

Municipality Of Chatham-Kent

Corporate Services

To: Mayor and Members of Council

From: Cathy Hoffman, General Manager, Corporate Services/Chief Human Resources Officer

Date: June 1, 2021

Subject: Naming Rights Sponsorship Strategy – Phase 2

Recommendations

It is recommended that:

1. The new Corporate Sponsorship Policy (Appendix A) be approved.
2. The existing Commemorative Naming Policy (Appendix B) be approved as edited.
3. The List of Prioritized Assets for Sponsorship be approved.
4. The Naming Rights Company (TNRC) be directly appointed to implement the next step of the process, referred to as the sales process for the List of Prioritized Assets.
5. The General Manager, Corporate Services/Chief Human Resource Officer be authorized to sign the Phase 2 commission-based contract with The Naming Rights Company subject to the approval of the terms of the agreement by the Director, Legal Services.
6. A cost centre be set up to track the proceeds and commission expense with the net proceeds to be reserved for future purposes to be determined in a future report to Council.
7. The temporary hold placed on applications to the Commemorative Naming Policy now be lifted.

Background

On October 19, 2020 Council approved a Naming Rights Strategy. Included in that report was the implementation of Phase 1: Preparation of the Strategy, which included policy development, identifying and cataloguing assets and the actual asset valuation suitable to for naming rights sponsorship. The draft policy and valuation process have now been completed.

The methodology used to complete the valuation was robust and did not rely on just one single factor to value but rather three separate indices:

- a) Multilinear Regression-Based Analysis, which uses comparable data, points on naming rights deals from the marketplace, and 10 drivers of naming rights value to determine the impact that these value drivers have on overall value, and therefore value of the venue.
- b) Benchmarking Analysis, which considers similar variables as the regression-based valuation, with the key difference being that all variables are weighted equally. Comparable properties are scored on each variable in relation to the benchmark and overall naming rights value is determined based on total points.
- c) Impression-Based Analysis, which is a process that values each individual asset to a naming rights partner by looking at impressions gained, tangible media value of the asset, intangible value of association with the property, then discounted to account for labour intensive nature of the execution of the sponsorship.

From the long list of municipal assets provided by administration, TNRC considered and assessed the potential for naming rights valuation on the following venues:

1. Chatham Capitol Theatre
2. Chatham Memorial Arena
3. Tecumseh Park
4. Kingston Park
5. Buxton Museum
6. Chatham Cultural Centre
7. Chatham Library
8. Active Lifestyle Centre
9. Chatham-Kent John D. Bradley Centre
10. WISH Centre
11. Thames Campus Arena
12. Chatham-Kent Centre for Community Services Skateboard Park
13. Chatham-Kent Animal Shelter
14. Bridges: 3rd Street and 5th Street in Chatham

The Commemorative Naming Policy is not intended to address naming situations related to sponsorships or naming rights as it relates to those instances where public properties, buildings and features have their naming rights sold. The policy is also not intended to cover individual memorial dedications, naming of municipal roadways or core facilities like municipal centres, fire halls, EMT stations, police stations and public libraries, as examples.

Comments

Phase 1: Policies, Inventory of Assets and Valuation

Corporate Sponsorship Policy

A draft Corporate Sponsorship Policy has been prepared and included as Appendix A. This policy will provide guidelines and flexibility to maximize revenue opportunities while safeguarding the Municipality's corporate values, image, assets and interests. The existing Commemorative Naming Policy, Appendix B, necessarily required editing to ensure it was aligned with the new Corporate Sponsorship Policy.

List of Prioritized Assets for Sponsorship

Recognizing that some of the assets, while ripe for potential sponsorship, may be sensitive to renaming options given their history or link to the community, they were not recommended for prioritization. However, they may remain on the list of potential sponsorship opportunities in the event future parties wish to explore them. Of note, informal conversations that took place with representatives at the Active Lifestyle Centre and the Buxton Museum were positive and both were open to how naming rights sponsorship, appropriately done, could benefit their organizations while preserving their identities and purpose.

With the foregoing sensitivities in mind, the following short list was recommended by TNRC as assets to consider first:

1. Capitol Theatre
2. Chatham-Kent Memorial Arena
3. Thames Campus Arena
4. Skateboard Park (Grand Avenue, Chatham)
5. Kingston Park
6. Chatham-Kent Library (Head Branch)

While the top six assets prioritized for the launch of "Phase 2: Sales Processes" are located in the Ward of Chatham, assets in other Wards were considered but based on the valuation methodologies described above, TNRC has recommended launching the naming rights strategy with these assets first.

