
CITY OF KELOWNA

MEMORANDUM

Date: February 4, 2008
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 dated February 4, 2008;

AND THAT Council authorize staff to issue a RFP for a corporate naming partnership opportunity at the Mission Recreation Park Aquatic Centre based on the criteria highlighted in the report from the Development Manager, Recreation Parks and Cultural Services dated February 4, 2008;

BACKGROUND:

On December 11, 2007, Council considered a Civic Community Facilities Naming Policy, and a process to establish a name for the Mission Recreation Park Aquatic Centre. At that time, Council directed staff to revise the policy, expanding the opportunity for commercial or corporate sponsorships for large civic facilities, and to prepare a RFP for a corporate naming sponsor/partnership opportunity for the Mission Recreation Park Aquatic Centre.

Staff has completed these revisions. 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.

This policy also provides for Commercial and Commemorative naming sponsorship opportunities in order to generate revenue related to building capital and operational funding.

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 has also drafted an RFP for the corporate naming partnership based on the following criteria;

1. Commercial (corporate) naming is defined as a type of sponsorship in which the sponsor purchases the exclusive opportunity for the privilege of associating their name with the new aquatic centre,
2. A partnership relationship is contemplated where the City (through its manager/operator) and the sponsor would each promote and market the aquatic center's presence, programs and identity,
3. The sponsor would establish this partnership based on motivation to benefit both parties, and may include:
 - a) Community Service and Goodwill,
 - b) Improved public awareness of healthy active lifestyles,
 - c) Improved marketability for public recreation and sport facilities,
 - d) Supporting Kelowna's aquatic sports organizations, teams and our amateur athletes, including athletes with a disability, at a grassroots levels,
 - e) Business growth strategies,
 - f) Employee recruitment and retention programs,
 - g) Employee engagement and incentive programs,
 - h) Contributing to community-building,
 - i) Recognition as a provincial and/or national entity,
 - j) Brand development and enhancement, and
 - k) Gaining exposure in certain market segments.
4. The sponsor's name will be included in the title of the aquatic centre,
5. The naming opportunity is sold or exchanged for significant cash support,
6. This partnership will be documented in an agreement signed by the partners,
7. The naming 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 its manager/operator, the Central Okanagan YMCA-YWCA,
8. The term of a naming agreement is 10 years. There will be no provision for automatic renewal or extension of this naming agreement,
9. The City and its manager/operator will have unrestricted use of the name for advertising, marketing, announcements, and related public presentations,
10. City Council shall have an unrestricted right to remove a Commercial name or cancel a naming agreement and return any sponsorship funds on a pro-rata basis
11. There will be no provision for the naming sponsor to sub-licence or transfer the sponsorship,
12. The naming proposal must comply with the Council approved Civic Community Naming Policy,
13. Private sector industries that are not acceptable are those that involve alcohol and tobacco products,
14. Proposal evaluation team will be comprised of City staff and community representatives with knowledge and expertise in recreation and aquatic facility operations, marketing, public communications, tourism and community development, and
15. The minimum accepted financial proposal will be equivalent to \$100,000 per year for a 10 year term.

Staff has also prepared sponsorship valuation criteria to illustrate an 'order of magnitude' marketing exposure through this naming sponsor/partnership at the new aquatic centre (attached).

Financial/Budgetary Considerations:

Total capital cost - \$46.3M

Total projected operating costs- expenditures - \$3.6M
- revenues - \$2.4M

The minimum accepted financial proposal will be equivalent to \$100,000 per year for a 10 year term.

INTERNAL CIRCULATION TO:

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

EXISTING POLICY:

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

Considerations that were not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Alternate Recommendation:

Note: 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.

Submitted by:



JWR Oddleifson
Development Manager
Recreation parks and Cultural Services

Approved for Inclusion:



Attachments

Cc: Director of Recreation Parks and Cultural Services
Director of Financial Services
City Clerk



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COUNCIL POLICY MANUAL

APPROVAL DATE:
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SUBJECT: CIVIC COMMUNITY FACILITY NAMING POLICY

THAT the City of Kelowna assign 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.
- h) The City shall consider public input and public acceptance when considering a Civic Community Facility name.



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- i) 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
- j) The use of public contests or other forms of "chance" shall not be utilized in naming Civic Community facilities.
- k) 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.
- l) A Civic Community Facility shall not be named after a currently seated elected or appointed official.
- m) 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.
- n) 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
- o) 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.
- p) 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.
- q) 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.



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r) 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 Civic Community Facility 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) Any proposal from an individual, or organization for Commemorative 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.
- d) Contributions for Major Facilities: consideration may be given to naming the City-owned Major Facility after an individual or organization when approximately 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.
- e) Contributions for Minor Facilities: consideration may be given to naming Minor Facilities after an individual or organization when approximately 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.
- f) The granting of commemorative naming shall not entitle a naming entity to preferential treatment.
- g) Commemorative naming must not conflict with the terms and conditions of any existing lease agreement between the City and a non-profit tenant.
- h) 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.
- i) The approval of a Commemorative name shall not result in extraordinary costs for the City.
- j) The City will not pursue a Commemorative name for a Civic Community Facility fully occupied by a leaseholder, without the consent and participation of that leaseholder.



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- k) City Council shall have the final authority to grant a Commemorative name.
- l) City Council shall have an unrestricted right to remove a Commemorative name or cancel a naming agreement and return any sponsorship funds on a pro-rata basis
- m) 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 by an organization or individual 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,
 - iv. correspondence from the Kelowna Branch of the Okanagan Historical Society, and/or the Kelowna Museum Society, stating their opinion on historical significance of the outstanding achievement, distinctive service, or significant community contribution,
 - v. correspondence from the individual or organization to be commemorated,
 - vi. the methods and means (e.g. sign, plaque, etc.) to display the commemoration,
 - vii. the funding source of the approved methods and means (signs, plaques, etc.)
 - viii. documented evidence of the financial contribution requirements.
 - (b) If Recreation Parks and Cultural Services deem that the submission is in accordance with this Policy, a recommendation will be presented to City Council for consideration.
- If Recreation Parks and Cultural Services deem that the submission does not fit with this Policy, the Director will notify the proponent in writing of its decision.



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4. Commercial Naming – Major and Minor Facilities.

- a) Commercial Naming is defined as a type of sponsorship in which a sponsor purchases the exclusive opportunity for the privilege of associating a sponsor's name with a Major or Minor Civic Community Facility, whereby the sponsor's name is included in the title of the Facility. The naming opportunity is sold or exchanged for significant cash or other revenue support. This arrangement shall be documented in an agreement signed by the interested parties.
- b) The City may consider Commercial Naming for Major and Minor Facilities as a means to generate revenue from naming and sponsorship arrangements when these arrangements directly benefit the Kelowna community and the City. Applicable circumstances for this consideration may include Civic Community Facilities operated by;
 - i. commercial or non-profit tenants who are legal leaseholders,
 - ii. contractors through a management/operations legal agreement,
 - iii. the City directly.
- c) Any Commercial Naming for a Civic Community Facility requires a major financial contribution to the facility either in deed or monetary contribution. The contribution from a corporation or organization must be strategically important to the creation and/or the operations of the facility.
- d) City Council shall retain the right to accept or reject any commercial naming proposal by a commercial or non-profit tenant, or a facility contracted operator.
- e) City Council shall have the final authority to grant a Commercial name.
- f) City Council shall have an unrestricted right to remove a Commercial name or cancel a naming agreement and return any sponsorship funds on a pro-rata basis.
- g) In the interest of maintaining public trust and civic pride, transactions covered by this Policy are to uphold community values and observe all applicable laws.
- h) Each lease or management/operating agreement shall specify terms and conditions as appropriate to the Commercial Naming of a Civic Community Facility, including the distribution of revenues received from the commercial entity.
- i) A Commercial Name associated with a legal lease with a commercial or 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.
- j) The City will not pursue a Commercial name for a Civic Community Facility fully occupied by a leaseholder, without the consent and participation of that leaseholder.



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- k) The merits and appropriateness of each such Commercial Naming opportunity shall be evaluated on a case-by-case basis.
- l) Value Assessment shall be completed to determine the estimated market exposure value that a sponsor may receive as a purchaser of a specified naming opportunity and may include tangible and intangible benefits.
- m) A financial contribution does not guarantee that a commercial tenant or proponent will receive approval for a Commercial Name.
- n) A Commercial Name will be compatible with the physical attributes of a location and identify the nature of the activity primarily performed in a Major Facility. (e.g. The Kelowna ABC Aquatic Centre as opposed to The ABC Centre)
- o) A decision to approve a Commercial name shall be considered and made within the context of prudent business practices.
- o) The Recreation Parks and Cultural Services department shall recommend a process to Council in order to establish a Commercial Naming opportunity.
- p) It is necessary for the City to be recognized at a Civic Community Facility, where the City has, or makes, an ongoing significant contribution to capital or operating costs. Clear and permanent identification of the City as the owner for the life of the facility will be displayed in adherence to branding guidelines established by the City.
- q) 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.
- r) The approval of a Commercial Name will not result in additional costs for the City, excluding the City's approval process.
- s) There will be no provision for automatic renewal or extension of a Commercial Naming agreement.

