



County of Wetaskiwin No. 10 Municipal Policy

Department:

Policy No.

72.0 Parks and Recreation

72.0.6

Title Naming of Assets

1. Policy Statement:

- 1.1. County Council and Administration recognize the importance of honouring individuals, groups, or organizations that have made significant and lasting contributions to the community.
- 1.2. The naming of County-Owned Assets, as well as the provision of sponsorship opportunities and recognition programs, are meaningful ways to acknowledge such contributions and foster civic pride.
- 1.3. The intent of this Policy is to outline the criteria and procedures for the naming or renaming of County Assets in a consistent and respectful manner which includes, but is not limited to:
 - 1.3.1. Community halls
 - 1.3.2. Recreation Centres
 - 1.3.3. Parks and Playgrounds
 - 1.3.4. Municipal Buildings
 - 1.3.5. Sports Fields and Arenas
 - 1.3.6. Campgrounds
 - 1.3.7. Trails
 - 1.3.8. Bridges
 - 1.3.9. Benches
 - 1.3.10. Streets and Roads

2. Responsibilities Administration:

- 2.1. Shall receive and manage all naming proposals and provide administrative support to the Administration.
- 2.2. Shall coordinate the preparation of recommendations to County Council for consideration.
- 2.3. Shall evaluate proposals based on established criteria and provide recommendations to Council;
- 2.4. Shall ensure the proposed name aligns with the values and heritage of the County.

3. Responsibilities County Council:

- 3.1. Shall make the final decision on all naming requests brought forward by Administration.

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4. **Guidelines General:** The following guidelines outline the process, criteria, and timelines for recognizing individuals, groups, or organizations through Asset Naming, Sponsorship Opportunities, or Honorariums.
 - 4.1. All approved namings shall be recognized through appropriate signage and, where possible, a dedication ceremony.
 - 4.2. The County reserves the right to decline proposals that do not meet the intent or community standards of the Policy.
 - 4.3. All naming proposals must be submitted in writing to the Leisure & Community Services Department using the form designated for this purpose.
 - 4.4. The applicant shall be responsible for all costs associated with the purchase and installation of any approved naming signage, plaques, or commemorative items.
5. **Guidelines Naming of Assets:** To establish a formal process for naming County-owned assets in recognition of individuals, organizations, or geographic features with significant impact on the community.
 - 5.1. Eligibility criteria includes demonstrating exceptional service or contribution to the county, a minimum of 10 years service or involvement (unless posthumous).
 - 5.2. Each application submission must include a completed application accompanied with the requested supporting documents.
 - 5.3. Approved asset namings shall remain in place for a minimum period of ten (10) years, unless the asset is decommissioned, redeveloped, or otherwise subject to significant changes. In such cases, the County will make reasonable efforts to preserve the spirit of the original recognition.
6. **Guidelines Sponsorship Opportunities:** To provide recognition for individuals, businesses, or organizations that contribute financially or in-kind to County-owned assets.
 - 6.1. Eligibility criteria may include, but are not limited to: Capital Contributions, in-kind services or materials or long term maintenance support.
 - 6.2. Each application submission must include a completed application accompanied with the requested supporting documents.
 - 6.3. Administration may submit an application on behalf of a sponsor.
 - 6.4. The County may call for an Expression of Interest on County Assets.
 - 6.5. Named sponsorships shall remain in place for a minimum term of five (5) years, unless otherwise specified in the sponsorship agreement. Extensions or early terminations are subject to Council approval and must align with the terms outlined in the original agreement.
7. **Guidelines Honorariums:** To provide symbolic recognition through plaques, benches, or certificates for individuals or groups who have demonstrated notable community service or achievement.

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7.1. Each application submission must include a completed application accompanied with the requested supporting documents.

7.2. Honorariums, such as plaques or benches, may remain in place for the duration of the item's functional life, subject to the County's maintenance standards and site planning considerations.

8. **Guidelines: Application Deadlines**

8.1. Applications accepted year-round.

8.2. Reviewed Quarterly (January, April, July, October)

9. **Process:**

9.1. Submission

9.2. Administrative Review

9.3. Public Consultation (if required)

9.4. Recommendation to Council

9.5. Council Decision

10. **Related Documents:**

10.1. Policy Directive – Naming of Assets Application

10.2. Policy Directive – Sponsorship Agreement

Previously Signed

Scott MacDougall, CAO

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Council Resolution