, addition of statements referring to commemorative naming, addition of statements referring to naming of auxiliary amenities
- Section 8(3): Addition of community partners to the roles and responsibilities section
- Section 9-20: Addition of naming criteria and requirements for commemorative, honorary and corporate sponsorship
- Section 24: Definitions section updated to align with terminology throughout County policies and approved County plans
- Review of policy was conducted in 2023 to reflect the amendments listed in the current version
- Administrative procedure was created to complement the policy



Definitions

27 In this policy:

- (1) “Administration” means the County CAO or a designate;
- (2) “auxiliary recreational and community amenities” means permanent infrastructure within the facility or outdoors that complements the infrastructure’s primary purpose. Examples include but are not limited to meeting and conference rooms, arenas and skating surfaces, gymnasiums, multi courts, playgrounds, large gathering areas.
- (3) “capital” means resourcing used to enhance infrastructure and can be recorded as an asset and/or depreciated under the organization’s financial statements;
- (4) “commemorative naming” means the naming of County property to recognize and promote the history, heritage and/or landscape of Rocky View County;
- (5) “community partner” means an arms-length, not-for-profit organization that has a mandate to provide recreation services and programs and/or has an established legal relationship to manage and care for County property; also known as a Licensee;
- (6) “corporate sponsorship” means a mutually beneficial business arrangement wherein an external party, whether for profit or otherwise, provides cash and/or in-kind services to the County in return for commercial advantage in the form of publicity, promotional consideration, merchandising opportunities, etc;
- (7) “Council” means the Council of Rocky View County;
- (8) “County” means Rocky View County;
- (9) “donor” means an individual, sponsor, organization or group who provide support through goods and services or through a financial contribution;
- (10) “honorary naming” means the naming of County property without return consideration, which is bestowed by the County to recognize the service, commitment, or other type of contribution by an individual, group, or organization;
- (11) “joint-use school site” means reserve lands which includes the site upon which a school building is situated, the school building envelope, the school playing field and recreational site where the footprint of all such areas is contiguous;
- (12) “Lease” means an agreement, which gives an exclusive right to use and occupation of land;
- (13) “License of Occupation” means an agreement that outlines the terms and conditions of use and nonexclusive occupation of County Lands;

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- (14) “licensee” means the party that has acquired the right to occupy and operate on the land pursuant to the terms contained within the License of Occupation, also known as a community partner;
- (15) “life cycle costs” are defined as annual costs identified in a yearly budget to complete repairs or replacement of facility components that are identified in a long-term life cycle assessment;
- (16) “Naming entity” means the entity i.e.: such as a corporation, community organization, or individual to whom naming rights are granted pursuant to a Naming Rights Agreement;
- (17) “Naming Rights Agreement” means a mutually beneficial, contractual agreement for the exchange of naming rights between the County, Licensee and Naming Entity and organizations for a specified period of time; Refer to “Naming Entity”.
- (18) “pathway” Any recognized route that is formally engineered, constructed and hard surfaced with asphalt or concrete.
- (19) “public park” means development of public land specifically designed or reserved for the general public for active or passive recreational use and includes all natural and manufactured landscaping, facilities, playing fields, buildings, and other structures that are consistent with the general purpose of public park land.
- (20) “recreation and community facility” means a location designed and equipped for the conduct of sports, leisure time activities and other customary and usual recreational or community activities.
- (21) “trail” means any recognized non-paved route which is surfaced with natural or aggregate materials.