REQUEST FOR DECISION

File # 0340-50

Report To:	**Mayor and Council**
From:	**Kylah Bryde, Director of Community Services**
Subject:	**Administration Report No. 0152/25** **Amendment to Naming Rights Policy No. 116**
Meeting:	**Regular Council**
Meeting Date:	**December 8, 2025**

RECOMMENDATION:

"THAT, Naming Rights Policy No. 116, as attached to Administration Report No. 0152/25, be approved as presented."

CAO'S COMMENTS:

Naming rights to public recreation amenities offer a revenue stream which offsets the significant operating and capital costs associated with these facilities.

ALTERNATIVE RECOMMENDATION:

"THAT, Council receive Administration Report No. 0152/25 - Amendment to Naming Rights Policy No. 116, for information."

OR

"THAT, Council make the following amendments to the Naming RightS Policy No. 116:

- (INSERT AMENDMENTS)

AND THAT, Naming Rights Policy No. 116 be adopted as amended."

KEY ISSUES(S)/CONCEPTS DEFINED:

To update the Naming Rights Policy to reflect current industry standards and best practices.

RELEVANT POLICY:

Naming Rights Policy No. 116/09

IMPLICATIONS OF RECOMMENDATION

COMPLIANCE WITH STRATEGIC PILLARS:
Vibrant Community – Invest in community safety, social, cultural, and recreational programs.

Economic Development – Enhance community economic development to provide opportunities and sustainability for Fort St. John.

Managing Assets – Build and manage assets that support the current and future needs of the community.

COMPLIANCE WITH STRATEGIC OBJECTIVES:

- Provide and support robust, affordable, and accessible wellness and recreation opportunities for the whole community.
- Invest in building, improving, and maintaining physical and digital assets.
- Ensure accountable, transparent, and responsible financial management focused on value.

GENERAL:
Naming Rights Policy No. 116 was originally developed in 2009 and is due for review to ensure it reflects current industry standards and best practices. As part of the Naming Rights Project, the City engaged CIMORONI, a consultant specializing in sponsorship and naming rights, to review and recommend updates to the policy. The proposed amendments focus on aligning the policy of comparable municipalities and updating its provisions to reflect current industry trends and expectations.

ORGANIZATIONAL:
This amendment provides clear guidance to organizations that want to submit a proposal, as well as staff responsible for managing the sale of naming rights for municipal facilities.

FINANCIAL:
There are no financial implications with this proposed amendment.

FOLLOW UP ACTION:
The Policy will guide and inform the tendering process for Naming Rights Request for Proposal for Recreational Facilities, as outlined in Administration Report No. 0017/25, Resolution No. 240/25. If approved, the policy will be circulated to staff and made publicly available on the City's website.

ATTACHMENTS:
Council Policy 116 - Naming Rights Mark Up DRAFT
Council Policy 116 - Naming Rights FINAL

RESPECTFULLY SUBMITTED:
Rosni Abdullah, Administrative Assistant II

File No. 0340-50
Administration

NAMING RIGHTS POLICY
Council Policy No. 116/~~09~~25

1. BACKGROUND:

The City owns an ~~extensive~~ array of community facilities which provide much needed services to its citizens. These facilities support the social, cultural, and recreational needs of residents and are managed through a variety of operational models. Some are operated directly by the City, while others are made available at nominal rates to not-~~-~~for-~~-~~profit tenants. In some cases, facilities are managed ~~while others are operated~~ by ~~an~~ independent b~~B~~oards or ~~/S~~societies~~y~~ on behalf of the City.

As part of its ongoing efforts to diversify revenue sources and reduce reliance on traditional funding mechanisms, the City has established the use of Naming Rights to generate alternative revenue. Naming Rights involve~~s~~ the granting of rights to a third party for the public display of their name on a City-owned asset for a specified period of time. This exchange typically involves a monetary contribution that benefits the City and its residents.

The City recognizes and supports Naming Rights as a ~~well-established and~~ valuable strategy that contributes to the financial sustainability of its community assets. These agreements have helped to both enhance amenities and offset the operational and capital costs associated with the delivery of municipal recreation and leisure services.

