



TOWN OF MINTO

DATE: June 1st, 2018

REPORT TO: Mayor and Council

FROM: Al Carr, Recreation Facilities Manager

SUBJECT: Facility Naming Rights Policy

STRATEGIC PLAN:

9.4 Provide strong community development policies and practices that support a family friendly environment, attract family oriented businesses, and enhance Minto as a welcoming, attractive, and safe location.

BACKGROUND:

There are some Town of Minto Recreation Facilities have been named after or reference certain individuals and service clubs. Most of these predate amalgamation. Examples include the John Hobelman Park in Clifford, the Barb Wright Ball Diamond and Palmerston Lions Park in Palmerston as well as the Harriston Kinsmen Pool in Harriston.

In 2017, the Clifford Recreation Association gave two suggestions regarding the naming of the new ball diamond and soccer pitch in Clifford. These were reviewed by P.R.A.C. At that time, the committee recommended that a formal naming rights policy be put in place before moving forward with the naming or renaming of any facility.

COMMENTS:

The attached policy covers the naming of facilities from a variety of perspectives including after individuals and corporate sponsorship.

FINANCIAL CONSIDERATIONS:

Corporate sponsorship could be a significant revenue generator for the Town, but the main purpose of adding this policy is to provide direction to staff if and when a request or proposal is received.

RECOMMENDATION:

THAT Council receives the June 1st, 2018 report from the Recreation Facilities Manager entitled Facility Naming Rights Policy and considers adopting the policy.

Al Carr
Recreation Facilities Manager
