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| Title: Town Public Facilities Naming Policy | Date Approved: October 8, 2024 |
| Policy #: GG 04-2024 | Council Resolution #:243-24 |
| Department: General Government | Revision: |
| Rescinds: | |

Purpose

The purpose of this policy is to establish guidelines for the naming, renaming, or dedicating of public facilities within the Town of Carberry. This includes, but is not limited to: parks, buildings, community centers, streets, and other publicly-owned assets. The policy ensures a consistent and transparent process that reflects the town’s values, history, and identity.

Scope

This policy applies to all new and existing public facilities within the Town of Carberry. It includes requests for:

- Naming new public facilities
- Renaming existing public facilities
- Naming specific parts of facilities (e.g., rooms, wings, or other substructures)
- Commemorative naming in honor of individuals, organizations, or events

Criteria for Naming Public Facilities

1. Relevance to the Town:

The proposed name should reflect:

- The geographic location or a historically significant aspect of the site.
- The cultural, social, or historical significance of the town.
- The contributions of individuals, groups, or organizations to the community, the province, or the nation.

2. Public Interest:

The name should resonate with the community and be in the public’s interest. Names that promote inclusivity, reflect the town’s values, or foster civic pride are preferred.

3. Honoring Individuals:

Naming a facility in honor of an individual is permissible under the following conditions:

- The individual must have made a significant, lasting contribution to the community or the town.

- Posthumous naming will only be considered at least one year after the individual's death.
- Living individuals must demonstrate extraordinary achievements or contributions to the town.

4. Avoidance of Commercialism:

Public facilities should not be named after commercial entities, businesses, or products unless an agreement has been made as part of a philanthropic contribution or sponsorship that benefits the community. Such agreements should be reviewed by the Town Council or the applicable committee or board to ensure they align with public interest.

5. Distinctiveness and Clarity:

The name should be distinct and not easily confused with other locations, facilities, or structures within the town. Names that might cause confusion or duplication should be avoided.

Procedure for Naming or Renaming Facilities

1. Initiation of a Proposal:

- Proposals for naming or renaming public facilities may be initiated by town officials, residents, community organizations, or other stakeholders. A written request must be submitted to the Town Council or designated department for consideration.
- The proposal should include the proposed name, reasons for the naming, a description of how the name aligns with town values, and any relevant background information on the person, group, or event being honored.

2. Public Consultation:

- For new facilities or significant renaming, a public consultation process may be undertaken to gather community input. This could include public meetings, surveys, or comment periods.
- Public feedback will be considered but will not necessarily determine the final decision.

3. Review and Decision Process:

- The Town Council (or other designated body) will review the proposal and consider whether it meets the established criteria.
- Town Council will have the final authority to approve, modify, or reject the proposed name.
- In the case of a renaming, strong justification must be provided, particularly if the facility already holds a name with significant historical or community value.

4. Commemorative Naming:

- Facilities or parts of facilities (e.g., rooms, gardens, or wings) may be named to honor individuals, organizations, or significant historical events.
- Commemorative plaques or markers must adhere to the town's design standards and guidelines, and any financial contributions associated with the naming must be disclosed.

5. Sponsorship and Philanthropic Contributions:

- When a facility is named as part of a sponsorship or philanthropic contribution, the Town Council will review the proposal in light of the town's needs, values, and the nature of the contribution.
- A legally binding agreement outlining the terms of the naming rights, including the duration and conditions, must be in place.

Renaming Public Facilities

Renaming an existing facility is a sensitive process and should be considered only when:

- The current name no longer reflects the town's values or history.
- Significant changes to the facility's function, structure, or purpose warrant a new name.
- Public sentiment strongly supports renaming.
- A compelling community event or person emerges whose contributions deserve permanent recognition.

Exclusions

This policy does not apply to:

- Temporary or informal designations.
- Naming rights granted in connection with short-term events or programming that do not involve physical naming of a public facility.

Review and Amendments

The Town Council will review this policy every five years or as necessary to ensure its relevance and responsiveness to the town's evolving needs and values. Amendments may be proposed by stakeholders and must be approved by Town Council.

Adopted by Resolution of Council # 243-24 at Carberry, Manitoba, this 8th day of October, 2024.