~~Finding the financial resources to fund capital reinvestment and expansion to meet the demands of the community is always a challenge. With the construction of the Enerplex, Council felt it was an opportune time to investigate naming rights as a mechanism to generate additional funds.~~

2. PURPOSE:

This policy is intended to cover Naming Rights for ~~civic~~ City-owned facilities in order to:

- balance public and private interests,
- ~~•~~ encourage philanthropic giving while also acknowledging public investments, ~~•~~
- safeguard against the commercialization of the public realm,
- ~~•~~ provide clear and consistent evaluation frameworks and approval processes for City Council.

~~It also addresses naming rights where an exchange of monies take place and for naming rights where there is no financial consideration.~~

3. DEFINITIONS:

Applicant - a resident, organization or business that makes a formal proposal to the City to name all or portions of a City-owned facility.

Agreement - an agreement between the City and an applicant outlining the terms and conditions of approval in granting Naming Rights.

City-Oowned Facility: - any property, complex, structure, building or portion thereof owned or controlled by the City of Fort St. John but excluding properties identified in the application scope section.

NAMING RIGHTS POLICY
Council Policy No. 116/~~09~~25

DEFINITIONS: (continued)

Commemorative Naming - requests to name City-owned facilities granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy, or as an honour and generally with or without financial consideration.

Corporate Naming - Naming Rights granted to a corporation or a corporate Foundation and negotiated for a specific fee and term.

Designated City Staff - for the purpose of administering this Policy, the Chief Administrative ~~City Manager will~~Officer will designate a staff person in the relevant City department.

Naming Entity - The entity (i.e. corporation, community organization or individual) to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

Naming Rights - refers to the granting by the City the right to name a piece of property or portions of a property either in exchange for financial consideration or in honour of outstanding achievement, distinctive service, or significant community contribution.

Tenant – an organization occupying space in a City owned facility through a current Agreement.

4. GUIDING PRINCIPLES:

The City is conscious of how naming rights can affect a facility and the individual connection each of us will have with it. Therefore, the City is committed to considering the following guiding principles when evaluating potential partnerships for the City owned facilities:

a) The City supports revenue generation from naming arrangements when these arrangements directly benefit the community of Fort St. John and the City.
b) A Corporate Applicant's values, products, customers and promotional goals must be compatible to the City of Fort St. John's mission and goals.
c) The City will value Applicants with a past record of responsible environmental stewardship and involvement in community projects.
d) The community must, by the most part, support the Agreement.
e) As a provincially registered Active Community, the City of Fort St. John is committed to encouraging individuals to be more physically active. When evaluating partnerships, we will work to leverage our assets in order to assist residents in building a healthy quality of life.

NAMING RIGHTS POLICY
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GUIDING PRINCIPLES (Continued)

f) The City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.

54. APPLICATION and SCOPE:

4.1 This Policy applies to the exterior of a all City owned facilities such as buildings, facilities, outdoor spaces and including Interior and Exterior Building Componentsinterior sub-components, including those facilities amenities such as rink, pool, gym, lobby, meeting room, sports fields, dog parks, trails etc. operated directly by the City, and those operated by Tenants.

4.2 Naming Rights may be sought by the City for:
4.2.2 The exterior of a City Asset such as buildings/ facilities/ outdoor spaces.
4.2.1 The sub-component of a City Asset (i.e. amenities such as rink, pool, gym, lobby, meeting room, sports fields, dog parks, trails etc.); and
4.2.2 The exterior of a City Asset such as buildings/ facilities/ outdoor s

4.3 Exceptions - TThis Policy does not apply to:
a) 4.3.1 City core services facilities (e.g. City Hall, fire halls, police stations), Non-City facilities, Non-City facilities which occupy City lands and where the building is currently owned by the Tenant, or Naming of streets., Naming of programs, events, or other kinds of sponsorships;
a)
b)
4.3.2 Philanthropic contributions, gifts, or donations in which property is voluntarily transferred by a third party to the City of Fort St. John without expectation of return.;

a.

c)
NAMING RIGHTS POLICY
Council Policy No. 116/25

~~APPLICATION and SCOPE: (continued)~~

~~4.3.3~~ Independent foundations or registered charitable organizations that the City may receive benefit from; ~~and~~

d)
~~4.3.4~~ Sale of advertising or signage space on City-owned facilities and printed materials, which involves the purchase of advertising space sold at marketplace rates;
e) Sponsorship opportunities for a corporation, community organization or individual to partner with the City of Fort St John to provide the community with recreational and arts services, programs and/or events.

