



VANCOUVER PARK BOARD POLICIES AND PROCEDURES

SUBJECT: Commemorative Naming Policy for Park Board Community Facilities

CATEGORY: Corporate Services

POLICY NUMBER:

1. Preamble

Commemorative Naming refers to the naming of a property in honour of outstanding achievement, distinctive service, or significant community contribution, generally without financial consideration. Naming Rights refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration.

This policy is intended to cover Commemorative Naming for Park Board Community Facilities. A companion policy, Naming Rights, Park Board Community Facilities covers requests to name Park Board Community Facilities in exchange for financial consideration.

2. Purpose

- 2.1. The purpose of this policy is to provide clear guidance regarding Commemorative Naming of Park Board Community Facilities. The goal is to provide a consistent evaluation framework and approval process when considering Commemorative Naming proposals for Park Board Community Facilities.

3. Scope

For other policies related to Naming, see Section 4.

- 3.1. This policy applies to all Park Board Community Facilities (see Definitions in Section 5), including Interior and Exterior Building Components, including those facilities operated directly by the Park Board, and those operated by Non-profit Tenants.
- 3.2. This policy does not apply to:
 - a) Park Board-owned facilities leased to commercial tenants;
 - b) Non-City facilities (eg. BC Place, Scotiabank Dance Centre);
 - c) Non-City facilities which occupy Park Board lands, and where the building is wholly and currently owned by the non-profit tenant;
 - d) Naming of parks (See Section 4); and

- e) Naming of programs or events.

4. Other Related Naming Policies

- 4.1. Related Civic Naming policies include:
 - a) City of Vancouver: Naming Rights Policy for Civic Community Facilities;
 - b) Vancouver Public Library: Sponsorship Policy and Donor Recognition Guidelines;
 - c) City of Vancouver: Street Naming Guidelines; and
 - d) Vancouver Park Board: Guidelines for Naming Parks.

5. Definitions

- 5.1. **Applicant:** either a department, in the case of Park Board-operated facilities, or a Nonprofit Tenant, which makes a formal Proposal to the Park Board for the Commemorative Naming of all or portions of a Park Board Community Facility.
- 5.2. **Approval Agreement:** an agreement between the Park Board and a Non-profit Tenant outlining the terms and conditions of approval in granting Commemorative Naming Rights to a Naming Entity.
- 5.3. **Civic Community Facility:** any property, complex, structure, building or portion thereof owned or controlled by the City of Vancouver but excluding properties identified in Section 3.2.
- 5.4. **Commemorative Naming Rights:** Naming Rights granted to honour outstanding achievement, distinctive service, or significant community contribution. Commemorative Naming will not be tied to a financial contribution.
- 5.5. **Commemorative Naming Rights Agreement:** a legal contract outlining the terms of the agreement between the Applicant and Naming Entity.
- 5.6. **Commemorative Naming Committee:** an ad hoc committee comprised of community representatives from Civic advisory groups, community foundations, and/or community organizations.
- 5.7. **Designated Park Board Staff:** for the purpose of administering this policy, the General Manager will designate a staff person in the relevant Park Board department.
- 5.8. **Exterior Facility Components:** all ancillary structures, and all exterior components of a Park Board Community Facility which are visually accessible from the public realm, including, but not limited to, plazas, courtyards, squares, gardens, lawns, playing fields, playgrounds.
- 5.9. **Interior Facility Components:** all substantial interior components of a Park Board Community Facility, including, but not limited to, wings, halls, auditoriums, galleries, lounges, lobbies, and program rooms, etc.

- 5.10. **Logo:** a combination of characters and/or graphics used to identify a company or organization, including a symbol, wordmark, or trademark.
- 5.11. **Naming Entity:** The entity (eg. community organization or individual) to whom Naming Rights are granted pursuant to a Commemorative Naming Agreement.
- 5.12. **Non-profit Tenant:** a non-profit organization occupying a Park Board Community Facility through an Occupation Agreement.
- 5.13. **Occupation Agreement:** the lease, sublease, licence, sublicense, management and/or operating agreement which grants a Non-profit Tenant the right to use and occupy a Park Board Community Facility or a portion thereof.
- 5.14. **Proposal:** the proposal by an Applicant to the Park Board with respect to Commemorative Naming Rights.
- 5.15. **Renaming:** a change of name to a piece of property which already has a name whether geographic, commemorative or historic.
- 5.16. **Request for Reconsideration:** an appeal process available to Applicants where a Park Board designate has made a decision that they wish to appeal to Park Board. A Request for Reconsideration will only be considered where the Applicant can demonstrate that the criteria and/or documentation were not properly evaluated at the time of the initial review.

