

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

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