The Chatham Capitol Theatre is a desirable venue with over one hundred events per year. A community staple with strong attendance, the Theatre features varied programming that attracts national and international artists. The Chatham Capitol Theatre is a historic landmark in the community attractive to serious sponsors.

Chatham-Kent Memorial Arena, despite its vintage, still offers attractive sponsorship opportunities. The attendance numbers are historically high and this asset would be

leveraged in a way to link to sponsorship if a new multiplex arena comes to fruition at some point in the future.

Thames Campus Arena also boasts high attendance and has been proven to be capable of hosting larger events like the Pinty's Grand Slam of Curling. Opportunities exist to pursue more events of this type in the future, garnering higher sponsorships.

Skateboard Park is a uniquely located asset that benefits from high traffic visibility. While there was not enough data available to conduct the regression analysis, TNRC are confident that its location, coupled with the demographic it primarily serves that Skateboard Park is a viable sponsorship opportunity. With sponsorship could come reinvestment of the funds back into the park for future development down the road.

Kingston Park is a community gem attracting many people throughout all seasons. Its location provides prime locations for sponsorship signage along the busy corridor of St. Clair Street. Given the park's size and its many attributes, it has the potential of hosting annual corporate events. The Municipality of Leamington recently secured naming rights sponsorship for their multi use recreation facility, Nature Fresh Farms Recreation Centre at \$975,000 over 15 years. Since the inception of their overall naming rights strategy, Leamington has raised more than \$2M through their naming rights sponsorship program over numerous years, across several properties.

The Chatham-Kent Library is a cornerstone asset that brings the community together through tailored programming for all ages. Although the main branch will be the primary focus of a sponsorship opportunity, there will be a bundling option for all 11 branches. The Library plays a fundamental role by creating access to knowledge and is central to creating an innovative community. An alluring asset for the type of sponsor who values literature and enriching the lives of the community.

Phase 2: Sales Process

Now that policies have been developed and the valuation of prioritized assets complete, the next step is the planning and implementation of the Naming Rights sponsorship sales process. This is inclusive of identifying prospective partners, presenting the opportunity to companies, structuring mutually amenable deal terms, negotiating and developing the contract, and then onboarding the Naming Rights partner. As described in the report to Council on October 19, 2020, the Naming Rights Company will be compensated on a commission basis on any sponsorship they secure. Dan Cimoroni, Partner of TNRC will be the Lead on this phase given his experience developing partnerships between prominent brands and sport, entertainment and cultural facilities and given his first-hand knowledge of our community having grown up in Chatham-Kent and having participated in many sporting events here. Mr. Cimoroni also has a seasoned network with local investing minds.

Typically the asset valuation and next phase sales processes are contracted in a bundle. In this case, TNRC agreed as a good will gesture to separate them at the Municipality's request while we assessed the viability of a naming rights sponsorship strategy and to evaluate the work of TNRC. Given their exceptional service to the valuation process and

their unique ties and experience with the Chatham-Kent community administration is recommending that they be directly appointed to the phase 2 work in lieu of performing this work through a competitive means such as an RFP or Tender.

Once approved, TNRC will commence this phase immediately with the prospects of sponsorships being secured creating access to new revenue streams in time to form part of the 2022 budget.

Having a healthy, vibrant municipality is everybody's business. The more we support its infrastructure and the "Chatham-Kent experience" the more people will want to live here, work here, and do business here. In short, everyone wins.

Consultation

Various members of the Executive Management Team have been consulted on this report.

Financial Implications

Commission based fees associated with naming rights sponsorship will be funded through the Strategic Reserve and reported on to Council.

Prepared by:

Cathy J.E. Hoffman, MPA, CHRL
General Manager, Corporate Services/Chief Human Resource Officer

Attachments:

Appendix A: Corporate Sponsorship Policy

Appendix B: Commemorative Naming Policy

Municipality of Chatham-Kent

Corporate Sponsorship Policy

1. Policy Statement

The intent of this policy is to:

- Complement the *Commemorative Naming Policy*, approved October 1, 2018.
- Provide guidelines which facilitate and support opportunities for revenue generation through naming rights while maintaining the traditional practice of commemorative naming of buildings and features after significant geographical or historical elements.
- Provide appropriate departments with corporate procedures when seeking supplemental revenue to support Municipal programs or when approached by external companies wishing to name municipal venues in a sponsorship relationship.
- Provide clear direction on how to procure naming rights agreements when approaching an individual or organization on establishing a sponsorship relationship.
- Provide clear direction on the type of Municipal assets to be considered for naming rights.
- Encourages consistency in decisions to accept or decline naming rights agreements.
- Ensures appropriate records are maintained.

This policy is not intended to address the following:

- Sponsorship of individual Municipal programs or other marketing contracts;
- Event sponsorship;
- Donations;
- Commemorative Naming

2. Scope

This policy is intended for all Municipal employees. This policy applies to all stakeholders between the Municipality of Chatham-Kent (Municipality), businesses, organizations, and individuals that contribute in monetary or in-kind sponsorships to venues or other assets in return for recognition, public acknowledgement, or other promotional considerations that come with naming rights to a municipal venue or other asset.

This policy applies to the following:

- Naming of Municipally-owned venues or other assets

- Venues may include: Chatham Capitol Theatre, Tecumseh Park, Chatham Memorial Arena, Kingston Park, Buxton Museum, Chatham Cultural Centre, Chatham Library, Active Lifestyle Centre, Chatham-Kent John D. Bradley Convention Centre, WISH Centre, Chatham Thames Campus Arena, Chatham Centre for Community Services Skateboard Park, Chatham Kent Animal Shelter
- Other Assets may include: 4th St. Bridge & 5th St. Bridge, Trails, Outdoor Fit Parks

3. Guidelines and Criteria

The Municipality welcomes financial contributions provided to the Municipality through Naming Rights agreements to assist in the provision of the Municipalities programs and services. Any such contribution shall be consistent with the Municipality's vision, mission, and values; to create a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of the community.

The Municipality will adhere to the policy to ensure Municipal staff is undertaking sponsorship within the Municipality in a coordinated fashion with a consistent set of guidelines and best practices.

Although the Municipality recognizes Naming Rights to Municipal venues or other assets as a potential source of incremental revenue, this assistance must be balanced with the need to ensure:

- the integrity of the community and the public's well-being
- there are no adverse effects on the Municipality's reputation or public image
- access to the opportunity is an open and competitive process
- clear community benefit reflective of the corporate investment
- consistent, complete and appropriate records

In accordance with the guidelines and criteria stated in this Naming Rights Policy, the solicitation, negotiation, and administration of any naming rights agreement must be conducted by party(ies) appointed by the Municipality or by authorized staff. Municipal staff will develop and implement appropriate strategies to achieve budget targets set out by the Municipality and external consulted party(ies).

4. General Conditions

The following conditions apply when establishing naming rights agreements:

- As is consistent with the *Commemorative Naming Policy*
 - Names should give a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of Chatham-Kent
 - Names should maintain a local area identification with residents of Chatham-Kent

- Names shall be consistent with any other applicable Chatham-Kent policies and standards
- The Municipality will retain ownership and control of all Municipal assets through the process of a naming rights agreement and over the subsequent planning and execution of sponsored venues or other assets
- All contributions shall not invoke future consideration, influence or be perceived to influence the overall business of the Municipality
- Will not solicit or accept sponsorship, donations, or in-kind contributions from entities whose reputation could prove detrimental to the public image of the Municipality. Names which reflect or imply a reference to any of the following will not be eligible for naming rights;
 - elected officials currently in office,
 - political affiliation,
 - derogatory or offensive terms or references,
 - discrimination against race, gender, ethnicity, creed or sexual orientation,
 - duplication,
 - tobacco products,
 - names considered inappropriate for a municipal facility or inconsistent with the core values or strategic plan of the Municipality of Chatham-Kent
- The relationship must not cause any Municipal employee to receive any product, service or assets for personal gain or use
- Revenue generated sponsorship opportunities created by The Municipality of Chatham-Kent will be targeted toward fulfilling identified community needs;
- In accordance with the Income Tax Act and the policies of the Canada Revenue Agency, tax receipts shall only be issued for donations and *not* for naming rights sponsorships which are considered a marketing investment and therefore not eligible for a tax receipt
- In order to expedite development or naming rights agreements, a formal competitive process is not required when soliciting sponsorship or in-kind contribution opportunities. Although there is no obligation to test the market or to solicit sponsorship opportunities, in order to maximize the contribution, it is expected that, several prospective sponsors will be approached and the agreement that proves to be beneficial to the Municipality, will be pursued
- All relationships must be documented in writing

5. Roles and Responsibilities

Employees

Employees shall:

- become familiar with policies and procedures enclosed herein.
- ensure that the naming rights process serves in support to the integrity of the Municipality as outlined in the Policy.
- ensure agreements are implemented in accordance with authorized limits outlined.

- make decisions with respect to terminations of agreements, if applicable.

