

MUNICIPAL ASSET NAMING PROGRAM

PURPOSE:

The purpose of the Municipal Asset Naming Program ("Program") is to outline a procedure for the formal naming and renaming of municipal assets.

SCOPE:

Key terms guiding the Program are defined in this section.

"Municipal Assets": This Program applies to the naming and renaming of the following municipal assets: Parkland; Outdoor Competitive Playing Surfaces and Park Amenities; Other Outdoor Spaces; and Public Buildings.

1. **Parkland:** This relates to all parkland designations defined through existing Town of Newmarket processes and included in Town GIS mapping. Specific examples include 'town parks' (e.g. Fairy Lake Park); 'community parks' (e.g. Haskett Park); and parkettes (e.g. Best Family Parkette). Tracking of available Parkland will be done using the map found in Appendix A.

NOTE: Parkland to be named after individuals (living or deceased) who have contributed significantly to the quality of life in the Town of Newmarket. (Summary: no corporate naming).

2. **Outdoor Competitive Playing Surfaces and/or Park Amenities:** This category refers to all identified sport fields (e.g. soccer/football/lacrosse pitches, baseball/softball diamonds) and specific and distinct park amenities (e.g. pavilion in the new environmental park, skating feature at CUSP, amphitheatre at Fairy Lake Park, Rogers Wading Pool, etc).

Inventory and naming potential related to these features will be identified using a Parks, Open Spaces, and Trails manual produced through Information Technology in collaboration with Public Works Services and Recreation and Culture.

NOTE: Outdoor Competitive Playing Surfaces and/or Park Amenities to be named after individuals (living or deceased) who have contributed significantly to the quality of life in the Town of Newmarket OR in recognition of financial contribution to the Town of Newmarket in the way of naming rights or in recognition of other financial contributions from individuals, service clubs or corporations. (Summary: either after an individual(s) or service group or corporate naming).

3. **Other Outdoor Spaces:** This category includes trail systems, valleys, watercourses that are under the ownership and maintenance of the Town (e.g. lakes/ponds, storm – water management ponds, pedestrian ways and forests/woodlots). Tracking of available other outdoor spaces will be done using the map found in Appendix B.

NOTE: Other Outdoor Spaces to be named after individuals (living or deceased) who have contributed significantly to the quality of life in the Town of Newmarket. (Summary: no corporate naming).

4. **Public Facilities/Buildings:** This category includes all Town owned public facilities/buildings that serve a community recreation and culture function (e.g. Magna Centre, theatre, youth centre and skate park, senior centre, etc) and their respective building components (e.g. Newmarket Honda Rink, Tim Hortons Gymnasium and Track, etc).

NOTE: Public Facilities/ Buildings to be named after individuals (living or deceased) who have contributed significantly to the quality of life in the Town of Newmarket OR in recognition of financial contribution to the Town of Newmarket in the way of naming rights or in recognition of other financial contributions from individuals, service clubs or corporations (Summary: either after an individual(s) or service group or corporate naming).

“Name”: A name assigned to a Municipal Asset.

“Naming Committee”: The Naming Committee shall be comprised of the Senior Leadership Team (SLT) consisting of CAO and Town Commissioners. Support for the Committee (e.g. maintenance of the inventory of names, coordination of openings, etc) will be coordinated through the Director of Recreation and Culture. The Committee has the mandate to propose a Name for Municipal Assets, for the consideration of Council.

This Program does not apply to those Municipal Assets such as Streets and Boulevards (subject to a separate policy) and those facilities that are linked with special purpose organizations (e.g. library) and/or not associated with municipal community recreation and culture activities (e.g. fire halls, Municipal Offices).

PROCEDURE:

The following section sets out the procedures for the selection and approval of a Name.

1. Annually, the Recreation and Culture Department (in collaboration with Information Technology – GIS) will prepare an inventory map showing the location, timing and project specifications for all approved Municipal Assets.
2. Semi-annually (or as required), the Naming Committee will review all Municipal Assets from the Community Inventory Map.
3. Annually, the Naming Committee will bring forward for Council approval a list of assets for which names would be sought.
4. Annually, the Naming Committee will extend an invitation, by public notice, to all local businesses inviting corporate naming/sponsorship for those municipal assets which might attract corporate sponsorship.
5. Annually, the Naming Committee will extend a public call for submissions of names to add to the Municipal Asset Naming Database.
6. Any requests for naming received by Council will be referred to the Naming Committee.

