
CITY OF KELOWNA

MEMORANDUM

Date: November 27, 2007
File No.: 0711-00
To: City Manager
From: Development Manager, Recreation Parks and Cultural Services
Subject: Council Policy – Civic Community Facilities Naming Policy

RECOMMENDATION:

THAT Council approve Civic Community Facilities Naming Policy as attached to the report from the Development Manager, Recreation Parks and Cultural Services dated November 27, 2007;

AND THAT Council approval the MRP Aquatic Centre naming process and timeline as attached to the report from the Development Manager dated November 27, 2007.

BACKGROUND:

The City of Kelowna currently has an inventory of 39 facilities which provide for comprehensive services in the recreation, sports and cultural areas (see attached inventory). The City has employed several different criteria and techniques to name these facilities over the past several decades.

Establishing a Civic Community Facility Name is a critically important component in creating a facility identity, appropriate to public communications and marketing requirements to meet civic and community goals and objectives. A naming process involves careful professional direction and consideration.

The purpose of this Civic Community Facility Naming Policy is to establish uniform, consistent policies for naming City owned recreational, cultural and indoor/outdoor sports facilities or re-naming existing facilities in the future. Some of the key components include:

1. City Council is the final authority in naming all Civic Community Facilities,
2. The Recreation Parks and Cultural Services department is responsible for the administration of this Policy and for recommending a facility name in compliance with this Policy.
3. The RPCS department will consult with Council on developing a naming process for all major high profile facilities,
4. A timeline will be established to name a facility undergoing construction or major renovation; typically one year in advance of the facility public opening,
5. Major Facilities and Minor Facilities are further defined,
6. Several criteria for establishing a name are defined,
7. Required contributions, circumstances, criteria, and processes are further defined for;
 - a. Commemorative naming,
 - b. Commercial naming in Minor facilities, and
 - c. Commercial naming for Major facilities.



Staff are also recommending an appropriate process and criteria for the naming of the Mission Recreation Park Aquatic Centre in accordance with this new policy (attached). A focus group of individuals with professional knowledge, skills and experience for this purpose will be established to create a new facility name based on defined criteria. The proposed timeframe is consistent with the new Policy; to determine a new facility name one year prior to the public opening.

There are two additional new civic community facilities which also require a new naming process; the artificial turf sportsfield/stadium which opened in 2007, and the new softball complex currently under construction. Staff will report back to Council within the next two months recommending a process to determine the names for these facilities.

INTERNAL CIRCULATION TO:

Director of Recreation Parks and Cultural Services
Sport and Recreation Manager
Cultural Services Manager
Civic properties Manager
Parks Manager
City Clerk

EXISTING POLICY:

Related policies are— Park Naming Policy 251 and
Street Naming Policy for Newly Created Roadways 152

Considerations that were not applicable to this report:

Financial/Budgetary Considerations:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:



JWR Oddleifson
Development Manager
Recreation parks and Cultural Services

Approved for Inclusion:



Attachments

Cc: Director of Recreation Parks and Cultural Services
Sport and Recreation Manager
Cultural Services Manager
Civic properties Manager
Parks Manager
City Clerk