The City will not solicit or accept Naming Rights from companies whose main business is derived from:
a) The sale of tobacco, cannabis, or vaping products
b) Religious or political groups or factions or organizations or advocates;
c) Companies that sell or promote pornography;
d) The support of/or involvement in the production, distribution, and sale of weapons and other life-threatening products;
e) Companies that present imaging or messaging that is derogatory, prejudicial, harmful or intolerant of any specific group or individual;
f) Entities that are in a legal dispute and/or otherwise disqualified from doing business with the City;
g) Expressed~~ly~~ or by implied~~cation~~ endorsement of a political party, elected representative or candidate from any levels of government;
h) Companies that are not in good standing.

NAMING RIGHTS POLICY
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SCOPE (Continued)

Commemorative Names which reflect or imply a reference to any of the following will not be eligible:
a) Elected officials currently in office,
b) Commemorative Names which do not meet criteria outlined in this Policy or are inconsistent with the mission, vision or values of the City,

c)~~NAMING RIGHTS POLICY~~
~~Council Policy No. 116/25~~

~~Scope (Continued)~~

Proposals to commemoratively rename existing City Owned Facilities will only be considered in exceptional circumstances. Existing names will not be changed without consideration of:

- The historical significance of the existing name,
- The impact on the individual or organization associated with the existing name,
- And the cost and impact of changing existing signage, rebuilding community recognition and updating records.

~~• City core services facilities (e.g. City Hall, fire halls, police stations), • Non-City facilities,~~
~~• Non-City facilities which occupy City lands and where the building is currently owned by the Tenant, • Naming of streets,~~
~~• Naming of programs, events, or other kinds of sponsorships.~~
~~4.4 Signage and acknowledgement associated with Naming Rights must comply with all applicable laws and bylaws, andbylaws and must be approved in advance by the City.~~

~~4.5 All Naming Rights Agreements will be for a fixed term.~~

~~5. GUIDING PRINCIPLES:~~

~~The City must be very conscious of how naming rights can affect a facility and the individual connection each of us will have with it. Therefore, the City is committed to considering the following guiding principles when evaluating potential partnerships for the City owned facilities:~~

~~The City supports revenue generation from naming and sponsorship arrangements when these arrangements directly benefit the community of Fort St. John and the City.~~
~~A Corporate Applicant's values, products, customers and promotional goals must be compatible to the City of Fort St. John's mission and goals.~~

~~The City will value Applicants with a past record of responsible environmental stewardship and involvement in community projects.~~
~~The community must, by the most part, support the Agreement.~~
~~Partners will not be considered if they are a religious or political organization, or a company whose business is substantially derived from the sale of alcohol, tobacco, or firearms.~~

~~**As a provincially registered Active Community, the City of Fort St. John is committed to encouraging individuals to be more physically active. When evaluating partnerships, we will work to leverage our assets in order to assist residents in building a healthy quality of life.**~~
~~**Clear and permanent identification of the City as a supporter for the life of the facility will be displayed in adherence to guidelines established by the City.**~~
~~**Naming Rights Agreements may not compromise the City's or a Tenant's ability to carry out its functions fully and impartially.**~~
~~**The City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.**~~
~~**Proceeds received by the Naming Entity for naming rights sale are to be used for the promotion, enhancement and maintenance of the named facility.**~~
~~**NAMING RIGHTS POLICY**~~
~~**Council Policy No. 116/25**~~

6. APPLICATION PROCESS:

Naming Rights proposals shall be in writing and outline the benefits to be exchanged between both parties using the established evaluation criteria.

The City reserves the right to follow a Request For Proposal (RFP) process to solicit new Naming Rights partners to ~~.~~be presented in an open, fair and equitable manner.

~~NAMING RIGHTS POLICY~~
~~Council Policy No. 116/25~~
~~For all unsolicited Naming requests, the Applicant will provide the City with advance written notice of its intention to pursue Naming Rights. Upon confirmation and communication with the designated staff person of the City, Applicants can then make a Proposal including all relevant materials including but not limited to the following:~~
Unsolicited Naming Rights proposals received by the City will be reviewed and evaluated in compliance with this policy and the City reserves the right to reject any unsolicited Naming Rights that have been offered to the City.

~~**For Corporate Naming:**~~
~~a. **Proposed Naming Rights fee,**~~
~~b. **Proposed term of Naming Agreement,**~~

~~c. Proposed rights and benefits,~~
~~d. Demonstrated support from key stakeholders (e.g. members, users, donors, funders),~~
~~e. Draft signage proposal and acknowledgement plan.~~
~~For all Commemorative Naming:~~
~~a. Documentation verifying that the person/organization being honoured is in agreement with the Proposal (if they are living), or by their legal representative should they be deceased,~~
~~b.~~ a. ~~Background information and/or biographical information demonstrating that the proposed name is of significance to the community;~~
~~c.~~ a. ~~Documentation including letters of support for the Naming.~~
~~When Council is considering the Commemorative Naming of a City-Owned Facility, the City shall hold at least one advertised public meeting to hear public input with respect to the Proposal. A notice of intent to consider Commemorative Naming of a Civic Community Facility shall be published in a newspaper of general circulation.~~

7. EVALUATION PROCESS:

~~Designated City staff will review all Applicant submissions and prepare a report to Council for all proposals for City-Owned Facilities and to the City Manager and/or his/her designate for all Proposals for Interior and/or Exterior Facility Components.~~

~~7.1 General Provisions~~

~~7.1.1~~ All Naming Rights and Commemorative Naming shall be consistent with the City's corporate vision, mission and values and will not compromise or contradict any by-law or policy of the City, or reflect negatively on the City's public image;

The City shall evaluate Corporate Naming Proposals according to the following criteria:

a) Overview of Company meeting the mandatory requirements and criteria
b) Community Impact & Alignment
c) Financial Consideration
d) Term
e) Exclusivity
f) Proposed rights and benefits
g) Proposed Name of the facility
h) Draft signage proposal and acknowledgement plan
i) Demonstrated support from key stakeholders (e.g. members, users, donors, funders)

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EVALUATION PROCESS (Continued)

j) Marketing Initiatives
k) Implementation Feasibility and Readiness
l) Financial Stability
m) Reputation

~~**Documentation verifying that the person/organization being honoured is in agreement with the Proposal (if they are living), or by their legal representative should they be deceased,**~~
~~**Background information and/or biographical information demonstrating that the proposed name is of significance to the community,**~~
~~**Documentation including letters of support for the Naming.**~~

The City shall evaluate Individual and Commemorative Naming Proposals according to the following criteria:

a) Alignment with the applicant's mission, vision, and values,
b) Demonstrated significance of the proposed name through relevant background or biographical information,
c) Documented community recognition showing that the individual, group, or organization has made a meaningful contribution through public service, volunteerism, or notable achievement.
Written consent from the person or organization being honoured (or their legal representative, if deceased), provided prior to consideration.
~~NAMING RIGHTS POLICY~~
~~Council Policy No. 116/25~~
~~a)~~
d)

The Chief Administrative Officer or designated city staff will review all applicant submissions that meet the evaluation criteria and scope and will prepare a report to Council for proposals involving the exterior and/or sub-components of City assets.

~~7.1.11 Past agreements should not be regarded as a commitment for future agreements;~~

~~7.1.12 In entering into an agreement, the City does not endorse a Partner's products, services or views;~~

~~7.1.13 In compliance with City policies, the City reserves the right to terminate, at its sole discretion, an existing Naming Rights agreement, should conditions arise that make it no longer in the best interests of the City or otherwise not in compliance with City policy; and~~

~~7.1.14 The agreement shall provide that the Partner shall not use the City's intellectual property or otherwise commit any act which the City determines, in its sole and unfettered discretion, to be objectionable and/or a risk to the City's reputation, integrity, image or rights.~~

When Council is considering the Commemorative Naming of a City-owned Facility, the City shall hold at least one (1) advertised public meeting to hear public input with respect to the Proposal. A notice of intent to consider Commemorative Naming of a City-Owned ~~Community~~ Facility shall be advertised in general circulation.