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.

This Policy also provides for Commercial and Commemorative naming sponsorship opportunities in order to generate revenue related to building capital and operational funding.

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.

SPONSORSHIP VALUATION CRITERIA TO DETERMINE MARKETING EXPOSURE THROUGH A NAMING SPONSOR/PARTNERSHIP AT THE NEW AQUATIC CENTRE

The following outlines a list of benefits and exposure opportunities that a sponsor/partner may enjoy by purchasing the exclusive naming opportunity for the new aquatic centre.

These direct and indirect marketing exposures are strong promotional vehicles that will realize and maximize any corporate and sales/marketing objectives.

The following items are illustrative and express an 'order of magnitude' exposure.

- 1. Direct marketing and advertising by the YMCA-YWCA as aquatic centre managers;**
 - a) Budget of \$100,000 per year in first full year of operations increasing over time for marketing materials and efforts through;
 - i. Brochures
 - ii. Flyers
 - iii. Radio ads
 - iv. Television ads
 - v. Aquatic centre related websites
 - vi. Newspaper ads
- 2. Indirect marketing and advertising by Tourism Kelowna;**
 - a) Exposure as a key family attraction in the Official Kelowna Visitors' Guide: 185,000 distributed annually at:
 - i. Visitor Info Centres throughout BC and Alberta
 - ii. Kelowna International Airport Information Kiosk
 - iii. Sport tournaments and conferences
 - iv. Local distribution at hotels and attractions
 - v. Trades shows, travel agent shows and direct sales contacts
 - b) Exposure on www.tourismkelowna.com. Tourism Kelowna invests over \$2,000,000 in advertising and sales to generate consumer demand for the Kelowna destination. All advertising drives interested consumers to our website and the businesses listed on it. Direct links to the attractions are provided.
 - i. Advertising circulation in 2007 = 33,025,193
 - ii. Unique website user sessions in 2007 = 291,206
 - c) Counter Maps: Tourism Kelowna produces a large format attractions map that is distributed through the Visitor Centres and some accommodations. All attractions, including the new aquatic centre, are located and named on this map. Distribution 100,000
 - d) Exposure as an attraction to buyers of bulk travel such as group tour operators, sport event planners and convention planners.
 - e) Direct sales to Regional, Provincial and National aquatics teams that would book this facility for events.

Note: Tourism Kelowna is proud that the Okanagan Valley has been named for the second year in a row as a top destination for travel worldwide.

Last year, the Okanagan Valley was named by **Frommers.com** among their top 2007 destinations. This year, **ShermansTravel.com** has listed the Okanagan Valley among their Top 10 Places to go for 2008.

3. **"Community Service Announcements"** by the YMCA-YWCA as aquatic centre managers;
Up to 200 per year provided to each of the local media;
 - a) Radio X 5 stations
 - b) Television X 2 stations
 - c) Newspapers X 2 newspapers
 - d) Websites such as www.castanet.net
4. **Non-paid announcements in newscasts and articles.**
5. **TV and radio coverage of aquatic centre programs and events.**
6. **Additional advertising by third party event promoters**, examples include;
 - a) Aquatic sports clubs; such as speed swimming, diving, synchronized swimming, water polo, and underwater hockey,
 - b) Triathlon Training Clubs
 - c) Food Service contractor
7. **Automobile traffic on Gordon Drive**
 - a) 2006 actual traffic counts on Gordon Drive – 13,976 per day
 - b) 2015 predicted traffic on Gordon Drive – 19,600 per day
8. **Pedestrian traffic along Gordon Drive**
9. **Annual projected public attendance in the aquatic centre**
 - a) In first full year – 550,000
 - b) In 2010 year – 600,000
 - c) In 2015 year – 700,000 +
10. **Annual total public attendance in adjacent multi-purpose arena**
 - a) In 2005 – 520,000
 - b) In 2010 – 600,000 +
 - c) In 2015 year – 700,000 +
11. **Annual total public attendance in Mission Recreation Park** – estimated attendance in 2009 is ~ 550,000, primarily over a seven month period of April to October, for a wide variety of activities including;
 - a) Soccer
 - b) Football
 - c) Softball
 - d) Lacrosse
 - e) Other field sports
 - f) Dog park
 - g) Access to the Mission Creek Greenway
 - h) Walking/hiking trails
 - i) Picnic areas
 - j) Wetlands
12. **Direct view from surrounding residential area**
13. **Economic Development Commission broad spectrum promotion and identity through their normal promotional techniques.**