**MISSION RECREATION PARK AQUATIC CENTRE
NAMING PROCESS AND TIMELINE
DECEMBER, 2007**

<p>Establish Focus Group comprised of a number of professional individuals with knowledge and expertise in recreation and aquatic facility operations, marketing, public communications, tourism and community development;</p> <p>The function of the focus group will be to consider a number of different aquatic facility names provide advise on suitability</p>	<p>City RPCS</p> <p>City Communications Marketing and communications experts</p> <p>Hospitality Industry</p> <p>YMCA / YWCA</p>	<ol style="list-style-type: none"> 1. David Graham 2. Reid Oddleifson 3. Jim Gabriel 4. Sheila Olcen 5. Karen Cairns 6. Yvonne Turgeon 7. Rob Peter 8. Adam Less 9. Phred Martin 10. Natalie Walstrom 11. Nancy Cameron 12. Rosemary Patterson 13. Alan Coyle 14. Sharon Peterson 15. Rhonda Zakala
<p>Define Criteria, consistent with Council Policy;</p> <p>Naming options should be created and evaluated against a set of pre-determined criteria to ensure accurate comparison.</p>	<p>The name recommended for the new aquatic facility would incorporate the majority of these criteria</p>	<ol style="list-style-type: none"> 1. Respect City identity, 2. Identify aquatic and fitness activities, 3. Preserve the geographic natural or physical features, 4. Preserve any historic or landmark connotation, 5. Reflect regional/provincial presence, 6. Reflect guest experience, programs and services 7. Create market uniqueness 8. Create positive memorability 9. Ability to extend the name into other product and service lines 10. Ability to sub-name components 11. Ability to provide a visual/emotional base for marketing, sales and branding, 12. Ability to accommodate City of Kelowna and Y sub-brand elements 13. Ability to convert to appropriate acronym or abbreviation
<p>Create a list of potential facility name option which match a minimum of 6 pre-defined criteria</p>		<p>A draft 'naming options' list has been initiated.</p>
<p>Focus Group to meet a minimum of two times</p>		<p>Tentative meeting times are mid-January and late-January</p>
<p>Recreation parks and Cultural Services to provide a recommendation to City Council</p>		<p>Report back to Council to be planned for February, 2008</p>



Inventory of Names Facilities and Stadiums in Kelowna

Community Recreation Service, Health and Sports - Indoor Facilities	
1	Rutland Arena
2	Memorial Arena
3	Parkinson Recreation Centre
4	Kelowna Family Y
5	Boys and Girls Clubs
6	
7	
8	
9	Kinsmen Field House
10	Water Street Seniors Centre
11	Rutland Seniors Centre
12	OK Mission Activity Centre
13	Okanagan Gymnastics Club
14	Badminton Hall
15	Kelowna Curling Club
Community Cultural Facilities	
16	Kelowna Art Gallery
17	Kelowna Museums
18	
19	
20	
21	Kelowna Community Theatre
22	Rotary Centre for the Arts
23	Libraries
24	
25	
26	Cameron House
27	Guisachan Heritage House
Community Outdoor Park and Sports Facilities	
28	East Kelowna Sportsfields
29	Kinsmen Softball Complex
30	Apple Bowl
31	Elks Stadium
32	Kings Stadium
33	Little Travelers Safety Village
34	COSBA
35	Cricket Club
36	Lawn Bowling Club
37	Ben Lee Water park
38	City Park Water Park
39	Quilchena Water Park



CITY OF KELOWNA

POLICY: @
PAGE: 1 of 6

COUNCIL POLICY MANUAL

APPROVAL DATE:
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REPLACING #:
DATE OF LAST REVIEW:

SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

THAT the City of Kelowna undertake the task of assigning Civic Community Facility Names in compliance with the following policy:

1. General Policy Statements

- a) The purpose of this Civic Community Facility Naming Policy is to establish uniform, consistent policies for naming City owned facilities or re-naming existing facilities.
- b) Naming facilities shall be the responsibility of the City Council by Council Resolution.
- c) This Civic Community Facility Naming Policy applies to:
 - i. Community Recreation Service, Health and Sports Indoor Facilities
 - ii. Community Cultural Facilities
 - iii. Community Outdoor Sports Facilities
- d) The principle categories for naming purposes for Civic Community Facilities shall be;
 - i. Major Facilities that provide a city-wide and or district service - Major Facilities are described as: city-owned facilities that house employees, used to conduct city business, leased to not-for-profit community organizations providing public services or citywide community facilities based on size and significance to the community, such as community centres, athletic complexes, stadiums, and cultural centres.
 - ii. Minor Facilities that provide a neighbourhood or local community service - Minor Facilities are described as: facilities that provide a neighbourhood or local community service, rooms within facilities, or support or adjacent facilities. Examples include support facilities within a stadium and support facilities for major facilities
- e) The City Recreation Parks and Cultural Services department, as the department responsible for the management of Civic Community Facilities, shall also be responsible for the administration of this Policy and for presenting a report to Council recommending a facility name in compliance with this Policy.
- f) The Recreation Parks and Cultural Services department shall be responsible to incorporate the process for naming into the project schedule so the naming is accomplished in a timely manner, which shall typically be one year prior to the facility opening to the public.
- g) The Recreation Parks and Cultural Services department shall recommend a process appropriate for the naming of Major Facilities to Council prior to commencing said process.



CITY OF KELOWNA

POLICY: @
PAGE: 2 of 6

COUNCIL POLICY MANUAL

APPROVAL DATE:
RESOLUTION #:
REPLACING #:
DATE OF LAST REVIEW:

SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

- h) Implementation of the approved name is the responsibility of the Recreation Parks and Cultural Services department which shall include public and media communications, signage, and involvement of community or business partners when applicable, within approved budgets
- i) The use of public contests or other forms of "chance" shall not be utilized in naming Civic Community facilities.
- j) Individuals or organizations who wish to raise funds for a Major or Minor Facility project must receive City Council approval prior to attaching naming opportunities to the fundraising campaign.
- k) A Civic Community Facility shall not be named after a currently seated elected or appointed official.
- l) The facility name, in most instances, shall
 - i. Respect civic identity,
 - ii. Identify the nature of the activities,
 - iii. Preserve any geographic, natural or physical features,
 - iv. Preserve any historic or landmark connotation of particular significance to the area in which the facility is located, or for the City as a whole. Either connotation is equally valid.
- m) The following classifications should be considered when naming facilities;
 - i. Places and Features (geographic location, nearby streets, schools, natural features)
 - ii. Historic Sites
 - iii. Descriptive Name
 - iv. Deceased People
 - v. Living People
 - vi. Organizations
- n) The following criteria should be considered when naming facilities;
 - i. Marketing capacity and uniqueness
 - ii. Reflection of programs, services and experiences in the facility
 - iii. Ability to sub-name components
 - iv. Memorability
 - v. Allow a name that converts to an 'acronym' only when it meets other criteria.
- o) Prior to renaming an existing Civic Community Facility, careful consideration shall be given as to whether changing a name would diminish the historical significance of the facility and/or confuse community members who are familiar with the existing name and location of a particular facility.
- p) Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual, family or organization.



CITY OF KELOWNA

POLICY: @
PAGE: 3 of 6

COUNCIL POLICY MANUAL

APPROVAL DATE:
RESOLUTION #:
REPLACING #:
DATE OF LAST REVIEW:

SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

q) Civic Community facilities will not ordinarily be named after ethnic/religious causes or groups.

2. Commemorative Naming - Established names of facilities contribute significantly to historic continuity, community spirit, identity and pride.

- a) Commemorative Naming refers to the naming of a property in honour of outstanding achievement, distinctive service, or significant community contribution.
- b) Commemorative Naming recognition will be compatible with the physical attributes of a location and identify the nature of the activity primarily performed.
- c) Naming a civic community facility after a person or organization requires a major contribution to the community either in deed or monetary contribution. The contribution of that person or organization must be strategically important to the creation of the facility such that the City could not or would not have proceeded without that contribution.
- d) The granting of commemorative naming shall not entitle a naming entity to preferential treatment.
- e) Commemorative naming must not conflict with the terms and conditions of any existing lease agreement between the City and a non-profit tenant.
- f) A Commemorative name associated with a legal lease with a non-profit tenant shall be directly related to the term and tenure of the lease, and shall be removed at the termination of the lease.
- g) The approval of a Commemorative name shall not result in extraordinary costs for the City.
- h) The City will not pursue a commemorative name for a Civic Community Facility fully occupied by a non-profit tenant
- i) City Council shall have the final authority to grant a Commemorative name.



CITY OF KELOWNA

POLICY: @
PAGE: 4 of 6

COUNCIL POLICY MANUAL

APPROVAL DATE:
RESOLUTION #:
REPLACING #:
DATE OF LAST REVIEW:

SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

- j) Contributions for Major Facilities: consideration may be given to naming the City-owned Major Facility after an individual or organization when at least **25%** of the land or facility construction or renovation costs are donated, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning/development/ construction or renovation of that particular facility.
- k) Contributions for Minor Facilities: consideration may be given to naming Minor Facilities after an individual or organization when **50%** or more of the land or facility construction or renovation costs are donated, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility.
- l) Commemorative Names which reflect or imply a reference to any of the following will not be eligible:
 - i. Elected officials currently in office;
 - ii. Commemorative Names which do not meet criteria outlined in this Policy
 - iii. Commemorative Names which are inconsistent with the mission, vision
And values of the City of Kelowna

3. Commemorative Naming Proposal

- a) All proposals for a Commemorative name must be submitted to the Director of Recreation Parks and Cultural Services in writing. The proposal shall include:
 - i. documentation demonstrating compliance with this Policy;
 - ii. documented evidence of the outstanding achievement, distinctive service, or significant community contribution,
 - iii. documented evidence of broad support from the community,
 - i. correspondence from the Okanagan Historical Society stating their opinion on historical significance of the outstanding achievement, distinctive service, or significant community contribution,
 - ii. correspondence from the individual or organization to be commemorated,
 - iii. the methods and means (e.g. sign, plaque, etc.) to display the commemoration,
 - iv. the funding source of the approved methods and means (signs, plaques, etc.)
 - v. documented evidence of the financial contribution requirements.
 - vi.

- (b) If Recreation Parks and Cultural Services deem that the submission is in accordance with policy, a recommendation will be presented to City Council for approval.

If Recreation Parks and Cultural Services deem that the submission does not fit with the policy, the Director will notify the proponent in writing of its decision.



CITY OF KELOWNA

POLICY: @
PAGE: 5 of 6

COUNCIL POLICY MANUAL

APPROVAL DATE:
RESOLUTION #:
REPLACING #:
DATE OF LAST REVIEW:

SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

4. Commercial Naming – Minor Facilities and Non-profit organizations

- a) The City may consider the granting Commercial Naming for Minor Facilities to non profit organizations who are legal leaseholders or through a management/operations agreement for Civic Community Facilities in exchange of financial consideration paid to the non-profit organization.
- b) Each Lease or management & operating agreement shall specify terms and conditions as appropriate to the Minor Facility.
- c) The City may consider the granting Commercial Naming for Minor Facilities for facilities managed and operated directly by the City in exchange of financial consideration paid to the City. The Recreation Parks and Cultural Services department shall recommend a process to Council in order to establish such Commercial Naming rights.
- d) A Commercial name associated with a legal lease with a non-profit tenant shall be directly related to the term and tenure of the lease, and shall be removed at the termination of the lease.
- e) Commercial Naming for Minor Facilities must be consistent with the values and principles of the community and address identifiable community needs that are aligned with the strategic goals and priorities of the City and of the non profit organization.
- f) Long-term sponsorships that involve commercial naming of Minor Facilities for Civic Community Facilities are acceptable provided there is commensurate recognition through contributions that recognize the benefits received over that longer term. There will be no provision for automatic renewal or extension of the commercial naming agreement.

5. Commercial Naming – Major facilities and Commercial tenants.

- a) The City may consider the granting of Commercial Naming for Major Facilities to commercial tenants who are legal leaseholders or through a management/operations agreement for Civic Community Facilities in exchange for financial consideration paid to the City:
- b) City Council shall retain the right to accept or reject any commercial naming right proposed by a commercial tenant.
- c) Each lease or management & operating agreement shall specify terms and conditions as appropriate to the Civic Community Major Facility.
- d) A Commercial name associated with a legal lease with a commercial tenant shall be directly related to the term and tenure of the lease, and shall be removed at the termination of the lease.



CITY OF KELOWNA

POLICY: @
PAGE: 6 of 6

COUNCIL POLICY MANUAL

APPROVAL DATE:@
RESOLUTION #:@
REPLACING #:@
DATE OF LAST REVIEW:@

SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

- e) The merits and value of each such Commercial Naming opportunity shall be evaluated on a case-by-case basis.
- f) A financial contribution does not guarantee that a commercial tenant will receive approval for a Commercial Naming Right.
- g) Any commercial naming for a Civic Community Facility requires a major contribution to the facility either in deed or monetary contribution. The contribution of that person or organization must be strategically important to the creation of the facility such that the City could not or would not have proceeded without that contribution.

REASON FOR POLICY: Civic Community Facility Naming Policy is to establish uniform, consistent policies for naming City owned land and facilities or re-naming existing facilities. Establishing a Civic Community Facility Name is a critically important component in creating a facility identity, appropriate to public communications and marketing requirements to meet civic and community goals and objectives.

LEGISLATIVE AUTHORITY: Council Resolution

PROCEDURE FOR IMPLEMENTATION: The Recreation Parks and Cultural Services Department will recommend the naming of the Civic Community Facility to City Council for approval.