7. Using the following criteria, the Naming Committee shall propose a Name for each selected Municipal Asset:
 - residents (living or deceased) who have contributed in a significant way through either sports, recreation, culture, volunteerism, community impact/involvement, or political involvement at the municipal through to federal levels;
 - original land owners and pioneers that made significant historical contributions;
 - individuals (living or deceased) who have received national or international recognition for contributions to Canadian society;
 - Individuals who, or corporations/service clubs which, provide significant financial contributions to the Town.
8. The Naming Committee shall verify the accuracy of the proposed Name for each Asset, using reference documents including family verification statements, other municipal / civic publications, the Elman Campbell Museum, and Newmarket Historic Society.
9. The Naming Committee shall prepare a staff report recommending Name(s) for Municipal Assets, and submit the Name to Council for consideration and approval.
10. After Council approval, the Naming Committee shall initiate the implementation of the approved Names on official documents, construction and permanent signage, and plan/implement the appropriate protocols (i.e. dedication ceremonies).

The Naming Committee shall rename an existing Municipal Asset after receiving direction from Council, by way of a staff directed recommendation or Council initiated motion, to undertake the Naming procedure outlined above.

The Town of Newmarket reserves the right to seek Naming sponsorship for Municipal Assets. The Naming Committee shall seek Council approval for the initiation of sponsorship activities (i.e. naming rights) related to a specific Municipal Asset. In addition, prior to contract execution, any municipal asset sponsorship shall be brought forward to Council for approval by the Naming Committee.

PROCESS:

Applicants shall complete the following forms:

- Request for Inclusion of Name in Municipal Asset Naming Database
- Family/Estate Declaration Consent
- Written History Form

ADMINISTRATION:

The Naming Committee shall manage the administration of this Policy.

ACCOUNTABILITY:

The Naming Committee is responsible for the management and administration of this Program. The Chairperson of the Naming Committee shall be the Commissioner of Community Services.

BUDGET:

Costs associated with this Program, such as documentation, signage and dedications, shall be funded from the applicable operating and/or capital budgets and presented as part of the annual budget process.

Form 1 MUNICIPAL ASSET NAMING PROGRAM

REQUEST FOR INCLUSION OF NAME IN DATABANK

Name of Sponsor(s): _____

Mailing Address:

Contact Person Phone: Daytime: _____

Evening: _____

e-mail address: _____

Name of Individual Proposed: _____

Date of Death (if Applicable): _____

Request for Specific Use - Please check appropriate box(es):

- ☐ Parkland
- ☐ Outdoor Competitive Playing Surfaces and/or Park Amenities
- ☐ Other Outdoor Spaces
- ☐ Public Buildings

I herewith declare that the information contained herein is true and correct to the best of my belief and knowledge.

Sponsor

Date

Form 2 MUNICIPAL ASSET NAMING PROGRAM

FAMILY/ESTATE CONSENT

I, _____ hereby declare that I am duly authorized by the
Family/Estate of _____ to grant consent to
_____ to submit the name of
_____ for inclusion in the Database of Names
maintained by the Town of Newmarket. It is my understanding that this Database is kept
for the purpose of selecting names of individuals for use in the naming of parks, sports
fields and recreation facilities in the Town of Newmarket. It is also understood that should
the above name be approved by Council for the Corporation of the Town of Newmarket for
inclusion in the Database no further permission beyond this consent must be sought from
the family/estate with respect to its selection for use by the Town of Newmarket

Authorized Family/Estate Agent: _____

Relationship to the Deceased Individual: _____

Agent's Address: _____

Telephone: _____

e-mail address: _____

Form 3 MUNICIPAL ASSET NAMING PROGRAM

WRITTEN HISTORY

Individual Name: _____

History:

[illegible]

(The Town also welcomes any additional information, photos, etc that will assist the Naming Committee to please be attached)