



100 John West Way
Aurora, Ontario
L4G 6J1
(905) 727-3123
aurora.ca

Town of Aurora
Committee of the Whole
No. CMS24-031

Subject: Naming Rights Policy

Prepared by: John Firman, Manager, Business Support

Department: Community Services

Date: September 3, 2024

Recommendation

1. That Report No. CMS24-031 be received; and
2. That the Naming Rights Policy be approved.

Executive Summary

The Naming Rights Policy establishes the processes and criteria for naming, renaming or dedicating municipal assets and facilities such as parks and recreation centres.

- The existing Facility Naming Rights Policy was last reviewed in 2006.
- Street Naming is not included in this Policy and will be addressed separately.
- The new Naming Rights Policy combines two earlier policies and provides more detail related to the naming or renaming of Town of Aurora parks and facilities.

Background

The existing Facility Naming Rights Policy was last reviewed in 2006.

Further to the Notice of Motion approved at the Council meeting on November 30, 2021, the current Facility Naming Rights Policy was last reviewed in 2006 and the current Public Facilities Renaming Policy was last reviewed in 2002. Both policies are therefore due for review.

Analysis

Street Naming is not included in this Policy and will be addressed separately.

Street Naming under Planning and Development Services is delegated to the Director of Planning and Development Services as the approval authority. Recently, Council directed Staff to look at the street naming policy in more detail to ensure it captures all the veterans and review the names again to ensure they are all proper and in accordance with the Town's values and review the implementation process.

Due to the specifics of this policy, this directive is best to report back separately than as part of the corporate policy report. A revised Street Naming Policy is being presented as a separate report.

The new Naming Rights Policy combines two earlier policies and provides more detail related to the naming or renaming of Town of Aurora parks and facilities.

The existing Facility Naming Rights Policy and Public Facilities Renaming Policy have been combined into one policy. The new policy expands upon what was previously included in the existing policies, and includes the following sections;

- purpose and scope;
- naming principles;
- prioritization;
- criteria;
- processes; and
- responsibilities.

While there are no significant changes to the policy, the additional detail is intended to help clarify roles and responsibilities and other aspects related to policy implementation, including:

- What is included in this policy for naming.
 - Complete facilities such as the Stronach Aurora Recreation Complex, or an entire park.
- What is not included in this policy for naming.
 - Individual amenities within facilities or parks, such as pools, arenas, sports fields, etc.
- Process to be followed depending on who initiates the request for naming/renaming (Council, staff, or a third party.)

- Specific principles and criteria to be considered when considering a name.
 - Historical significance.
 - Location.
 - Names may honour the significant contributions to society.
 - Etc.

Advisory Committee Review

None

Legal Considerations

The proposed policy has been reviewed by the Corporate Management Team and the Executive Leadership Team in accordance with the Town's policy program.

Financial Implications

There are no financial implications as a result of this report.

Communications Considerations

There are no communications considerations resulting from this report.

Climate Change Considerations

The recommendations from this report do not impact greenhouse gas emissions or impact climate change adaptation.

Link to Strategic Plan

Ensuring the availability of parks and recreation facilities supports the Strategic Plan goal of *Supporting an exceptional quality of life for all* in its accomplishment in satisfying requirements in the following key objective within this goal statement: *Encouraging an active and healthy lifestyle*.

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

That Council approve the Naming Rights Policy, replacing the former Facility Naming Rights Policy (2006) and the Public Facilities Renaming Policy (2002).

Attachments

1. Naming Rights Policy

Previous Reports

None

Pre-submission Review

Agenda Management Team review on August 14, 2024

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer