
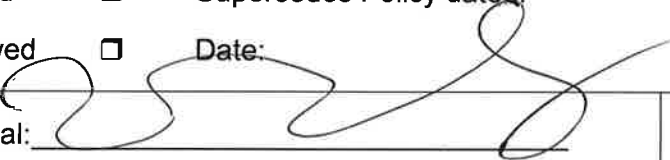


Town of Marathon Policy

Town of Marathon 	Policy: Municipal Naming/Renaming Policy	Section: Administration
	New <input checked="" type="checkbox"/> Effective: November 23, 2020 Revised <input type="checkbox"/> Supersedes Policy dated: Reviewed <input type="checkbox"/> Date:	
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Purpose:

The intent of this policy is to govern the naming/renaming of municipal facilities, parks, roads, properties, features and other amenities after significant geographical or historical foundations.

To continue the traditional practice of recognizing on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the Town of Marathon.

To provide direction on how to apply for approval to name, rename or dedicate municipal facilities, parks, roads, properties, features and other amenities.

Names given to municipal facilities, parks, properties, roads and other amenities in the Town of Marathon will cease through the expiration of the life cycle of the above-mentioned entity, unless a renaming initiative is commenced and approved in accordance with the requirements of this policy. In such cases, the renaming, when approved, will cease at the expiration of the life cycle of the entity.

Scope:

The application of this policy includes four main types of naming situations:

1. The opening of a new municipal facility, park, property, road or feature.
2. The re-opening of a municipal facility, park, property, road or feature following renovation or refurbishment.
3. The renaming of an existing facility, park, property, road or feature to recognize significant contributions that organizations or individuals have made to the public and well-being of the Town of Marathon.
4. Providing recognition of gifts generously given or donated to the Town.



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This policy is not intended to address naming situations related to sponsorships or naming rights sold, usually for a specific term, as part of a naming partnership involving agreements, normally comprised of a variety of benefits and opportunities for both the sponsor and the municipality.

This policy does not apply to any property or facility belonging to associated boards of the municipality.

Policy:

The following Terms of Reference are provided for greater clarity;

FACILITY FEATURES include all substantial components of a building including such amenities as meeting rooms, auditoriums, gymnasiums, seminar rooms, activity rooms, lounges, lobby areas, concessions and other like areas.

MUNICIPAL FACILITIES AND PROPERTIES means all buildings, structures, and property owned by the Town of Marathon including but not limited to dedicated parkland, open spaces, public buildings, park features, roads and building features.

OPEN SPACES include but are not limited to trails, pathway systems, utility features such as storm-water management ponds, and other like structures under the jurisdiction of the Town of Marathon.

PARKLAND means all parkland designations including but not limited to town-wide parks, community parks, neighboring parks, etc. Owned by and/or under the jurisdiction of the Town of Marathon.

PARK FEATURES mean all substantial structures or recreational aspects of a park which includes but is not limited to such amenities as sports fields, ball diamonds, skate park, tennis court, gardens, playgrounds, washrooms, statues, park benches, etc.

PUBLIC FACILITIES include but are not limited to all Town-owned buildings such as recreation centers, senior centers, community centers, aquatic centers, administrative buildings, fire halls, operation and maintenance centers/yards, under the jurisdiction of the Town of Marathon.



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SIGNIFICANT FINANCIAL GIFTS means a minimum monetary donations/bequest of 35% of the total capital cost or the appraised value, whichever is greater, of the amenity being considered for naming.

SUBMISSION PROCESS

All applications shall submit a written request for the naming or renaming of municipal facilities and property to CAO/Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. Specifically, the written request shall provide the following information:

- 1) Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the Town of Marathon.
- 2) Documentation including letters from organizations and individuals providing substantial support for the request.
- 3) Documentation from the next of kin or legal representative supporting and/or authorizing the naming request.
- 4) If the naming request is as a result of a significant financial gift, a statement of intent, outlining the details of and any conditions applicable to the financial contributions shall be submitted.
- 5) Where a private individual or organization is seeking the renaming of a municipal property or facility, they are required to submit a public support petition.

SELECTION PROCESS

The CAO/Clerk will forward the application to the appropriate Manager of the department responsible for the amenity requested to be named or renamed. Each application for naming/renaming shall undergo a process wherein staff will review the application for conformity to this policy and will comment on the suitability of the application. A Criminal Record Check/Vulnerable Sector Check must be completed satisfactory to Town Council. Following the completion of the application review process, the Manager and CAO/Clerk shall submit a report with the appropriate recommendation to Town Council for consideration. The report shall include a recommendation, rationale for the recommendation, confirmation of the individual/organization's endorsement and a description of the community process undertaken; if any and any associated financial implications.

All names selected for municipal facilities, property, features and amenities **MUST** be approved by Town Council to be officially recognized.



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NAMING CRITERIA AND GUIDELINES

All proposed names for any municipal facilities, property, features and other amenities shall conform to the majority of the following guidelines;

- a) Names should give a sense of place, continuity, belonging and celebrate distinguishing characteristics and uniqueness of Marathon.
- b) Names should maintain a long-standing local area identification with residents of Marathon.
- c) Names should be consistent with any other applicable Town of Marathon policies and standards.
- d) Names which reflect and/or imply a reference to any of the following WILL NOT be eligible; names of living individuals unless by exception approved by Council or as a result of a significant financial contribution made by a donor; political affiliation; derogatory or offensive term of references; discrimination against race, gender, ethnicity, or creed; duplication; tobacco or alcohol products; names considered inappropriate for a civic amenity or inconsistent with Corporate Strategic Directions and/or Vision of the Town.

In addition to the previously mentioned restrictions and guidelines, the Town of Marathon has three accepted categories for the selection of names for municipal facilities, properties, features and amenities. The three accepted categories do not apply to naming requests acknowledging significant financial gifts.

The three accepted categories are geographic, historic and prominent individuals and/or organizations.

GEOGRAPHIC - Names having geographic affiliation, which may include but are not limited to the following references;

- A neighborhood, community, or subdivision
- An adjacent street
- A noteworthy physical, environmental or scenic quality
- A unique site characteristic or scenic quality
- Proximity to a recognized facility or area
- Topographical or ecological characteristics



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HISTORIC - Names having historical affiliation, which may include but are not limited to the following reference;

- A local or national historical event
- Heritage events

PROMINENT INDIVIDUALS AND/OR ORGANIZATIONS - Names affiliated with individuals and/or organizations, the following criteria will be used to weigh the suitability of the name being proposed;

- a) Individuals or families having a historical connection to the site (such as a previous landowner).
- b) Individuals and/or organizations having a significant contribution to the community/township in one or more of the following areas;
 - Service as an elected representative to the municipal, provincial or federal government for at least two terms.
 - Service as a member of a public board, committee or commission.
 - Service in a voluntary capacity in community organizations such as service clubs, cultural groups, unions, ethnic organizations, community associations, professional organizations, etc.
 - Service in a voluntary or philanthropic capacity or having made a significant contribution in the areas of agriculture, arts and culture, co-operatives, education, business or industry, journalism, medicine, politics, region, science, public service, recreation or sports on a local, provincial, national or international scale.

In those cases where names are affiliated with individuals and/or organizations, the following criteria must be met;

- a) The contributions of the individual and/or organization must be well documented and broadly acknowledged within the community.
- b) To the extent where possible, a direct relationship should exist between the individual and/or organization and the amenity being considered for naming/renaming.
- c) The reputation of the individual/organization must be honorable, as the term implies, to be considered for naming/renaming.
- d) Where an amenity is to be named/renamed after someone who is deceased, permission and agreement must be obtained from the next of kin or legal representative involved prior to consideration and review by the Town.



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- **Where the names of deceased individuals are being considered, a three-year waiting period after the death of the individual must be observed before considering the name for commemoration in naming such amenity. The rationale for this is to ensure that amenities are not precipitously named/renamed in the initial emotional outpourings after the death of a public figure or prominent individual.**

DONOR RECOGNITION - SIGNIFICANT FINANCIAL GIFTS

The Town of Marathon will consider naming a public amenity as a means of providing recognition for significant financial gifts to the Town of Marathon, in accordance with this and other applicable Town policies. The guidelines under the NAMING CRITERIA AND GUIDELINES section will apply.

The term “SIGNIFICANT FINANCIAL GIFT” implies a minimum monetary donation of 35% of the total real or capital cost or appraised value, whichever is greater, of the amenity being considered for naming/renaming. The means of living individuals may be used in recognition of significant financial gifts. The Town of Marathon reserves the right to immediately withdraw a name from an amenity should that name come into disrepute in the Town or in the general community.

RENAMING OF EXISTING MUNICIPAL AMENITIES

Recognizing that established names contribute significantly to community identity and pride, proposals to rename existing municipal amenities must be predicated by exceptional circumstances. Accordingly, existing names will not be changed without considering the historic significance of the existing name; the impact on the individual and/or organization associated with the existing name or; the cost and impact of changing the existing signage, rebuilding community recognition and updating records (data bases, letterhead, promotional materials, etc.). All renaming requests must be submitted in the same format as listed in section SUBMISSION PROCESS.

Where a name/renaming change is recommended, a communication strategy will be initiated by advertising the proposed change in the Town’s website for a period of 30 days during which time, public comments will be received and considered.

Additionally, the costs associated with the naming/renaming initiative will be the responsibility of the Town when the naming/renaming has been initiated by the Town and will be the responsibility of the individual and/or organization when the naming/renaming has been initiated by the individual and/or organization.



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PUBLIC SUPPORT PETITION

All individuals and/or organizations seeking the naming/renaming of any municipal amenity will be required to submit a petition of community support for the initiative.

Where a naming/renaming initiative is initiated by the Town of Marathon or is acknowledging a significant financial gift, a public support petition is not required.

The petition must be in a format acceptable to the Town of Marathon and must include the name, address, telephone number and the signature of supporters. The petition must be signed by two-thirds of the owners of the property immediately surrounding the proposed site. Where there is joint ownership, only one signature per property is permissible.

For the purpose of clarity "property immediately surrounds the proposed site" is for municipal amenities, a minimum of two-thirds of the owners of property or affiliated organizations support the name/rename change within two kilometers of the subject amenity.



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