

Section: Recreation	Policy Number: 5.16
Policy: Facility Naming Rights	Effective Date: 06-05/2018
Date Last Revised:	Current Revision Date:



Town of Minto Facility Naming Rights

I ASSUMPTION:

The Town of Minto should be neutral on the issue of naming local sites and facilities. The Town should not actively encourage, nor should it discourage, the naming of Town facilities and sites. Rather, the Town should present and administer a set of policies which guarantee fair discussion, equal treatment and proper procedures when it comes to names and proposals for names which meet the criteria set out herein.

II CRITERIA:

A The most appropriate names for Town facilities and sites are those which come from a genuine community desire to celebrate, honour and show respect for an individual, group or corporation in this area, who has brought recognition to the Town in a Regional, Provincial, National or International scope.

B Those proposing a name should be able to demonstrate this community recognition.

C The Town should be reluctant to propose a name for any facility which would honour any individual or group. In lieu of naming a site or building consideration should be given to allow a free standing plaque or monument on site or a fixed plaque on a building.

D A name should be judged on its own merits following the criteria established. A name should not be put in place solely because it is the best of those proposed if it does not garner full support of the community.

E Names proposed should have some connection to the facility or site to be name; in the case of an individual, through the person's actions, or in the case of a place, through historic use in the community.

F The person to be honoured may be either living or deceased, as long as the person named meets all criteria for selection. The issue of a person being alive or dead, should not be a determining factor.

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G A person honoured with a site or facility named in their behalf should be a citizen who continues to be a positive model for other citizens of Town of Minto. Should the honouree, through actions, no longer be a positive influence in the community, the Town reserves the right to remove the name. This would apply to honourees alive or deceased.

III DONATIONS/CONTRIBUTIONS

A Any individual donor or corporation seeking to have a facility or site named, should donate either 20% of the capital cost of the project or \$50,000, whichever is higher. It is not considered prudent to allow exceptions to this policy. As well, this policy should be fully explained to all interested parties.

B A project costing \$50,000 or less should not be considered for the naming process. This type of project would fall under II, C above.

C Corporations seeking to have a brand name attached to a donation should demonstrate the benefits of the donation to the Town.

- 1) Time limits should be considered on the benefits connected to all corporate donations.
- 2) Corporate donations should cover, at minimum, the full capital cost of any proposal.
- 3) A Town facility bearing a corporate name remains under Town ownership, and operation and control of the facility remains in the hands of the Town.

D Funds to support ongoing maintenance of a facility or site so named should be included in the proposal.

E The Town retains the right to decline any donation which falls outside the department's operational mandate or causes budget or personnel shortfalls.

IV ADMINISTRATION:

A Any individual name approved for a site or facility should be considered permanent except under extraordinary circumstances (see II, G above): however should a facility be removed or replaced, the name need not move with the building.

B Certain facilities should not be considered for an individual or corporate name because of properties and/or tradition (ie. Town Hall)

C The Town should always seek public/community input on any proposed name. Local traditions should be considered in the approval of any name.

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D Names should be fully considered first by the appropriate Advisory Committee and referred to Town of Minto Council.

E Any corporate donation should, in some way, (trust fund or additional donation) include funds for on-going maintenance for major projects.

SCHEDULE A – FACILITIES INCLUDING BUT NOT LIMITED TO:

CLIFFORD ARENA
 CLIFFORD BALL DIAMOND
 CLIFFORD SOCCER PITCH
 CLIFFORD COMMUNITY CENTRE
 HARRISTON-MINTO COMMUNITY COMPLEX
 HARRISTON BALL DIAMOND
 HARRISTON PAVILLION
 PALMERSTON & DISTRICT COMMUNITY CENTRE
 PALMERSTON POOL