

Corporate Policy

Communication

Naming of Corporate Assets

Approved by Council on: XX

Report Number: CC-02-21

Effective: XX

Reviewed on:

Amended:

Next Review:

Note:

To encompass the naming of any corporate asset including parks, trails, open spaces, facilities, streets and other municipal buildings or properties, including assets managed by the City's boards and agencies and joint venture associations.

Policy Statement:

The naming of corporate assets shall reflect a broad sense of social and community values, celebrate diversity and inclusivity, recognize historical figures and the diverse voices that have contributed positively to our community, province and country and the city's history and heritage. Naming will be consistent with the City of Burlington's vision as outlined through the City's Vision to Focus document 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.

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.

Corporate Policy

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).

Where applicable and required by provincial or federal governments, Indigenous community's will be consulted on naming.

Considerations

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

- When honouring a person, persons, a family or groups;
- Educating residents about a historical figure or event;
- 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.

Criteria

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 residents;
- supports Council's diversity and inclusivity strategy, with a key aim to foster a sense of belonging;
- 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 meets the requirements of the Fire Department and Halton Regional Police;
- consistency with fundraising plans and gift/sponsorship levels.

Corporate Policy

Preference will be given to names that:

- gives a sense of place, continuity, and belonging reflecting the geographic location, community, neighbourhood or street where the corporate asset is located and/or;
- reflects those who have or are advancing anti-racism and equity;
- reflects cultural, ethnic, racial, and gender diversity by honouring historically under-represented groups such as women, Black and Indigenous communities, people of colour, LGBTQ2S and other communities;
- recognizes the historical significance of the area and/or;
- reflects unique characteristics of the site and/or;
- reflects the type of service offered and/or;
- is in keeping with a selected theme and/or;
- honours a person, persons, a family or group, living or deceased, who have made a significant contribution to the community.

Names will not be chosen that:

- causes confusion due to duplication or names sounding similar to existing locations within Burlington or vicinity;
- are names of tobacco, alcohol and cannabis companies;
- lends themselves to inappropriate short forms or modifications;
- is discriminatory or derogatory as it relates to any protected grounds under the Ontario Human Rights Code;
- recognizes 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;
- advancing and/or promoting equality, diversity or inclusivity;
- overcoming adversity, bias or limited abilities in the achievement that makes them worthy of naming consideration;

Corporate Policy

- 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 (see Sponsorship and Donations Policy).

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 Community Planning department, as part of its Development Application Processing Manual, maintains a list of pre-approved street names. 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. See Sponsorship and Donations Policy for full requirements of any donations or sponsorships.

Renaming corporate assets

Existing names will not be changed without consideration of:

- the historical significance of the existing names,
- the impact on the person, persons, family or group or organization previously named,

Corporate Policy

- the cost and impact of changing existing signage, rebuilding community recognition and updating records (i.e. data bases, letterhead, promotional materials, etc.).

Council retains the ability to rename a corporate asset based on new information that may not have been known at the time of naming, a present day re-examination of the individual's character or other reasons deemed appropriate by Council.

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

Naming process Options:

- City staff may initiate discussion of a naming opportunity via a report to committee and Council. An engagement process will form part of the report to committee and Council for consideration.
- If a resident(s) or an organization wishes to have the City consider a name, they are to contact their local ward Councillor for initial discussions.
- A member of council may bring a motion forward to committee and Council for consideration.

If there are any sponsorship or donations aspects to any of the above, the Sponsorship and Donation Policy should be followed.

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.

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:

Corporate Policy

Term	Definition
City	The Corporation of the City of Burlington. The term City encompasses resident Committees associated with the City of Burlington and City owned corporate assets operated by community groups.
Corporate Assets	City-owned buildings, rooms within those buildings, trails, parks and elements of parks including walkways, bicycle paths, fountains, squares, gardens, landscape features, bridges, etc. Also includes assets managed by the City's boards and agencies and joint venture associations.
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

Corporate Policy

Term	Definition
	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 reflecting Burlington's diversity, is critical to the City's success in maintaining and building relationships.

An open, inclusive and diverse approach will be taken in conveying naming opportunities. This approach will ensure that residents are aware of opportunities for their involvement and are informed about the expected timing of public announcements regarding naming.

The City of Burlington believes that existing names recognized within the community should be retained wherever possible, however, Council maintains the ability to rename those assets if deemed necessary or appropriate.

References:

Donations and Sponsorship Policy
Development Application Process Manual (Community Planning department)

Roles:

Accountable:

The Director of Corporate Communications & Engagement is answerable for the timely review, updating and dissemination of the policy in the functional area.

Responsible:

Corporate Policy

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

DRAFT