6. General Principles

- 6.1. Commemorative Naming Rights may be granted under the terms and conditions outlined in this Policy in recognition of individuals, groups of individuals and/or community organizations which have made a significant contribution.
- 6.2. A Commemorative Naming Rights Agreement may not compromise the Park Board's or a Nonprofit Tenant's ability to carry out its functions fully and impartially.
- 6.3. Neither the Park Board nor its Non-profit Tenant may relinquish any aspect of its right to manage and control a Park Board Community Facility through a Commemorative Naming Rights Agreement.
- 6.4. The granting of Commemorative Naming Rights will not entitle a Naming Entity to preferential treatment by the Park Board outside of the Commemorative Naming Rights Agreement.
- 6.5. A Commemorative Naming Rights Agreement must not conflict with the terms and conditions of any existing Occupation Agreement between the Park Board and a Non-profit Tenant, and/or between the Park Board and a head-landlord.
- 6.6. Established names of facilities contribute significantly to historic continuity, community identity and pride.
- 6.7. Commemorative Naming recognition will be compatible with the physical

- attributes of a location.
- 6.8. The approval of Commemorative Naming Rights will not result in additional costs for the Park Board.
 - 6.9. Any cost associated with Commemorative naming will be the responsibility of the Applicant.
 - 6.10. The Park Board will not pursue Commemorative Naming Rights with respect to a Park Board Community Facility fully occupied by a Non-profit Tenant.
 - 6.11. The authority to grant Commemorative Naming Rights rests with Park Board or its designate.
 - 6.12. In multi-tenanted buildings, Proposals for Naming Park Board Community Facilities, Exterior Facility Components or common areas will only be considered if all the Tenants support the Proposal and their support is documented to the Park Board's satisfaction.

7. Guidelines

- 7.1. Any citizen, group of citizens, entity or organization may submit a proposal to an Applicant to name a Park Board Community Facility and Exterior/Interior Facility Components after an individual, group of individuals, or community organization to honour and recognize significant contributions to the community through public service, community volunteerism or outstanding achievement.
- 7.2. The contributions of the individuals or group must be well documented and broadly acknowledged within the community.
- 7.3. To the extent possible, a direct relationship should exist between the Naming Entity and the Applicant.
- 7.4. If the name proposed to be bestowed is that of an elected official or civil servant, they must be retired from public service to be eligible.
- 7.5. Written permission and agreement must be obtained from the individual, group or organization who or which is being commemorated, or their legal representative, prior to consideration.
- 7.6. Commemorative Names which reflect or imply a reference to any of the following will not be eligible:
 - a) Elected officials currently in office;
 - b) Commemorative Names which do not meet criteria outlined in this Policy;
 - c) Commemorative Names which are inconsistent with the mission, vision or values of the Park Board.
- 7.7. Proposals to commemoratively rename existing Park Board Community Facilities will only be considered in exceptional circumstances. Existing names will not be

- changed without consideration of:
- a) The historical significance of the existing name;
 - b) The impact on the individual or organization associated with the existing name;
and
 - c) The cost and impact of changing existing signage, rebuilding community recognition and updating records.
- 7.8. Commemorative naming requests for Park Board Facilities will be considered by an ad hoc Commemorative Naming Committee appointed by the General Manager. Commemorative naming requests for Interior or Exterior Facility Components will be reported to the General Manager for consideration and decision.
- 7.9. If a Proposal is approved by Park Board or its designate, an Approval Agreement will be executed between the Park Board and the Non-profit Tenant authorizing the Non-Profit Tenant to grant Commemorative Naming Rights to the Naming Entity under terms and conditions to the satisfaction of the City's Director of Legal Services.
- 7.10. The Park Board will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.

8. Application Process

- 8.1. The Applicant will provide the Designated Park Board Staff with written notice of any inquiry from the community related to Commemorative Naming whether approved or not by the Applicant's Board of Directors, or in the case of a Park Board operated facility, by the General Manager.
- 8.2. For all Commemorative Naming requests, the Applicant shall submit a written Proposal including at a minimum:
- a) Documentation verifying that the person/organization being honoured is in agreement with the Proposal (if they are living), or by their legal representative should they be deceased;
 - b) Background information and/or biographical information demonstrating that the proposed name is of significance to the community;
 - c) Documentation including letters of support for the Naming;
 - d) In the case of a multi-tenanted Park Board community facility, letters of support and approval from all other tenants or occupants of the Park Board community facility.
- 8.3. Designated Park Board Staff will review the Proposal to determine if it meets the intent of this Policy.

