

**TOWN OF GEORGINA – RECREATION AND CULTURE DEPARTMENT  
POLICY No. RC-MAN-01**

<b>Subject:</b> <b>Municipal Asset Naming Policy</b>	<b>Authority, Ref. &amp; Sec.</b>			
<b>Policy Classification:</b>	<b>Pages:</b> 1 - 4	<b>Year</b> 2014	<b>Month</b> January	<b>Day</b> 29
<b>Recommended/Approved by:</b> Town Council	<b>Contact Position for Inf.</b> Manager of Recreation Services Director of Recreation & Culture			

**POLICY STATEMENT:**

The following policy has been designed to provide a framework and guideline for the naming of municipal assets.

**POLICY:**

**PURPOSE**

The purpose of this policy is to outline the process and criteria for naming municipal assets and to provide consistency in the process for the Town of Georgina.

**SCOPE**

The policy will honour areas or events of geographic, environmental, historic, or civic significance, or an individual/organization or business who has shown exceptional achievement, service, altruism, community contribution or allow for corporate sponsorships/purchase of naming rights.

The Town of Georgina reserves the right to seek corporate sponsorship/naming sponsorship for Municipal Assets. The Municipal Asset Naming Review Team shall seek Council approval for the initiation of sponsorship activities related to a specific Municipal Asset. In addition, prior to contract execution, any municipal asset sponsorship opportunity shall be brought forward by the Municipal Asset Naming Review Team to Council for approval. The policy outlines the framework for corporate sponsorship/Naming sponsorships which enables the ability to customize each potential sponsor and support the company’s marketing strategies.

**DEFINITION OF MUNICIPAL ASSETS:** This Program applies to the naming and renaming of the following municipal assets: Parks, Athletic Sports Fields, Trail Systems and Facilities.

1. **Parks:** This category is all publically owned areas of open space, parkland and park amenities such as town parks, community parks, parkettes and pavilions.
2. **Athletic Sport Fields:** This category refers to all identified sport fields such as baseball/softball diamonds, skateboard parks, tennis courts and soccer fields.
3. **Trail Systems:** This category includes all Town owned trail systems, walkways, forests/woodlots, valleys and watercourses.
4. **Facilities:** This category includes all Town owned public facilities/buildings that serve a community recreation and culture function and their respective building components such as meeting rooms.

**TOWN OF GEORGINA – RECREATION AND CULTURE DEPARTMENT  
POLICY No. RC-MAN-01**

<b>Subject: Municipal Asset Naming Policy</b>	<b>Page:</b>
---	--------------

**MUNICIPAL ASSET NAMING REVIEW TEAM:**

A Municipal Asset Naming Review Team will be comprised of the Director of Recreation and Culture, Manager of Recreation Services, Manager of Parks and Facilities, and additional staff shall participate should the review include submissions for municipal property that relates to the projects under their supervision. The Municipal Asset Naming Review Team would manage the administration of this policy. A Naming database would be created and updated on an ongoing basis. The Municipal Asset Naming Review Team would review unsolicited submissions and would manage any process whereby the Town issues a request for submissions.

**CRITERIA:**

The following criteria will be used for selecting a proposed name:

- Residents (living or deceased)/organizations or businesses who have contributed in a significant way through sports, recreation, culture, volunteerism, altruism, community impact/involvement, or political involvement at the municipal through to federal levels
- Historical significance
- Geographic or environmental significance
- Individuals/organizations or businesses who have provided significant financial contributions to the Town

**RATIONALE FOR CONSIDERATION:**

**1. Parks:**

- a. Community involvement must be outstanding/renowned
- b. Involvement/service will have had a dramatic influence/impact on the Town/citizens over an extended period of time
- c. Volunteer contribution must be extraordinary
- d. Level of commitment
- e. Level of responsibility assumed in an organization
- f. National/International acclaim
- g. Public service activities in Georgina over multi years
- h. Major Financial Donor – e.g. Molson Centre in Barrie, Magna Centre in Newmarket
- i. A historical event, a figure or significant meaning to the development of the Town
- j. A geographic or environmental feature of the area which defines the Town

**2. Athletic Sport Fields:**

- a. Participant
  - i. Individual with a significant term of involvement as a player, regardless of level of play and skill level
  - ii. Demonstrated exceptional skills at a competitive/travel team level or who has played at this level for an extended period of time
  - iii. Demonstrates exemplary conduct, sportsmanship, positive attitude and been a role model for others

**TOWN OF GEORGINA – RECREATION AND CULTURE DEPARTMENT  
POLICY No. RC-MAN-01**

<b>Subject: Municipal Asset Naming Policy</b>	<b>Page:</b>
---	--------------

- b. Builder
  - i. Developed a team(s) and/or league for individuals to become involved in
  - ii. Individual/corporation/organization that has actively secured funding to facilitate the involvement of citizens and in particular children in the sports of baseball, slo-pitch and soccer.
- c. Volunteer
  - i. Individual who has had an involvement as an Executive, Convenor, Manager, Coach, Trainer or Official for an extended period of time.
- d. Historical, Geographical or Environmental
  - i. Feature of the area which has meaning to the Town
  - ii. Historical event, a figure or meaning to the development of the Town

**3. Trail Systems:**

- a. Community involvement must be outstanding/renowned
- b. Involvement/service will have had a dramatic influence/impact on the Town/citizens over an extended period of time
- c. Volunteer contribution must be extraordinary
- d. Level of commitment
- e. Level of responsibility assumed in an organization
- f. National/International acclaim
- g. Public service activities in Georgina over multi years
- h. Major Financial Donor – e.g. Molson Centre in Barrie, Magna Centre in Newmarket
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- j. A geographic or environmental feature of the area which defines the Town

**4. Facilities:**

- a. Community involvement must be outstanding/renowned
- b. Involvement/service will have had a dramatic influence/impact on the Town/citizens over an extended period of time
- c. Volunteer contribution must be extraordinary
- d. Level of commitment
- e. Level of responsibility assumed in an organization
- f. National/International acclaim
- g. Public service activities in Georgina over multi years
- h. Major Financial Donor – e.g. Molson Centre in Barrie, Magna Centre in Newmarket
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**TOWN OF GEORGINA – RECREATION AND CULTURE DEPARTMENT  
POLICY No. RC-MAN-01**

<b>Subject: Municipal Asset Naming Policy</b>	<b>Page:</b>
---	--------------

**PROCEDURE:**

All submissions shall be in writing and provide sufficient information as to how the proposed name satisfies the criteria of this policy.

1. All written submissions received will be referred to the Municipal Asset Naming Review Team. Submissions are welcomed from all including staff, Council and public.
2. Submissions where signage would not normally be funded by the Town will be required to identify the intended source of funding for the project.
3. The Municipal Asset Naming Review Team will verify the submission(s) to ensure all the information received is accurate.
4. If no submissions are received, the Municipal Asset Naming Review Team would propose a name based on the established criteria
5. The Municipal Asset Naming Review Team would prepare a confidential staff report recommending Name(s) for Municipal Assets and submit the name to Council for consideration and approval.

**BUDGET:**

The costs of Town initiated signage projects to be funded by the Town will be included in the appropriate departmental budget. Alternatively the Committee may recommend to Council the implementation of a sponsorship/naming rights program etc.

External requests for a new initiative where signage would not typically be part of the Town's operation (i.e. naming a single ball diamond), would require an outline of the intended funding to be included in the submission (i.e.: fundraising, sponsorship etc) and would be presented in the confidential staff report for each recommendation that the Municipal Asset Naming Review Team presents for approval.