General Manager, Corporate Services/Chief Human Resource Officer

The General Manager, Corporate Services/Chief Human Resource Officer shall:

- build a collaborative working relationship across the Municipality's departments
- identify opportunities for naming rights and maintain a central database to prevent overlap
- ensure efforts are tracked, and written records are communicated effectively across the Municipality's departments
- be the sponsor for this policy
- provide overall leadership and support for the policy

Municipality of Chatham-Kent Commemorative Naming Policy

1. Policy Statement

(a) Statement of Intent

The intent of this policy is to:

- Continue the traditional practice of naming municipal property, buildings, and features after significant geographical or historical elements
- Recognize on an exceptional basis, significant contributions that organizations or individuals have made to the public life and the well-being of the Municipality of Chatham-Kent
- Provide direction on how to apply for approval to name or rename municipal property, buildings or features
- To ensure the application of a defined consultation process to encourage community participation
- To ensure a clear, efficient and timely naming process
- To ensure the application of key criteria to determine the validity of a commemorative name

Names formally assigned to municipal buildings and features in the Municipality of Chatham-Kent will vest through the expiration of the life cycle of the building or feature. Names formally assigned to municipal property (such as parkland) will vest for 25 years.

(b) Application

There are five types of naming situations this policy intends to address:

- The opening of a new municipal property, building or feature
- The reopening of a municipal property, building or feature following refurbishment
- The naming of an existing municipal property, building or feature that has not received a formal name or only an informal name, to recognize significant contributions that organizations or individuals have made to the public and the well-being of the Municipality of Chatham-Kent
- The renaming of an existing municipal property, building or feature that currently has a formal name.
- Providing recognition of gifts generously donated to the Municipality of Chatham-Kent

(c) Non-Application

This policy is not intended to address:

- Naming situations related to sponsorship that fall under the Naming Rights Policy – Sponsorship
- Individual memorial dedications such as commemorative benches, trees or plaques
- Naming or renaming of municipal roadways
- Core facilities (municipal centres, fire halls, EMS stations, police stations and public libraries)

2. Glossary

The following terms are provided for greater clarity

Building Features includes all substantial components of a building including such things as meeting rooms, auditoriums, gymnasiums, libraries, reading rooms, seminar rooms, courts, lounges, galleries, lobby areas, concessions, and other like areas.

Municipal Property and Buildings means all buildings, structures, and property owned by the Municipality of Chatham-Kent, including but not limited to, dedicated parkland, open space, public buildings, park features, and building features.

Open Spaces includes but is not limited to trails, pathway systems, utility features such as storm-water management ponds, and other like structures under the jurisdiction of the Municipality of Chatham-Kent.

Parkland means all parkland designations including but not limited to city-wide parks, community parks, neighbourhood parks, parkettes etc. owned by and/or under the jurisdiction of the Municipality of Chatham-Kent.

Park Features means all substantial structures or recreational aspects of a park which includes but is not limited to such things as sport fields, ball diamonds, hard surface courts, tennis courts, gardens, playgrounds, washrooms, skateboard part facilities etc.

Public Buildings includes but is not limited to, all Municipally owned public buildings such as recreation and community centres, administration buildings, and operations yards under the jurisdiction of the Municipality of Chatham-Kent.

Significant Financial Gifts means a minimum monetary donation of 35% of the total capital costs or appraised value, whichever is greater, of the amenity being considered for naming.

3. Submission Process

(a) Opening a new municipal property, building or feature

Upon the creation of a new municipal asset that administration has deemed appropriate for commemorative naming, the Clerk's Office shall advertise the naming opportunity on the municipal website and applications will be received for a period of 30 days.

All applicants shall complete and submit The Naming Application Form (Appendix A) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

(b) Reopening of a municipal property, building or feature following refurbishment

Upon the reopening of a municipal asset that has undergone refurbishment that administration has deemed appropriate for commemorative naming Clerk's Office shall advertise the naming opportunity on the municipal website and applications will be received for a period of 30 days.

All applicants shall complete and submit The Naming Application Form (Appendix A) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

(c) Naming of an existing municipal property, building or feature that has no name or only an informal name

Residents of Chatham-Kent may, at any time, complete the Naming Application Form (Appendix A) to request the naming of an existing municipal property, building or feature

that has no name or only an informal name. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

(d) Renaming of an existing municipal property building or feature that has a formal name

Recognizing that established names contribute significantly to community identity and pride, proposals to rename existing municipal property, buildings, and features must be predicated by exceptional circumstances. Accordingly, existing names will not be changed without consideration of:

- The historical significance of the existing name (especially where it was named according to the Priority Listing)
- The impact on the individual or organization associated with the existing name
- The cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, letterhead, promotional materials etc.)

