

## Purpose

- 1 This policy governs Naming Rights Agreements for County Recreation Facilities.



## Policy Statement

- 2 Rocky View County supports the sale of Naming Rights of Facilities as a means for Licensees to generate revenue to offset the capital costs associated with developing and operating Facilities.



## Scope

- 3 This policy applies to:
  - (1) Community Partners with a License of Occupation to name/rename County owned facilities to pursue revenues needed for the financial sustainability of the facilities they develop and operate for public benefit; and
  - (2) Naming Rights only, with other forms of Sponsorship remaining under the authority and control of the Licensee.
- 4 This policy does not apply to:
  - (1) Non-recreation facilities (i.e. County Municipal Hall, fire halls, police stations, cemeteries, bridges, water treatment) and other sites determined by Council;
  - (2) Commemorative Naming and the process for naming or renaming County streets, trails, pathways, and Public Parks; or
  - (3) Community Partners operating Facilities under Lease.



## Policy

- 5 **Roles and Responsibilities**
  - (1) Council:
    - (a) Approves recreation facility name; and delegates to Administration the authority to negotiate a Facility Naming Agreement with a Licensee and Naming Entity.

# Recreation Facility Naming Rights Policy

- (b) Sets policy governing Naming Rights Agreements for County Recreation Facilities.
- (2) Administration:
  - (a) Negotiates Naming Rights Agreements according to this policy;
  - (b) Monitors and enforces the terms of all agreements; and
  - (c) Evaluates governing policy annually for effectiveness.
- 6 To be approved, a Naming Rights Agreement:**
  - (1) Conforms to all applicable federal and provincial statutes, as well as County agreements, bylaws, policies, and practices;
  - (2) Does not impair the County's or Licensee's ability to carry out its functions fully and impartially;
  - (3) Does not unduly detract from the character, integrity, aesthetic quality, or safety of the Facility or unreasonably interfere with its enjoyment and use;
  - (4) Does not result in any additional net costs to the County; and
  - (5) Does not result in, or be perceived to result in, any competitive advantage, benefit, or preferential treatment for the Naming Entity, outside of the Naming Rights Agreement.
- 7 Allocation of funds**
  - (1) All revenues generated by the sale of Naming Rights are directed by the Licensee to the capital costs of the property's proposed improvements.
  - (2) Subject to the Naming Rights Agreement, the funds generated may be applied to the Facility itself or designated for lifecycle and capital replacement use associated with the facility.
  - (3) Revenues generated through Naming Rights do not reduce the Licensee's eligibility for County grant programs.
- 8 Approval of Naming Rights Agreements**
  - (1) The County is not under any obligation to accept any Naming Rights proposal and may refuse proposals submitted by Licensees with third parties whose activities are incompatible with the County's goals, values, or mission.
  - (2) Naming Rights proposals are reviewed on an individual basis by Administration and Recreation Facility Names are put forward to Council with recommendations.

## References

Act(s)	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Regulation(s)	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Plans	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Related Policies, Bylaws, Directives	<ul style="list-style-type: none"> <li>Rocky View County Policy #C-314 “License of Occupation for County Lands”</li> </ul>
Related Procedures	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Other	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Approval Date	<ul style="list-style-type: none"> <li>June 5, 2018</li> </ul>
Replaces	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Lead Role	<ul style="list-style-type: none"> <li>Recreation &amp; Community Services</li> </ul>
Administrative Responsibility	<ul style="list-style-type: none"> <li>Recreation &amp; Community Services</li> </ul>
Last Review Date	<ul style="list-style-type: none"> <li>n/a</li> </ul>
Next Review Date	<ul style="list-style-type: none"> <li>June 5, 2021</li> </ul>

## Definitions

- 9 In this policy:
- (1) “Administration” means the County Manager or a designate.
  - (2) “Capital” means resourcing used to enhance infrastructure and can be recorded as an asset and/or depreciated under the organization’s financial statements.
  - (3) “Commemorative 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.
  - (4) “Community Partner” means an arms-length, not-for-profit organization that has a mandate to provide recreation services and programs and or established legal relationship to manage and care for County property; also known as a Licensee.
  - (5) “Council” means the Council of Rocky View County.
  - (6) “County” means Rocky View County.

- (7) “Lease” means an agreement, which gives an exclusive right to use and occupation of land.
- (8) “License of Occupation” means an agreement that outlines the terms and conditions of use and nonexclusive occupation of County Lands.
- (9) “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.
- (10) “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.
- (11) “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”.
- (12) “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 man- made landscaping, facilities, playing fields, buildings, and other structures that are consistent with the general purpose of public park land.
- (13) “Recreation Facility” means a location designed and equipped for the conduct of sports, leisure time activities and other customary and usual recreational activities.
- (14) “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.