

POLICY	
Policy Number: CORP2020-016	Date Approved: January 2016
Department: Corporate	Date Reviewed: October 2020
Naming Policy	

1. Policy Statement

Not Applicable

2. Purpose

The Town of Kirkland Lake (TKL) welcomes the opportunity to name physical facilities (buildings, rooms, parks, etc.) and other items to honour the distinguished contributions of individuals or organizations.

It also welcomes the opportunity to honour those whose generous benefactions enhance the Town's ability to further its mission and purpose.

This policy sets out the Town's guidelines for granting the honour of naming.

3. Scope

3.1 This policy applies to the naming of:

- Buildings or substantial parts of buildings (wings, rooms, etc.)
- Parks
- Roads
- Playing fields
- Beaches
- Trails or trail systems

Such other items as the Town may from time to time see fit to name in order to perpetuate the name of a distinguished person or benefactor.

3.2 This policy does not apply to the recognition of distinction or benefactions by placing of plaques or other memorials where such recognition does not carry with it the naming of something such as above. The Chief Administrative Officer

or designate is delegated the responsibility for approving all matters in connection with the design and location of plaques.

4. Definitions

Not Applicable

5. Policy & Procedures

1. *General Provisions*

- 1.1 In circumstances pertaining to the naming of Town assets, the public unveiling of naming rights or a gift announcement will typically occur once an initial payment toward an outstanding pledge has been received by the Town.
- 1.2 Notwithstanding any other provision in this policy, no naming will be approved or continued where identification with the recognized individual or organization would constitute a challenge to the reputation of the Town.
- 1.3 No name will be approved that will imply the Town's endorsement of a partisan political or ideological position. This does not preclude a naming after an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products or services.
- 1.4 A benefactor whose naming gift also provides for the creation of an endowment to support the future maintenance of a building or a part thereof or a facility or fund will be granted naming rights in perpetuity subject to section 3.5. When a naming gift is not sufficient for the creation of such an endowment, or if a benefactor does not wish to create an endowment, naming rights will be typically granted for a negotiated period of time.
- 1.5 Where a building or part thereof or a facility has been named, the Town will continue to use the name so long as the building, part or facility remains in use and serves its original function. When the use is changed such that it must be demolished, substantially renovated or rebuilt, the Town may retain use of the name, name another comparable room or facility, or discontinue the use of the name. Where it is proposed that the use of the name not be maintained, the discontinuation will require the approval of Council. Once a decision to rename is taken, the person or entity for which the facility has been named, or their descendants, will be informed of the decision. If appropriate and feasible, suitable arrangements will be made to honour the name previously used.

- 1.6 The CAO or designate may recognize gifts from benefactors of physical objects which reside in buildings such as books, decorative windows, paintings, furniture and the like. Such recognition is usually marked by the mounting of plaques or nameplates or inclusion in published lists.
- 1.7 When an endowment has been established or donated to continue something that has been named, the Town will make its best effort to protect the capital of the endowment from erosion due to inflation or investment in order to perpetuate the thing that has been named and the use of the name.
- 1.8 Other factors to be considered when approving a name change shall include:
 - Tradition, history, previous agreements, existing commitments and building uses
 - Costs associated with the name change
 - Legal implications of the name change
 - Consideration of the recognition already accorded to the same individual(s).
- 1.9 Where a company/benefactor changes name or mergers occur, the cost of renaming, re-signing and any other related costs will be borne by those requesting the change.

2. Naming in Recognition of Distinctions

- 2.1 To avoid emotional decisions in the case of a naming proposal to honour a deceased individual, no naming decisions will be considered for at least one year following the death of the individual.

3. Naming in Recognition of Benefactions

- 3.1 For recognition by naming, it will be expected that the benefactor, and/or other contributors wishing to honour a benefactor, will provide all or a substantial part of the cost of the entity. "Substantial" is deemed to mean either a significant majority of the cost or a contribution which, while not being a significant majority, is regarded as central to the completion of the building, etc. Other specific criteria appear below.
- 3.2 Whenever possible, gift amounts required to secure the naming rights to physical Town assets such as buildings or significant parts of buildings,

special facilities and locations shall be set by the Treasury Office using a calculation formula that considers factors such as:

- Base space value of asset (cost per square metre)
- Location of asset
- Utility of asset

3.3 In the establishment of objectives for a fundraising campaign, Town Council or the campaign committee to which Council delegates authority, may establish in advance naming opportunities and the level of benefaction required for each, and may advise potential benefactors that the benefaction will be recognized by naming, subject to approvals and decisions being consistent with this policy.

3.4 In all such cases, individuals representing the Town of Kirkland Lake will make clear to potential benefactors that naming is subject to the following:

3.4.1 the proposal must be approved according to the Town's criteria, and

3.4.2 Where the benefaction does not meet the full cost of the building, etc., the naming is subject to completion of satisfactory funding arrangements, and the naming will take place only after that is achieved. If the Town is unable to proceed, the potential benefactors will be entitled to redirect their contributions.

3.5 Benefactors establishing endowments are asked to include provision giving the Town the authority to amend the use of the benefaction if the original use becomes inappropriate or impossible, providing that the Town undertakes to make its best efforts to ensure that the endowment is maintained as a separate entity and that the naming in recognition of the benefactor is maintained.

4. Procedures

4.1 All proposals for naming should be forwarded to the Chief Administrative Officer, who shall make a determination whether the proposed naming conforms to this policy. The proposal will then be forwarded to Town Council who shall make a determination whether the proposed naming is appropriate and of sufficient merit. If Council deems the proposal has sufficient merit, the naming will be approved as outlined below.

5. Approvals

- 5.1 Town Council approval will be required for the naming of individual rooms and similar interior spaces, buildings, substantial part of buildings, or parks.
- 5.2 Prior to the consideration naming proposals, notice will be sent on a confidential basis, by the Chief Administrative Officer to all Council members to enable any member to comment. Names approved by Council will be reported to the Chief Administrative Officer for information.
- 5.3 The authority to name does not extend to the decision to erect a building, or otherwise proceed with the thing which is to be named.

6. Summary

Not Applicable