- 8.4. If a Proposal for a Park Board Community Facility is associated with a heritage building, the Designated Park Board Staff person will seek the advice of the City's Heritage Commission.
- 8.5. If the Proposal for a Park Board Community Facility is found to be in compliance with this Policy, staff will submit the Proposal, as well as a report and recommendation to the Commemorative Naming Committee.
- 8.6. When considering the naming of Park Board Community Facility, the Commemorative Naming Committee shall hold at least one advertised public meeting in the vicinity of the relevant Park Board Community Facility to hear public input with respect to the Proposal.
- 8.7. A notice of intent to consider Commemorative Naming of a Park Board Community Facility shall be published in a newspaper of general circulation. The notice shall indicate the location of the facility, any historical significance of the property or facility, and inform the public of the time, date and place of the public meeting.
- 8.8. Prior to making a final recommendation, the Commemorative Naming Committee shall fully investigate the Proposal, and shall consider compliance with this policy and any other factor the Committee deems relevant. A recommendation for approval shall require an affirmative vote of a majority plus one of the total Commemorative Naming Committee membership.
- 8.9. The Commemorative Naming Committee shall complete its review process within 90 days of its establishment and report its recommendation to the Park Board, and disband when action is taken to accept or reject the recommendation of the Committee.
- 8.10. Park Board or its designate will consider a report to name a Park Board Community Facility by the Designated Park Board Staff as well as the Committee recommendation prior to making its decision.

9. Request for Reconsideration Process

- 9.1. An Applicant may only submit a Request for Reconsideration if the Applicant can demonstrate that criteria and documentation were not properly assessed at the time of the initial review. It is Park Board's policy not to consider Requests for Reconsideration based on questions of evaluation.
- 9.2. Requests for Reconsideration for Naming Rights applications will be similar in process to the Civic Grants appeal process.

10. Roles & Responsibilities

- 10.1. The General Manager will:
 - i. Designate a Park Board staff person in the appropriate department who will:
 - a) Act as the primary liaison for Commemorative Naming requests;

- b) Provide information to the Applicant on the interpretation of this Policy;
 - c) Evaluate the extent to which this Policy's guidelines have been met in the Proposal;
 - d) Facilitate timely communication;
 - e) Protect the confidentiality of Commemorative Naming Agreements to the extent practicably possible;
 - f) Review all Commemorative Naming Agreements to ensure that the Park Board's interests are adequately protected;
 - g) Seek advice from the City's Advisory Committees, if appropriate;
 - h) Seek advice from the City's Legal Services Department regarding the proposed Commemorative Naming Agreement;
 - i) Report to the General Manager, Park Board, City Manager, City Council or its designate as appropriate;
 - j) Convene and provide support to the Commemorative Naming Committee for a Park Board Community Facility.
- ii. Maintain a registry of all Occupation Agreements, Naming Rights Agreements, Commemorative Naming Agreements and Approval Agreements.
 - iii. Consider all Proposals for Commemorative Naming of Interior Facility Components and Exterior Facility Components based on this Policy.

10.2. Park Board will:

- i. Consider Commemorative Naming Proposals for Park Board Community Facilities based on this Policy;
- ii. Consider Requests for Reconsideration based on this policy.

10.3. An Applicant will:

- i. Consider and report any request from the community for Commemorative Naming to its Board of Directors, or in the case of Park Board-operated Community Facilities, the General Manager for approval or rejection;
- ii. Undertake due diligence to ensure all Proposals meet the spirit, intent, guidelines and procedures outlined in this Policy;
- iii. Provide the Designated Park Board Staff with the necessary documentation and information as outlined in this Policy;
- iv. Execute a Commemorative Naming Rights Agreement as outlined in this

Policy;

- v. Execute an Approval Agreement as outlined in this Policy;
- vi. Maintain regular communication with Designated Park Board Staff throughout the process; and
- vii. Assume any costs associated with the Commemorative Naming of a Park Board Community Facility or any portion thereof including the cost of any public meetings.

11. Commemorative Naming Rights Agreement

11.1. Commemorative Naming Rights Agreements will be in the form of a legal contract between the Applicant and Naming Entity and should contain:

- viii. A description of the contractual relationship, specifying the exact nature of the agreement;
- ix. Rights and benefits;
- x. Agreement to remove or cover signage for a limited period and only during an event where the City has a legal obligation to ensure sites are free of corporate signage, (eg. any Olympic-related event);
- xi. Release, indemnification and early termination clauses;
- xii. Insurance clauses; and
- xiii. Confidentiality terms.

11.2. All Commemorative Naming Rights Agreements for Park Board Community Facilities shall be reviewed to the satisfaction of the City's Director of Legal Services.

12. Approval Agreement

12.1. Approval Agreements shall be in the form of a legal contract between the Park Board and a Non-profit Tenant and contain any terms and conditions of Park Board's approval in granting Commemorative Naming Rights and shall be to the satisfaction of the City's Director of Legal Services.

RELATED POLICIES

[CoV Commemorative Naming Policy.](#)

APPROVAL HISTORY

ISSUED BY: Corporate Services	APPROVED BY: Park Board	DATE: April 30, 2007
AMENDED BY:	APPROVED BY:	DATE: