Corporate Policy

Communication

Naming of Corporate Assets

Approved by Council on: November 5, 2001

Report Number: PR-49-1

Effective: November 5, 2001

Reviewed on: August 2019

Amended:

Next Review: November 2019

Note:

To encompass the naming of any corporate asset including parks, open spaces, facilities, streets and other municipal buildings or properties.

Policy Statement:

The naming of a particular corporate asset is important for public awareness, promotion and facilitating emergency access. Therefore, naming will be consistent with the City of Burlington's Vision and Mission and will not contravene any policy of the City nor reflect negatively on the City's public image.

Council approval is required for all naming/renaming of City of Burlington corporate assets.

There are several instances when the naming of a corporate asset may be considered:

- When honouring individuals or groups
- Providing recognition of donations, sponsorships and joint ventures
- Recognizing International, National or Provincial events/ competitions/ participants

- Opening of new corporate assets or re-opening of corporate assets following refurbishment
- When circumstances dictate the renaming of an existing asset.

Council may acknowledge the activities and significant contributions made by organizations and individuals to the City of Burlington or to society as a whole, through the use of various naming recognition options.

Only those assets designated by Council now or in the future are eligible for naming. Council shall retain the right to not name specific corporate assets (e.g. creek blocks or storm water management ponds).

The selection of a name will be based on a number of criteria including but not limited to the following:

- a longstanding local area identification with the residents
- understandable to the majority of citizens of Burlington
- consistent with any other applicable policies, and naming guidelines including the City's Conflict of Interest Policy
- assists with emergency response situations by being consistent with street names and geographical locations and meeting the requirements of the Fire Department and Halton Regional Police
- consistency with fundraising plans and gift/sponsorship levels.

Preference will be given to names that:

- give a sense of place, continuity, and belonging reflecting the geographic location, community, neighbourhood or street where the corporate asset is located and/or;
- recognize the historical significance of the area and/or;
- reflect unique characteristics of the site and/or;
- reflect the type of service offered and/or;
- are in keeping with a selected theme and/or;
- honour individuals, living or deceased, who have made a significant contribution to the community.

Names will not be chosen that:

- cause confusion due to duplication or names sounding similar to existing locations within Burlington or vicinity
- are names of tobacco companies
- lend themselves to inappropriate short forms or modifications
- are discriminatory or derogatory considering race, gender, creed, political affiliation, or other similar factors
- recognize the birth, marriage or anniversary of specific individuals.

Naming after a person or group

Names for consideration will include those of persons, organizations, corporations, foundations or their families who have made a significant contribution to the City by:

- enhancing the quality of life and well-being of the City.
- contributing to the historical or cultural preservation of the City.
- contributing toward the environmental preservation, conservation or enhancement of the City.
- contributing toward the acquisition, development or conveyance of land or building.
- recognizing the direct relationship or association that exists between the place or former place of residence of the person or group and the asset to be named.
- recognizing donors, individuals designated by donors, or individuals who have made exemplary or meritorious contributions to the City.

Naming in honour of elected or appointed public officials, City administrative officials or staff shall occur only after their City employment or public service has concluded.

Where the name of an individual is recommended, consent shall be obtained from the individual or their next of kin prior to Council consideration.

Street naming

The naming of new city streets shall be agreed upon between the City and the developer of the subdivision. The final decision shall rest with the City.

Duration of naming/renaming

Donations/sponsorship naming initiatives will have a specific sunset clause associated with the length of time that the name will be used. Naming agreements may be renewed if an appropriate donation or sponsorship is received.

Renaming corporate assets

Existing names will not be changed without consideration of the historical significance of the existing names, the impact on the individual or organization previously named, the cost and impact of changing existing signage, rebuilding community recognition and updating records (i.e.: data bases, letterhead, promotional materials, etc.).

Each application for renaming will be examined on a case-by-case basis.

Communications

A communication strategy should be part of any naming/renaming of corporate assets. This strategy may vary depending on a number of factors including but not limited to the type of facility, extent of public use, and location. An enhanced communication strategy may be required if the asset is to be renamed and or is of significant community interest.

Scope:

This policy applies to all City of Burlington corporate assets.

Definitions:

For the purpose of this policy, unless otherwise stated, the following definitions shall apply:

Term	Definition
City	The Corporation of the City of Burlington. The term City encompasses Citizen Committees associated with the City of Burlington and City owned corporate assets operated by community groups.

Term	Definition
Corporate Assets	City-owned buildings, rooms within those buildings, parks and elements of parks including walkways, bicycle paths, fountains, squares, gardens, landscape features, bridges, etc.
Donations	A gift or contribution of cash, goods or services given voluntarily toward an event, project, program or corporate asset as a philanthropic act, for which a Charitable Tax Credit can be issued. Contribution of skills or time through volunteer service do not qualify as donations, as they cannot be deemed property as per The Canadian Income Tax Act.
Memorials	Donations commemorating a person who is deceased or an event.
Naming	The bestowal of a name upon a new, existing or renewed corporate asset for an agreed upon term.
Recognition	The acknowledgement and expression of thanks issued for a donation, or a sponsorship, the previously agreed upon terms of publicity and/or promotion that suitably reflects the impact of the donation/sponsorship.
Renaming	The bestowal of a new name upon a previously named corporate asset for an agreed upon term.
Sponsorships	A contribution of cash, goods or services toward an event, project, program or corporate asset, in return for commercial benefit (e.g. logo placement or presenting sponsorship). The funds typically emanate from the sponsor's marketing, advertising or communication budgets. The intent of a sponsorship is to enhance the image and marketing opportunities of the sponsor in its target market and/or the community. Sponsorships are a reciprocal arrangement benefiting both parties. Usually the cost to the sponsor is categorized as a business expense for which a Business Tax Receipt can be issued.

Principles:

A strategic approach will be undertaken in naming corporate assets, keeping in mind coordinated and collaborative approaches as well as realistic timelines.

Evaluation of each naming opportunity, including recognition and value, is critical to the City's success in maintaining and building relationships.
An open and inclusive approach will be taken in conveying naming opportunities.

This approach will ensure that taxpayers are aware of opportunities for their involvement, and are informed about the expected timing of public announcements regarding naming as a result of donations and/or sponsorships.

The City of Burlington believes that existing names recognized within the community should be retained wherever possible.

References:

Donations and Sponsorship Policy

Roles:

Accountable:

The Senior Manager of Government Relations and Strategic Communications is answerable for the timely review, updating and dissemination of the policy in the functional area.

Responsible:

The final decision for naming of corporate assets will rest with City Council, including naming opportunities as a result of donations and sponsorship.