

**THE CORPORATION OF THE CITY OF WINDSOR  
POLICY**

Service Area:	<b>Community and Protective Services</b>	Policy No.:	
Departments:	<b>Municipal</b>	Approval Date:	
Division:		Approved By:	<b>CR144/2007</b>
		Effective Date:	
Subject:	<b>Naming/Renaming Or Dedicating Of Municipal Property, Buildings And Park Elements</b>	Procedure Ref.:	
		<i>Pages:</i>	Replaces:
			Date:

**1. POLICY**

**1.1** The Naming/Renaming or Dedicating of Municipal Property, Buildings and Park Elements are important for public awareness, promotion and emergency access. In order to ensure fairness and consistency, naming/renaming or dedicating of municipal property, buildings and park elements will be named according to the following principles:

- Aid in the geographical identification of the municipal property, Buildings and Park elements to assist in emergency response situations.
- Maintain long-standing local area identification Understandable to the majority of Windsorites
- Give a sense of place, continuity, and belonging and celebrate distinguishing characteristics and uniqueness of Windsor
- Unique, avoiding confusion, name duplication and similar sounding names
- Not discriminatory, derogatory or political in nature Municipal property Buildings and Park amenities will not be named after elected officials currently in office
- Where a street is named for a person, the adjacent municipal facility/property or park may not necessarily be named for the person
- Corporate names will not be used unless a significant financial or other contribution has been made to the City. See section 1.8 below.

**1.2** In keeping with the above principles, administration will recommend to Council which of the following criteria will be used to naming/renaming or dedicating of municipal property, buildings and park elements

- a) Geographic location (i.e.) major road, City district
- b) A group or individual who has contributed towards the development of the City of Windsor
- c) Purchased naming rights through a competitive process.

**1.3** In the case of commemorative or individual naming the following factors will be considered:

- The contribution the group or individual has made to the public life and the well being of the City of Windsor
  - Must be perceived as a role model and open to close scrutiny relative to their character, integrity and values
  - Community involvement must be outstanding and renowned
  - The involvement will have had a dramatic influence/impact on the City/residents over an extended period of time
  - Contribution including length of service, level of commitment, level of responsibility assumed must be extraordinary
  - Have they earned national/international acclaim?
  - In the case of financial gifts, has the donor participated in a large one-time campaign that consumed a minimum of 3-5 years in support of a public venue, or participated in a fundraising campaign in support of a public venue (30-40years/lifetime service)?
  - In the case of service clubs, have they contributed through public service activities in Windsor over multi-years (e.g. 30-40 years)?

**1.4** All discussions of naming/renaming or dedicating of municipal property, buildings and park elements will be considered initially at a closed meeting, for the purpose of gaining approval in principle of the majority of Council. In general City administration will bring forward a report for Council containing background information pertinent to one or more suggested names.

**1.5** Final decision will be made by Council at a closed meeting and reported publicly at the appropriate time.

**1.6** Council retains the right to change any name at any time without notice.

**1.7** In the case of purchased naming rights the following additional considerations will apply:

- The significance of the contribution made relative to the construction and/or operating costs of the item being named
- The significance of the contribution relative to the market valuation of the naming opportunity
- Results of a value assessment
- The benefits to and obligations of both the purchaser and the City The duration of the naming including a specific sunset clause associated with the length of time that the name will be used
- Whether the naming agreement can be renewed if a further gift or sponsorship is received
- Demonstrated public support for the sale of naming rights of the facility

## 2. **PURPOSE**

2.1 The purpose of the policy is to ensure consistency and fairness in the naming/renaming or dedicating of municipal property, buildings and park elements.

## 3. **SCOPE**

3.1 This policy applies to all naming/renaming or dedicating of municipal property, buildings and park elements under the jurisdiction of the City of Windsor.

## 4. **RESPONSIBILITY**

4.1 Administration is responsible for providing Council with recommendations with regard to the naming/renaming or dedicating of municipal property, buildings and park elements.

4.2 In all cases the Administration will coordinate naming to ensure fairness and consistency.

## 5. **RECORDS, FORMS AND ATTACHMENTS**

Records pertaining to the naming/renaming or dedicating of municipal property, buildings and park elements will be retained according to the Records Retention By-law 12599.

## 6. **DEFINITIONS**

“**Asset analysis**” is a comprehensive look at the asset’s overall value as it relates to corporate sponsorship or naming opportunities.

**“Commemorative”** naming is usually bestowed to honour an individual. Streets and parks are often named in this way. This honour is not usually negotiated for a fee.

**“Individual”** naming is generally negotiated as recognition for a donor of funds. It can be commemorative, in the sense that it honours an individual, except there is usually a financial transaction involved.

**“Corporate”** naming is generally negotiated for a specific fee and time period. In addition to recognition on the building, which may include the corporate name and/or logo, the company may receive other marketing or public relations benefits as part of the agreement.

**“Naming rights”** is the right to name a piece of tangible property or an event in exchange for financial considerations, documented in an agreement signed by all parties.

**“Municipal property, buildings and park elements”** include City-owned buildings, rooms and elements within those buildings, parks and elements of parks including walkways, bicycle paths, fountains, squares, gardens, landscape features, bridges, etc.

**“Value assessment”** is a determination of the true value that a sponsor will receive as a purchaser of specified naming rights and may include tangible and intangible benefits.