All applicants shall complete and submit The Re-Naming Application Form (Appendix B) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

Cost of Renaming

The cost associated with the renaming initiative will be the responsibility of:

- The municipality when the renaming has been initiated by the municipality

- The individual or community group/organization when the renaming has been initiated by the individual or community group/organization

Public Consultation

Where a name change is recommended, a communication strategy will be initiated by advertising the proposed name change on the municipal website for a period of 30 days during which time, public comments will be received and considered.

(e) Recognition for significant financial contribution

The Municipality of Chatham-Kent will consider naming a public building or property, or features of a building or property, as a means of providing recognition for significant financial gifts to the Municipality, in accordance with this and other applicable municipal policies. In this instance, the general guidelines listed under Section 5(a) shall apply.

The term “Significant Financial Gifts” implies a minimum monetary donation of 35% of the total real or capital costs, or appraised value, whichever is greater, of the amenity being considered for naming.

4. Selection Process

The Clerk will forward naming or renaming applications to the appropriate Director of the Division responsible for the facility requested to be named or renamed. Each application for naming/renaming shall undergo a process wherein staff will:

- Review the application for conformity to this policy
- Conduct a background investigation which may include a criminal reference check
- Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application
- Internal stakeholders include, but is not limited to:
 - Mayor
 - Ward Councillors (of the Ward where the asset is located)
 - Chief Administrative Officer (or designate)
 - Municipal Clerk (or designate)
 - Director of Planning Services (or designate)
 - Director of Drainage, Asset and Waste Management (or designate)
 - Director of Community Attraction and Leisure Services (or designate)
 - Director of Economic Development (or designate)
 - Director of Legal Services (or designate)

Following the completion of the application review process, Council will discuss the recommended name(s) in closed session. Following the closed session meeting, the

Director shall submit an open session report with the appropriate recommendation to Chatham-Kent Council for consideration.

The report shall include the following:

- A recommendation
- Rationale for the recommendation
- Confirmation of the individual/organization's endorsement and a description of the community process undertaken; if any
- Associated financial implications (including any capital or operating impacts resulting from the recommendation)
- Any other information required by the standard report format used by the municipality

All names selected for municipal property and buildings must be approved by Council to be officially recognized.

5. Naming Criteria and Guidelines

(a) General Guidelines

All proposed names for any municipal property or buildings shall conform to the majority of the following guidelines:

- Names should give a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of Chatham-Kent.
- Names should maintain a long-standing local area identification with residents of Chatham-Kent
- Names shall be consistent with any other applicable Chatham-Kent policies and standards
- Names which reflect or imply a reference to any of the following will not be eligible:
 - Elected Officials currently in office
 - Political affiliation
 - Derogatory or offensive terms or references
 - Discrimination against race, gender, ethnicity, creed or sexual orientation
 - Duplication
 - Tobacco or alcohol products
 - Names considered inappropriate for a municipal facility or inconsistent with the Core Values or Strategic Plan of the Municipality of Chatham-Kent

In addition to the above noted restrictions and guidelines, the Municipality of Chatham-Kent further maintains a priority listing in selecting the names for municipal property, buildings, and features (referenced below). This priority listing does not apply to naming requests acknowledging financial gifts.

(b) Priority Listing

The three accepted categories of names are listed below in priority order and are explained for further clarification:

(i) Geographic

Names having geographical affiliation which may include, but are not limited to the following references:

- A neighbourhood, community or subdivision reference
- An adjacent street reference
- A noteworthy physical, environmental or scenic quality
- Unique site characteristics or scenic qualities
- Proximity to a recognizable facility or area
- Topographical or ecological characteristics

(ii) Historic

Names having historical affiliation which may include but are not limited to the following references:

- A local or national historical event
- A heritage event

(iii) Prominent Individuals and/or Organizations

Names affiliated with individuals or organizations which may include, but are not limited to:

- Individuals or families having an historical connection to a site (such as previous landowner)
- Individuals or organizations having made a significant contribution to the community/municipality in one or more of the following areas:
 - Service as an elected official to the municipal, provincial or federal government for at least 2 terms
 - Service as a member of public board, committee, or commission
 - Services in a voluntary capacity in community organizations such as service clubs, cultural groups, unions, ethnic organizations, community associations, professional organizations etc.
 - Service in a voluntary or philanthropic capacity or having made a significant contribution in the following areas: environmental, agriculture, arts, cooperatives, education, business or industry, journalism, medicine, politics, religion, science, public service, recreation or sports on a local, national, or international scale

In those cases where names are affiliated with individuals or organizations, the following criteria must be met:

- The contributions of the individual or group must be well documented and broadly acknowledged within the community (staff will contact the relevant professional, religious, fraternal, philanthropic, social, recreational or other organization to verify this information).
- To the extent were possible, a direct relationship should exist between the individual/organization and the property, building, or feature being considered.
- In the case of an elected official or civil servant, they must be retired from public service or deceased to be eligible.
- Where a park or facility to be names after an individual or group, permission and agreement must be obtained from the individual or their legal representative involved prior to consideration and review by the department. In the case of a deceased individual, recognition shall only be considered with the approval of the legal representative, prior to consideration and review by the department.
- The reputation of the individual or organization must be honourable, as the term implies, to be considered for naming.

Municipality of Chatham-Kent Corporate Sponsorship Policy

1. Policy Statement

The intent of this policy is to:

- Complement the *Commemorative Naming Policy*, approved October 1, 2018.
- Provide guidelines which facilitate and support opportunities for revenue generation through naming rights while maintaining the traditional practice of commemorative naming of buildings and features after significant geographical or historical elements.
- Provide appropriate departments with corporate procedures when seeking supplemental revenue to support Municipal programs or when approached by external companies wishing to name municipal venues in a sponsorship relationship.
- Provide clear direction on how to procure naming rights agreements when approaching an individual or organization on establishing a sponsorship relationship.
- Provide clear direction on the type of Municipal assets to be considered for naming rights.
- Encourages consistency in decisions to accept or decline naming rights agreements.
- Ensures appropriate records are maintained.

This policy is not intended to address the following:

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- Event sponsorship;
- Donations;
- Commemorative Naming

2. Scope

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- Venues may include: Chatham Capitol Theatre, Tecumseh Park, Chatham Memorial Arena, Kingston Park, Buxton Museum, Chatham Cultural Centre, Chatham Library, Active Lifestyle Centre, Chatham-Kent John D. Bradley Convention Centre, WISH Centre, Chatham Thames Campus Arena, Chatham Centre for Community Services Skateboard Park, Chatham Kent Animal Shelter
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Although the Municipality recognizes Naming Rights to Municipal venues or other assets as a potential source of incremental revenue, this assistance must be balanced with the need to ensure:

- the integrity of the community and the public's well-being
- there are no adverse effects on the Municipality's reputation or public image
- access to the opportunity is an open and competitive process
- clear community benefit reflective of the corporate investment
- consistent, complete and appropriate records

In accordance with the guidelines and criteria stated in this Naming Rights Policy, the solicitation, negotiation, and administration of any naming rights agreement must be conducted by party(ies) appointed by the Municipality or by authorized staff. Municipal staff will develop and implement appropriate strategies to achieve budget targets set out by the Municipality and external consulted party(ies).

4. General Conditions

The following conditions apply when establishing naming rights agreements:

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 - Names should give a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of Chatham-Kent
 - Names should maintain a local area identification with residents of Chatham-Kent

- Names shall be consistent with any other applicable Chatham-Kent policies and standards
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 - duplication,
 - tobacco products,
 - names considered inappropriate for a municipal facility or inconsistent with the core values or strategic plan of the Municipality of Chatham-Kent
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- In order to expedite development or naming rights agreements, a formal competitive process is not required when soliciting sponsorship or in-kind contribution opportunities. Although there is no obligation to test the market or to solicit sponsorship opportunities, in order to maximize the contribution, it is expected that, several prospective sponsors will be approached and the agreement that proves to be beneficial to the Municipality, will be pursued
- All relationships must be documented in writing

5. Roles and Responsibilities

Employees

Employees shall:

- become familiar with policies and procedures enclosed herein.
- ensure that the naming rights process serves in support to the integrity of the Municipality as outlined in the Policy.
- ensure agreements are implemented in accordance with authorized limits outlined.

- make decisions with respect to terminations of agreements, if applicable.

General Manager, Corporate Services/Chief Human Resource Officer

The General Manager, Corporate Services/Chief Human Resource Officer shall:

- build a collaborative working relationship across the Municipality's departments
- identify opportunities for naming rights and maintain a central database to prevent overlap
- ensure efforts are tracked, and written records are communicated effectively across the Municipality's departments
- be the sponsor for this policy
- provide overall leadership and support for the policy

Municipality of Chatham-Kent Commemorative Naming Policy

1. Policy Statement

(a) Statement of Intent

The intent of this policy is to:

- Continue the traditional practice of naming municipal property, buildings, and features after significant geographical or historical elements
- Recognize on an exceptional basis, significant contributions that organizations or individuals have made to the public life and the well-being of the Municipality of Chatham-Kent
- Provide direction on how to apply for approval to name or rename municipal property, buildings or features
- To ensure the application of a defined consultation process to encourage community participation
- To ensure a clear, efficient and timely naming process
- To ensure the application of key criteria to determine the validity of a commemorative name

Names formally assigned to municipal buildings and features in the Municipality of Chatham-Kent will vest through the expiration of the life cycle of the building or feature. Names formally assigned to municipal property (such as parkland) will vest for 25 years.

