



Policy

Policy Name:	Naming Rights Policy
Policy Owner:	Commissioner of Community Services
Approved by:	Council
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Purpose:

The purpose of this policy is to provide a consistent evaluation framework and approval process for the granting of Naming Rights associated with Community Assets. The Policy is intended to balance public and private interests by providing public exposure for Naming Entities while generating revenue for the City to invest in the operations, maintenance and capital improvement of Community Assets for the benefit of the community.

Policy Principles:

- The solicitation, management and decision-making associated with the granting of Naming Rights should be fair, consistent, and transparent.
- The process for obtaining Naming Rights should be clear and straightforward to those that have an interest in naming Community Assets.
- The reputation, integrity and aesthetic standards of the City and its assets must be protected through Naming Rights Agreements.
- Naming Rights should align with City programs, services and strategic direction.
- Naming Rights Agreements should provide value for the City, its citizens and Naming Entities.

Definitions:

For the purpose of this Policy, the words and phrases below have the following meanings:

“Community Asset”	means any City-owned or controlled facility, physical asset or space within a facility
“Council”	means the Council of the City
“City”	means The Corporation of the City of Richmond Hill
“Exterior Naming Rights”	means Naming Rights associated with Community Assets that are visible from the outdoor public realm
“Interior Naming Rights”	means Naming Rights associated with Community Assets that are within a building or facility (for example a space or room within a community centre, or an ice pad within an arena)
“Library” or	means (a) Community Asset(s) occupied by the Library Board and

“Libraries”	used by it for the operation of a public library
“Library Board”	means the Richmond Hill Public Library Board
“Library CEO”	means the individual appointed and employed by the Library Board pursuant to the <i>Public Libraries Act</i> to hold the position of the Library’s Chief Executive Officer
“Naming Entity”	means the Prospect to whom Naming Rights are granted by Council pursuant to a Naming Rights Agreement
“Naming Rights”	means a mutually beneficial business partnership between the City and a Naming Entity wherein the Naming Entity pays funds to the City in return for the right to name a Community Asset, along with any negotiated associated elements, for a specified period of time
“Naming Rights Advisory Team”	means a team of staff designated by the City Manager (including a representative from the Library in the case of Proposals or Prospects involving Libraries) responsible for soliciting, evaluating and negotiating Proposals
“Naming Rights Agreement”	means a legal contract outlining the terms of a Naming Rights arrangement between the Naming Entity and the City
“Policy”	means this Naming Rights Policy
“Proposal”	means the opportunity for Naming Rights put forward by a Prospect to the City or by the Naming Rights Advisory Team to a Prospect on behalf of the City
“Prospect”	means any individual, partnership or corporation that approaches the City or is approached by the Naming Rights Advisory Team with the objective of securing Naming Rights

Scope:

This Policy applies to all Naming Rights granted by the City, but not naming of the following:

- Community Assets being leased to commercial tenants
- City hall, fire stations or municipal Operations Centres
- Parks and recreation facilities being named in accordance with the *Policy for Naming and Renaming Parks, Open Space and Recreation Facilities*
- Public and private streets within the City, the naming of which is covered by the *Municipal Street Naming and Addressing Guide*
- Programs and services covered under the *Sponsorship, Donation and In-Kind Contributions Policy* and the *Advertising Policy*.

Policy

General

- In order to expedite partnership development, and in compliance with the Financial Control By-law provisions for Revenue-Generating Arrangements, a formal competitive process is not

required when soliciting or negotiating Naming Rights.

- Only the Naming Rights Advisory Team has authority to solicit Prospects on behalf of the City. In the event that a Prospect approaches a City or Library staff member regarding Naming Rights, the Prospect will be immediately referred to the Naming Rights Advisory Team for consideration of any Proposal.
- To the extent possible all Naming Rights should include the purpose of the Community Asset in the selected name to provide clarity to the community (e.g. The ABC Performing Arts Centre as opposed to the ABC Centre).
- In the case of Interior Naming Rights, the Naming Rights Advisory Team may negotiate a Naming Right, which will be recommended to the City Manager for final approval.
- In the case of Exterior Naming Rights, Proposals supported by the Naming Rights Advisory Team and the City Manager will be presented to Council for approval, and granting or refusal of the Naming Right will be at the sole discretion of Council.
- In all cases, the granting of any Naming Right is conditional on the Prospect executing an associated Naming Rights Agreement that is in the standard City format, and sets out the roles and responsibilities of the City and the Naming Entity, the applicable fees, the duration of the arrangement, and any other negotiated terms and conditions.
- The granting of Naming Rights will not entitle a Naming Entity to any preferential treatment by the City beyond that which is described in the details of the Naming Rights Agreement.
- In no event will the City relinquish any aspect of its right to manage and control Community Assets.

Criteria for Naming Rights

In order for the Naming Rights Advisory Team to recommend an Interior Naming Right to the City Manager or an Exterior Naming Rights to Council, the Naming Right must:

- not be one of the restricted categories set out in the “Restrictions” section of this Policy,
- not compromise, influence or alter the corporate goals and priorities of the City, or diminish the City’s public image,
- comply with all Federal and Provincial statutes, municipal by-laws (including, but not limited to, the Sign By-law) and City of Richmond Hill policies and procedures,
- respect and accommodate existing Community Asset names of historic significance,
- involve signage that is appropriate for the Community Asset and does not take precedence over the display of the City’s own corporate identity on the Community Asset,
- not pose any safety risk,
- be aesthetically and functionally compatible with the attributes of the Community Asset to be named, and
- result in revenue generation having given due consideration to all direct and indirect costs to the City (including, but not limited to, such things as the cost of changing existing signage, rebuilding community recognition and updating records) through full-cost accounting.

Restrictions

The City will not grant Naming Rights that:

- promote alcohol, cannabis and other addictive substances,

- promote the sale of tobacco or vaping products,
- promote pornography,
- promote the support or involvement in the production, distribution and sale of weapons or other life-threatening products,
- present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause offence,
- convey a religious or political message or messages that might be deemed prejudicial to religious or political groups,
- promote a political party or election candidate, or
- contravene any City of Richmond Hill Policy.

Evaluation Criteria

A Proposal or Prospect will be evaluated by the Naming Rights Advisory Team, in consultation with any other staff responsible for managing the subject Community Asset, using the following criteria:

- the compatibility of the Prospect's brand, products, customers and promotional goals,
- the Prospect's record of involvement in community projects, programs and/or events (i.e., a demonstrated willingness to participate and interest in community),
- the desirability of association (i.e., the impact of the relationship on the City's image),
- the timeliness or readiness of the Prospect to enter into a Naming Rights Agreement,
- the value and revenue-generating capacity of the Proposal considering full-cost accounting, and
- the proposed term of the Naming Rights Agreement and the potential for the term to conflict with future City initiatives (in particular, but not limited to, capital improvements to the subject Community Asset).

Roles and Responsibilities:

City Council

- Approval and amendment of this Policy
- Approval of Exterior Naming Rights
- Granting authority to execute Naming Rights Agreements

City Manager

- Designating membership of the Naming Rights Advisory Team
- Approval of Interior Naming Rights and executing associated Naming Rights Agreements
- Approval of reports to Council for Exterior Naming Rights

Naming Rights Advisory Team

- Ensuring transparent and equitable Naming Rights opportunities for all Prospects
- Ensuring value of Naming Rights for the City, its citizens and Naming Entities
- Soliciting new naming opportunities, including identifying Community Assets to be considered for Naming Rights opportunities

- Negotiating terms and conditions of Naming Rights Agreements
- Recommending Interior Naming Rights to the City Manager
- Ensuring that all City Divisions required to facilitate implementation of any Naming Rights Agreement are appropriately consulted and have adequate resources to implement the Naming Rights prior to approval

Legal Services

- Assisting in the development of a standard Naming Rights Agreement
- Preparing specific Naming Rights Agreements based on instructions provided by the Naming Rights Advisory Team

All City and Library Staff

- Referring potential Prospects to the Naming Rights Advisory Team if they are approached regarding Naming Rights
- Providing requested information and support to the Naming Rights Advisory Team to assist the Naming Rights Advisory Team in negotiating and implementing Naming Rights Agreements

Related Documents:

Policy for Naming and Renaming City Parks, Open Space and Recreation Facilities

Municipal Street Naming and Addressing Guide

City of Richmond Hill Advertising Policy

City of Richmond Hill Sponsorship, Donation and In-Kind Contributions Policy

Employee Code of Conduct