

## Naming of City Owned or City Managed Assets

Effective Date:

December 13, 2016

Last Revised:

April 23, 2024

### 1. Purpose

Requests may arise from citizens urging for the dedication of a Park or Facility after a specific family, individual or organization. This policy aims to establish clear guidelines for City staff and Council members regarding the naming process of parks and facilities.

### 2. Scope

This policy applies to all Parks and Facilities owned or managed by the City of Pitt Meadows.

### 3. Exclusions

This policy does not apply to:

- Philanthropic contributions, gifts, or donations where property is voluntarily transferred to the City without any expectation of return. In such cases, no valuable consideration is exchanged, and no business relationship is established with the third party
- City assets that fall under the Park Amenity Donation Program
- Grants obtained from other levels of government, foundations, trusts, etc.
- Street names

### 4. Definitions

In this policy,

- (1) **Advertising** means the sale of advertising space to an external company, organization, enterprise, association, or individual on City-printed materials or properties, at City events, or in conjunction with City programs. Unlike sponsorship, advertising is a purchase of advertising space at rates set by the



City, and the purchaser does not receive additional benefits beyond accessing the purchased space.

- (2) ***Naming*** of City Owned or City Managed Asset means the title/name that Council assigns to a city facility, park or asset
- (3) ***Greenbelt Areas*** means zones earmarked for environmental conservation and preservation within the jurisdiction of Pitt Meadows.
- (4) ***Property*** means City assets, such as events, services, programs, activities, real estate, facilities, intellectual property, parks, and features (e.g., rooms, ice rinks, dry-floor, sports fields, playgrounds), but excludes streets and lanes
- (5) ***Sponsorship Naming Rights*** means a type of sponsorship in which an external company, organization, enterprise, association or individual purchase the exclusive right to name an asset or venue (e.g., a building or part of a facility, a room within a facility, etc.) for a fixed or indefinite period of time. Usually naming rights are sold or exchanged for significant cash and/or other considerations under a long-term arrangement.
- (6) ***Sponsorship*** means a documented agreement between the City of Pitt Meadows and an external entity (sponsor) in which the sponsor contributes money, goods, or services to a City facility, program, project, or special event in exchange for recognition, acknowledgment, or other promotional considerations or benefits. This excludes donations and gifts or advice to the City where no business relationship or association is contemplated and no reciprocal consideration is sought. Forms of sponsorship include cash (money) and in-kind contributions (goods or services)

## 5. Policy Statements

The ultimate authority over the naming of Parks and Facilities rests with the City Council, with recommendations from City Staff.

Parks and Facilities serve as hubs for community engagement and wherever possible should bear names which ideally identify their general or specific location.

Wherever possible, Parks and Facility should be given names which identify:

- Influential figures from the locality in which the park or facility is situated
- Traditional names with indigenous origins should be considered
- Noteworthy natural elements or indigenous flora found within the parks
- Distinctive subdivision names

Donors contributing to the development of Parks or Facilities of reasonable size may be considered for naming rights.

Whenever a Park or Facility has come to be known traditionally but not officially by a name, which is, not so similar to the name of an existing park to be confusing, then serious consideration should be given to formal adoption of the traditional name.

Consideration may be given to naming some Parks or Facilities after outstanding community citizens.

Greenbelt areas may never be developed as Parks and should be assigned numbers for reference purposes in accordance with the grid system used to identify planning/engineering map detail.

### **5.1. Prohibitions**

*The following practices should be avoided:*

- (1) Naming a park/facility after an active politician
- (2) Naming a park/facility after a nearby school

## **6. Related Policies**

Other related policies include:

- (a) Purchasing, Policy #C012
- (b) Sponsorship and Advertising on City Owned or City Managed Assets, Policy # C059

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