~~**NAMING RIGHTS POLICY**~~
~~**Council Policy No. 116/25**~~

~~**EVALUATION PROCESS: (continued)**~~

~~**7.1.15 The City will not solicit or accept Naming Rights from companies whose reputation could prove detrimental to the City's public image;**~~

~~**7.1.16 The City will not solicit or accept Naming Rights from companies whose main business is derived from:**~~
~~**a) The sale of tobacco, cannabis or vaping products;**~~
~~**b) Religious or political groups or factions or organizations or advocates;**~~
~~**c) Companies that sell or promote pornography;**~~
~~**d) The support of/or involvement in the production, distribution, and sale of weapons and other life-threatening products;**~~
~~**e) Companies that present imaging or messaging that is derogatory, prejudicial, harmful or intolerant of any specific group or individual;**~~
~~**f) Entities that are in a legal dispute and/or otherwise disqualified from doing business with the City;**~~
~~**g) Expressly or by implication endorse a political party, elected representative or candidate from any levels of government;**~~
~~**h) Companies that are not in good standing.**~~

~~**7.1.17 Agreements should not influence or be perceived to influence day-today business of the City;**~~

~~**7.1.18 The relationship must not cause a City employee or Member of Council to receive any product, service or asset for personal gain or use; and**~~

~~7.1.19 The City must remain in control over the planning, delivery, management of the City Asset receiving the Naming Rights.~~

~~7.2 The City shall evaluate Corporate Naming Proposals according to the following criteria:~~

~~Overview of Company meeting the mandatory requirements and criteria~~

~~Community Impact & Alignment~~

~~a) Financial Consideration~~

~~b) Term~~

~~c) Exclusivity~~

~~Proposed rights and benefits~~

~~Proposed Name of Recreation the fFacility~~

~~Draft signage proposal and acknowledgement plan~~

~~d) Demonstrated support from key stakeholders (e.g. members, users, donors, funders)~~

– how will it enhance the facility's profile~~Marketing Initiatives~~

~~e) Implementation Feasibility and Readiness~~

~~Financial Stability~~

~~f) Reputation~~

~~NAMING RIGHTS POLICY~~
~~Council Policy No. 116/25~~

~~EVALUATION PROCESS: (continued)~~

~~7.3 The City shall evaluate Individual and Commemorative Naming Proposals according to the following criteria:~~

~~a. An assessment of the Proposal against the Applicant's mission, vision and values,~~

~~b. Documented proof and community acknowledgement that naming is in recognition of individuals, groups of individuals and/or community organizations which have made a significant contribution to the community through public service, community volunteerism or outstanding achievement,~~

~~c. Written permission and agreement must be obtained from the individual, group or organization who or which is being commemorated, or their legal representative, prior to consideration.~~

~~**NAMING RIGHTS POLICY**~~
~~**Council Policy No. 116/09**~~

~~**EVALUATION PROCESS: (continued)**~~
~~**7.4 Commemorative Names which reflect or imply a reference to any of the following will not be eligible:**~~

~~a. **Elected officials currently in office,**~~
~~b. **Commemorative Names which do not meet criteria outlined in this Policy or are inconsistent with the mission, vision or values of the City,**~~
~~c. **Proposals to commemoratively rename existing City Owned Facilities will only be considered in exceptional circumstances. Existing names will not be changed without consideration of:**~~
- ~~**The historical significance of the existing name,**~~
- ~~**The impact on the individual or organization associated with the existing name,**~~
- ~~**And the cost and impact of changing existing signage, rebuilding community recognition and updating records.**~~

8. GENERAL CONDITIONS:

Recommendations shall demonstrate that the appropriate level of due diligence has been undertaken including market research and a valuation of the asset ~~/ program~~ that is proposed to be named.

~~8.1~~ Agreements must be arranged for a fixed term, benefits expressly stated in the agreement and any agreement is non-transferrable without the written consent of the City.~~;~~

Naming Rights agreements must consider the cost and impact of changing existing signage and rebuilding community recognition and incorporate those costs into the agreement.