(b) Application

There are five types of naming situations this policy intends to address:

- The opening of a new municipal property, building or feature
- The reopening of a municipal property, building or feature following refurbishment
- The naming of an existing municipal property, building or feature that has not received a formal name or only an informal name, to recognize significant contributions that organizations or individuals have made to the public and the well-being of the Municipality of Chatham-Kent
- The renaming of an existing municipal property, building or feature that currently has a formal name.
- Providing recognition of gifts generously donated to the Municipality of Chatham-Kent

(c) Non-Application

This policy is not intended to address:

- Naming situations related to sponsorship that fall under the Naming Rights Policy – Sponsorship
- Individual memorial dedications such as commemorative benches, trees or plaques
- Naming or renaming of municipal roadways
- Core facilities (municipal centres, fire halls, EMS stations, police stations and public libraries)

2. Glossary

The following terms are provided for greater clarity

Building Features includes all substantial components of a building including such things as meeting rooms, auditoriums, gymnasiums, libraries, reading rooms, seminar rooms, courts, lounges, galleries, lobby areas, concessions, and other like areas.

Municipal Property and Buildings means all buildings, structures, and property owned by the Municipality of Chatham-Kent, including but not limited to, dedicated parkland, open space, public buildings, park features, and building features.

Open Spaces includes but is not limited to trails, pathway systems, utility features such as storm-water management ponds, and other like structures under the jurisdiction of the Municipality of Chatham-Kent.

Parkland means all parkland designations including but not limited to city-wide parks, community parks, neighbourhood parks, parkettes etc. owned by and/or under the jurisdiction of the Municipality of Chatham-Kent.

Park Features means all substantial structures or recreational aspects of a park which includes but is not limited to such things as sport fields, ball diamonds, hard surface courts, tennis courts, gardens, playgrounds, washrooms, skateboard part facilities etc.

Public Buildings includes but is not limited to, all Municipally owned public buildings such as recreation and community centres, administration buildings, and operations yards under the jurisdiction of the Municipality of Chatham-Kent.

Significant Financial Gifts means a minimum monetary donation of 35% of the total capital costs or appraised value, whichever is greater, of the amenity being considered for naming.

3. Submission Process

(a) Opening a new municipal property, building or feature

Upon the creation of a new municipal asset that administration has deemed appropriate for commemorative naming, the Clerk's Office shall advertise the naming opportunity on the municipal website and applications will be received for a period of 30 days.

All applicants shall complete and submit The Naming Application Form (Appendix A) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

(b) Reopening of a municipal property, building or feature following refurbishment

Upon the reopening of a municipal asset that has undergone refurbishment that administration has deemed appropriate for commemorative naming Clerk's Office shall advertise the naming opportunity on the municipal website and applications will be received for a period of 30 days.

All applicants shall complete and submit The Naming Application Form (Appendix A) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

(c) Naming of an existing municipal property, building or feature that has no name or only an informal name

Residents of Chatham-Kent may, at any time, complete the Naming Application Form (Appendix A) to request the naming of an existing municipal property, building or feature

that has no name or only an informal name. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

(d) Renaming of an existing municipal property building or feature that has a formal name

Recognizing that established names contribute significantly to community identity and pride, proposals to rename existing municipal property, buildings, and features must be predicated by exceptional circumstances. Accordingly, existing names will not be changed without consideration of:

- The historical significance of the existing name (especially where it was named according to the Priority Listing)
- The impact on the individual or organization associated with the existing name
- The cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, letterhead, promotional materials etc.)

All applicants shall complete and submit The Re-Naming Application Form (Appendix B) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;

Cost of Renaming

The cost associated with the renaming initiative will be the responsibility of:

- The municipality when the renaming has been initiated by the municipality

- The individual or community group/organization when the renaming has been initiated by the individual or community group/organization

Public Consultation

Where a name change is recommended, a communication strategy will be initiated by advertising the proposed name change on the municipal website for a period of 30 days during which time, public comments will be received and considered.

(e) Recognition for significant financial contribution

The Municipality of Chatham-Kent will consider naming a public building or property, or features of a building or property, as a means of providing recognition for significant financial gifts to the Municipality, in accordance with this and other applicable municipal policies. In this instance, the general guidelines listed under Section 5(a) shall apply.

