

**DATE:** December 5, 2019

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Rob van Adrichem, Director of External Relations

**SUBJECT:** City of Prince George Naming Policies

**ATTACHMENT(S):** Draft Policy: Naming Rights  
Draft Policy: Commemorative Naming

## RECOMMENDATION(S):

That Council:

1. APPROVES the City of Prince George Naming Rights Policy attached to the report dated December 5, 2019 from Rob van Adrichem, Director of External Relations, titled "City of Prince George Naming Policies."
2. APPROVES the City of Prince George Commemorative Naming Policy attached to the report dated December 5, 2019 from Rob van Adrichem, Director of External Relations, titled "City of Prince George Naming Policies."

## PURPOSE:

The City of Prince George has had a practice of naming civic facilities and parks both in exchange for financial consideration as well as in honour of individuals, communities, and organizations. To date, however, these arrangements have not been informed by City policy.

## STRATEGIC PRIORITIES:

As identified in the 2018 Annual Report, Council aims to:

- Collaborate with local organizations and partners to enhance quality of life, cultural vitality, local heritage, and inter-cultural understanding
- Celebrate community successes in order to foster community pride
- Prioritize infrastructure re-investment and renewal to ensure the delivery of critical recreation, emergency, transportation, and utility services
- Maintain fiscal sustainability and balance service levels with affordability of City services, facilities, and operations

**DISCUSSION:**

Administration has developed two policies – one on commemorative naming and the other on naming rights – that define the opportunity, clarify the principles associated with naming, and confirm the authority of Council to approve, and potentially remove, naming arrangements.

These naming policies are intended to provide guidance to the City in regards to how it will assess and determine naming arrangements in ways that are consistent and recognize the public interest. The development of these policies was informed by the Government of BC's guidelines and the policies and experiences of other municipalities such as Calgary, Vancouver, and Fort St. John.

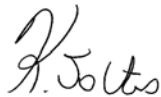
**SUMMARY AND CONCLUSION:**

The policies on Naming Rights and Commemorative Naming provide a framework for decision-making and the consistent application of naming to civic facilities. They would provide important guidance in any conversations about the potential naming of civic facilities, either in honour of a naming entity, and/or in exchange for financial considerations.

**RESPECTFULLY SUBMITTED:**

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Rob van Adrichem, Director of External Relations

**APPROVED:**

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Kathleen Soltis, City Manager  
Meeting date: December 16, 2019