Signage and acknowledgement associated with Naming Rights must comply with all applicable laws, bylaws and policies and must be approved in advance by the City.

Any Naming Rights use shall respect the use of the City's name, logo and emblems in compliance with the City's Brand Guidelines.

NAMING RIGHTS POLICY
Council Policy No. 116/25

GENERAL CONDITIONS (Continued)

~~8.2~~ Recognition shall not unduly detract from physical attributes, character, integrity, or safety of the property or unreasonably interfere with its enjoyment or use.~~;~~

Agreements should not influence or be perceived to influence day-today business of the City.

~~**NAMING RIGHTS POLICY**~~
~~**Council Policy No. 116/25**~~

~~GENERAL CONDITIONS (Continued)~~

The relationship must not cause a City employee or Member of Council to receive any product, service or asset for personal gain or use.

The City must remain in control over the planning, delivery, management of the City-Owned Facility that is subject to ~~Asset~~ receiving the Naming Rights.

Naming Rights Agreements may not compromise the City's or a Tenant's ability to carry out its functions fully and impartially.

~~8.3 Naming Rights agreements must consider the cost and impact of changing existing signage and rebuilding community recognition, and incorporate those costs into the agreement;~~

~~8.4 Any Naming Rights use shall respect the use of the City's name, logo and emblems in compliance with the City's Brand Guidelines.~~

~~**NAMING RIGHTS POLICY**~~
~~**Council Policy No. 116/25**~~
9. NAMING RIGHTS AGREEMENT:

Naming Rights Agreements will be legally binding contracts entered into between the Naming Entity and City.

~~**10. ROLES AND RESPONSIBILITIES:**~~

~~10.1 City Council~~

~~10.1.1 Authorizing City Assets eligible for commercial naming for the purpose of Naming Rights based on recommendations provided by Delegate City staff to Council;~~

~~10.1.2 Approving and delegating authority to execute Agreements for Naming based on recommendations provided by Delegate City staff to Council;~~

~~10.2 City Legislative Services~~

~~10.2.1 Review and approve as to form all Naming Rights Agreements.~~

~~10.3 Community Services Department or Delegate~~

~~10.3.1 Solicit Naming Rights opportunities City-wide and manage all aspects of a proposal including due diligence (may include ethical scans), asset analysis and value assessment;~~

~~10.3.2 Manage all aspects of Agreement, including approvals, execution, reporting, performance, administration and recognition;~~

~~10.3.3 Ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, and permits have been obtained;~~

~~10.3.4 Ensure that all agreements properly reflect the City's best interests;~~

~~10.3.5 Ensure that all agreements consider the provisions noted in this Policy;~~

~~10.3.6 Responsible for maintaining a log of all Agreements and for maintaining communications with the Partner.~~

~~**11. MONITORING AND COMPLIANCE**~~

~~11.1 Community Services Department must report annually on the total value of Naming Rights to Committee of Council.~~

~~**NAMING RIGHTS POLICY**~~
~~**Council Policy No. 116/25**~~

~~11.2 All Agreements are to be prepared or reviewed by the City, using an approved legal form consistent with the size, complexity and scope of the Naming Rights.~~

~~11.3 All Agreements shall be approved as to content by the applicable Designated City staff pursuant to the Policy.~~

~~11.4 All Agreements are required to be approved as to form by Legal Services.~~

~~11.5 Consequences of non-compliance: Failure to follow this Policy may result in reputational risk to the City and,~~

- ~~11.5.1 missed naming rights opportunities;~~
- ~~11.5.2 multiple and inconsistent approaches to naming rights across City Assets; and~~
- ~~11.5.3 lost revenue to the City from naming rights of City Assets.~~

NAMING RIGHTS POLICY
Council Policy No. 116/25

1. BACKGROUND:

The City owns an array of community facilities which provide much needed services to its citizens. These facilities support the social, cultural, and recreational needs of residents and are managed through a variety of operational models. Some are operated directly by the City, while others are made available at nominal rates to not-for-profit tenants. In some cases, facilities are managed by independent boards or societies on behalf of the City.

As part of its ongoing efforts to diversify revenue sources and reduce reliance on traditional funding mechanisms, the City has established the use of Naming Rights to generate alternative revenue. Naming Rights involve the granting of rights to a third party for the public display of their name on a City-owned asset for a specified period of time. This exchange typically involves a monetary contribution that benefits the City and its residents.

The City recognizes and supports Naming Rights as a valuable strategy that contributes to the financial sustainability of its community assets. These agreements have helped to both enhance amenities and offset the operational and capital costs associated with the delivery of municipal recreation and leisure services.

2. PURPOSE:

This policy is intended to cover Naming Rights for City-Owned Facilities in order to:

- balance public and private interests,
- encourage philanthropic giving while also acknowledging public investments,
- safeguard against the commercialization of the public realm, and
- provide clear and consistent evaluation frameworks and approval processes for City Council.

3. DEFINITIONS:

"Applicant" a resident, organization, or business that makes a formal proposal to the City to name all or portions of a City-Owned Facility.

"Agreement" an agreement between the City and an applicant outlining the terms and conditions of approval in granting Naming Rights.

"City-Owned Facility" a property, complex, structure, building or portion thereof owned or controlled by the City of Fort St. John but excluding properties identified in the scope section.

"Commemorative Naming" requests to name City-Owned Facilities granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy, or as an honour and generally with or without financial consideration.

"Corporate Naming" Naming Rights granted to a corporation or a corporate foundation and negotiated for a specific fee and term.

"Designated City Staff" for the purpose of administering this policy, the Chief Administrative Officer will designate a staff person in the relevant City department.

"Naming Entity" means the entity (i.e. corporation, community organization, or individual) to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

"Naming Rights" refers to the granting by the City, the right to name a piece of property or portions of a property either in exchange for financial consideration or in honour of outstanding achievement, distinctive service, or significant community contribution.

"Tenant" an organization occupying space in a City owned facility through a current agreement.

4. GUIDING PRINCIPLES:

The City is conscious of how Naming Rights can affect a facility and the individual connection each of us will have with it. Therefore, the City is committed to considering the following guiding principles when evaluating potential partnerships for the City-Owned Facilities:

a) The City supports revenue generation from naming arrangements when these arrangements directly benefit the community of Fort St. John and the City.
b) A corporate Applicant's values, products, customers, and promotional goals must be compatible to the City of Fort St. John's mission and goals.
c) The City will value Applicants with a past record of responsible environmental stewardship and involvement in community projects.
d) The community must, by the most part, support the Agreement.
e) As a provincially registered Active Community, the City of Fort St. John is committed to encouraging individuals to be more physically active. When evaluating partnerships, we will work to leverage our assets in order to assist residents in building a healthy quality of life.
f) The City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third-party interests.

5. SCOPE:

This Policy applies to the exterior of City-Owned Facilities such as buildings, facilities, outdoor spaces, and interior sub-components, including amenities such as rink, pool, gym, lobby, meeting room, sports fields,

dog parks, trails, etc. operated directly by the City, and those operated by Tenants.

This Policy does not apply to:

a) City core services facilities (e.g. City Hall, fire halls, and police stations), non-City facilities, non-City facilities which occupy City lands and where the building is currently owned by the Tenant, or naming of streets.
b) Philanthropic contributions, gifts, or donations in which property is voluntarily transferred by a third party to the City of Fort St. John without expectation of return.
c) Independent foundations or registered charitable organizations that the City may receive benefit from.
d) The sale of advertising or signage space on City-Owned Facilities and printed materials, which involves the purchase of advertising space sold at marketplace rates.
e) Sponsorship opportunities for a corporation, community organization, or individual to partner with the City of Fort St. John to provide the community with recreational and arts services, programs, and/or events.

The City will not solicit or accept Naming Rights from companies whose main business is derived from:

a) The sale of tobacco, cannabis, or vaping products.
b) Religious or political groups or factions or organizations or advocates.
c) Companies that sell or promote pornography.
d) The support of/or involvement in the production, distribution, and sale of weapons and other life-threatening products.
e) Companies that present imaging or messaging that are derogatory, prejudicial, harmful, or intolerant of any specific group or individual.
f) Entities that are in a legal dispute and/or otherwise disqualified from doing business with the City.
g) Expressed or implied endorsement of a political party, elected representative, or candidate from any level of government.
h) Companies that are not in good standing.

Commemorative names which reflect or imply a reference to any of the following will not be eligible:

a) Elected officials currently in office.
b) Commemorative names which do not meet criteria outlined in this policy or are inconsistent with the mission, vision, or values of the City,
c) Proposals to commemoratively rename existing City-Owned Facilities will only be considered in exceptional circumstances. Existing names will not be changed without consideration of:
    - The historical significance of the existing name,
    - The impact on the individual or organization associated with the existing name, and
    - The cost and impact of changing existing signage, rebuilding community recognition, and updating records.

6. APPLICATION PROCESS:

Naming Rights proposals shall be in writing and outline the benefits to be exchanged between both parties using the established evaluation criteria.

The City reserves the right to follow a Request for Proposal (RFP) process to solicit new Naming Rights partners to be presented in an open, fair, and equitable manner.

Unsolicited Naming Rights proposals received by the City will be reviewed and evaluated in compliance with this policy. The City reserves the right to reject any unsolicited Naming Rights that have been offered to the City.

7. EVALUATION PROCESS:

All Naming Rights and Commemorative Naming shall be consistent with the City's corporate vision, mission, and values and will not compromise or contradict any bylaw or policy of the City or reflect negatively on the City's public image.

The City shall evaluate Corporate Naming proposals according to the following criteria:

a) Overview of company meeting the mandatory requirements and criteria
b) Community impact and alignment
c) Financial consideration
d) Term
e) Exclusivity
f) Proposed rights and benefits
g) Proposed name of the facility
h) Draft signage proposal and acknowledgement plan
i) Demonstrated support from key stakeholders (e.g. members, users, donors, and funders)
j) Marketing initiatives
k) Implementation feasibility and readiness
l) Financial stability
m) Reputation

The City shall evaluate Individual and Commemorative Naming proposals according to the following criteria:

a) Alignment with the applicant's mission, vision, and values,
b) Demonstrated significance of the proposed name through relevant background or biographical information,
c) Documented community recognition showing that the individual, group, or organization has made a meaningful contribution through public service, volunteerism, or notable achievement.
d) Written consent from the person or organization being honoured (or their legal representative, if deceased), provided prior to consideration.

The Chief Administrative Officer or designate city staff will review all applicant submissions that meet the evaluation criteria and scope and will prepare a report to Council for proposals involving the exterior and/or sub-components of City assets.

When Council is considering the Commemorative Naming of a City-Owned Facility, the City shall hold at least one (1) advertised public meeting to hear public input with respect to the proposal. A notice of intent to consider Commemorative Naming of a City-Owned Facility shall be advertised in general circulation.

8. GENERAL CONDITIONS:

Recommendations shall demonstrate that the appropriate level of due diligence has been undertaken including market research and a valuation of the asset that is proposed to be named.

Agreements must be arranged for a fixed term, benefits expressly stated in the agreement and any agreement is non-transferable without the written consent of the City.

Naming Rights agreements must consider the cost and impact of changing existing signage and rebuilding community recognition and incorporate those costs into the agreement.

Signage and acknowledgement associated with Naming Rights must comply with all applicable laws, bylaws, and policies and must be approved in advance by the City.

Any Naming Rights use shall respect the use of the City's name, logo, and emblems in compliance with the City's Brand Guidelines.

Recognition shall not unduly detract from physical attributes, character, integrity, or safety of the property or unreasonably interfere with its enjoyment or use.

Agreements should not influence or be perceived to influence the day-to-day business of the City.

The relationship must not cause a City employee or Member of Council to receive any product, service, or asset for personal gain or use.

The City must remain in control over the planning, delivery, and management of the City-Owned Facility that is subject to receiving the Naming Rights.

Naming Rights Agreements may not compromise the City's or a Tenant's ability to carry out its functions fully and impartially.

9. NAMING RIGHTS AGREEMENT:

Naming Rights Agreements will be legally binding contracts entered into between the Naming Entity and City.