The term “Significant Financial Gifts” implies a minimum monetary donation of 35% of the total real or capital costs, or appraised value, whichever is greater, of the amenity being considered for naming.

4. Selection Process

The Clerk will forward naming or renaming applications to the appropriate Director of the Division responsible for the facility requested to be named or renamed. Each application for naming/renaming shall undergo a process wherein staff will:

- Review the application for conformity to this policy
- Conduct a background investigation which may include a criminal reference check
- Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application
- Internal stakeholders include, but is not limited to:
 - Mayor
 - Ward Councillors (of the Ward where the asset is located)
 - Chief Administrative Officer (or designate)
 - Municipal Clerk (or designate)
 - Director of Planning Services (or designate)
 - Director of Drainage, Asset and Waste Management (or designate)
 - Director of Community Attraction and Leisure Services (or designate)
 - Director of Economic Development (or designate)
 - Director of Legal Services (or designate)

Following the completion of the application review process, Council will discuss the recommended name(s) in closed session. Following the closed session meeting, the

Director shall submit an open session report with the appropriate recommendation to Chatham-Kent Council for consideration.

The report shall include the following:

- A recommendation
- Rationale for the recommendation
- Confirmation of the individual/organization's endorsement and a description of the community process undertaken; if any
- Associated financial implications (including any capital or operating impacts resulting from the recommendation)
- Any other information required by the standard report format used by the municipality

All names selected for municipal property and buildings must be approved by Council to be officially recognized.

5. Naming Criteria and Guidelines

(a) General Guidelines

All proposed names for any municipal property or buildings shall conform to the majority of the following guidelines:

- Names should give a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of Chatham-Kent.
- Names should maintain a long-standing local area identification with residents of Chatham-Kent
- Names shall be consistent with any other applicable Chatham-Kent policies and standards
- Names which reflect or imply a reference to any of the following will not be eligible:
 - Elected Officials currently in office
 - Political affiliation
 - Derogatory or offensive terms or references
 - Discrimination against race, gender, ethnicity, creed or sexual orientation
 - Duplication
 - Tobacco or alcohol products
 - Names considered inappropriate for a municipal facility or inconsistent with the Core Values or Strategic Plan of the Municipality of Chatham-Kent

In addition to the above noted restrictions and guidelines, the Municipality of Chatham-Kent further maintains a priority listing in selecting the names for municipal property, buildings, and features (referenced below). This priority listing does not apply to naming requests acknowledging financial gifts.

(b) Priority Listing

The three accepted categories of names are listed below in priority order and are explained for further clarification:

(i) Geographic

Names having geographical affiliation which may include, but are not limited to the following references:

- A neighbourhood, community or subdivision reference
- An adjacent street reference
- A noteworthy physical, environmental or scenic quality
- Unique site characteristics or scenic qualities
- Proximity to a recognizable facility or area
- Topographical or ecological characteristics

(ii) Historic

Names having historical affiliation which may include but are not limited to the following references:

- A local or national historical event
- A heritage event

(iii) Prominent Individuals and/or Organizations

Names affiliated with individuals or organizations which may include, but are not limited to:

- Individuals or families having an historical connection to a site (such as previous landowner)
- Individuals or organizations having made a significant contribution to the community/municipality in one or more of the following areas:
 - Service as an elected official to the municipal, provincial or federal government for at least 2 terms
 - Service as a member of public board, committee, or commission
 - Services in a voluntary capacity in community organizations such as service clubs, cultural groups, unions, ethnic organizations, community associations, professional organizations etc.
 - Service in a voluntary or philanthropic capacity or having made a significant contribution in the following areas: environmental, agriculture, arts, cooperatives, education, business or industry, journalism, medicine, politics, religion, science, public service, recreation or sports on a local, national, or international scale

In those cases where names are affiliated with individuals or organizations, the following criteria must be met:

- The contributions of the individual or group must be well documented and broadly acknowledged within the community (staff will contact the relevant professional, religious, fraternal, philanthropic, social, recreational or other organization to verify this information).
- To the extent were possible, a direct relationship should exist between the individual/organization and the property, building, or feature being considered.
- In the case of an elected official or civil servant, they must be retired from public service or deceased to be eligible.
- Where a park or facility to be names after an individual or group, permission and agreement must be obtained from the individual or their legal representative involved prior to consideration and review by the department. In the case of a deceased individual, recognition shall only be considered with the approval of the legal representative, prior to consideration and review by the department.
- The reputation of the individual or organization must be honourable, as the term implies, to be considered for naming.