

Date: April 18, 2007



**TO: Board Members – Vancouver Park Board**  
**FROM: General Manager – Parks and Recreation**  
**SUBJECT: Naming Policies for Park Board Community Facilities**

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## RECOMMENDATION

*THAT the Board approve*

- A. the Naming Rights Policy for Park Board Community Facilities as attached;*
- B. the Commemorative Naming Policy for Park Board Community Facilities.*

## POLICY

Currently the Park Board has no applicable policy.

## BACKGROUND

At its meeting of November 28, 2006, Council approved two new policies related to the naming of Civic facilities (collectively referred to as the “Naming Policies”). The Naming Policies provide a clear set of guidelines and a decision-making framework for Council and City staff to consider naming requests for Civic Community Facilities. They address naming rights where an exchange of monies takes place (Naming Rights Policy, Civic Community Facilities) and where there is no financial consideration (Commemorative Naming Rights, Civic Community Facilities).

During the meeting, Council made a number of amendments to the policy proposed by staff, as outlined below:

- (i) To review and report back on corporate renaming of community sport facilities at Hastings Park in the context of the future Hastings Park/PNE Master Plan;
- (ii) To permit corporate renaming of existing cultural facilities subject to retaining the historic name and such other terms and conditions as outlined for corporate naming of cultural facilities;

- (iii) To consider, as part of a comprehensive sign package, one ancillary exterior sign for the naming or renaming of rooms within or components of facilities but excluding logos or wordmarks; the design of which sign must be agreed to by the applicant;
- (iv) To report to Council on appeal any decision of Council's designates under terms and conditions similar to a civic grant appeal process;
- (v) In the case of a request for corporate naming of a facility, the policy allows for public opinion to be sought at the discretion of the City Manager with the consent of the applicant.

None of the amendments would negatively impact the Park Board. Both policies as approved by Council are attached in Appendix A and B.

At the same meeting, Council referred the Naming Policies to the Park Board for consideration.

## **DISCUSSION**

The purpose of the City's Naming Policies is to balance public and private interests. They encourage philanthropic giving while acknowledging public investments and safeguarding against the commercialization of the public realm. They also provide a clear and consistent evaluation framework and approval process for City Council in considering naming requests for City-owned facilities.

The Naming Policies were developed by a committee which included representatives from city departments and boards, including the Park Board. As well, a Community Advisory Committee, which included Park Board non-profit tenants and associations, provided input. Additional community consultation was carried out through a public opinion survey, a public meeting, and an online survey. As well, input was sought from key community stakeholders including the corporate community.

The information gathered over the course of the policy development was extensive and included personal interviews with 30 stakeholders, an independent public opinion telephone survey of 529 households, meetings with the 26-member Advisory Committee, feedback from an Open House with 150 participants, 370 responses to the Open House/online survey, and feedback from members of the corporate community.

The Board would benefit from having a similar policy to direct the evaluation of naming proposals for its facilities. The process for the development of the City's Naming Policies included extensive consultation with the public, stakeholders and partners, and Park Board staff and stakeholders participated in the process.

Staff recommend that the Board approve the attached Naming Policies for facilities under its care and control (please see Appendices C & D). These recommended policies are based on the City's Naming Policies but have been amended to reflect the Park Board's governance structure. Based on input from the Board at its meeting of February 12, 2007, one other change was made to the application process outlined in the Naming Rights Policy for Park Board Community Facilities. The Board removed the clause requiring an independent public opinion survey for Corporate Naming proposals for an entire Park Board Community Facility.

## **SUMMARY**

Staff recommend that the Board approve the attached Naming Rights Policy for Park Board Community Facilities and Commemorative Naming Policy for Park Board Community Facilities. These policies provide a clear and consistent evaluation framework and approval process for the Board in considering naming requests for facilities over which it has control.

Prepared by:

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