

## **NAMING RIGHTS POLICY**

### **I. Purpose**

The purpose of this policy ("Policy") is to establish a set of standard procedures and guidelines for the naming of Town facilities, buildings, parks, streets, and recreational areas owned and/or operated by the Town of Canton.

### **II. Effective Date**

The policy shall take effect on September 1, 2023 and shall remain in effect until revised or rescinded.

### **III. Naming Rights**

"Naming Rights" is the naming of a Town facility, building or portion thereof in recognition of a significant contribution to the Town. The recognized contribution can be in the form of financial or other gift or meritorious service. Naming Rights may be granted at the sole discretion of the Board of Selectmen after a finding that the naming rights are consistent with this policy and in the best interests of the Town.

One of the following three criteria shall be fulfilled for the granting of Naming Rights to be considered:

- a) Recognition of historical significance and/or outstanding service to the Town, State of Connecticut or the United States of America while serving in a community service, public office, historic significance, or administrative capacity or other form of outstanding service to the community as determined by the Board of Selectmen;
- b) Recognition of the career or professional achievements of distinguished alumni of the Canton Public Schools or for distinguished service in the United States Military;
- c) Recognition of a generous financial or other contribution from a donor (in the form of a donation, bequest, sponsorship etc.), such contribution being voluntary and not rendered in consideration of the granting of naming rights.

### **C. Board of Education Facilities**

Proposals for the naming of Town property occupied and/or used by the Board of Education shall be referred to the Board of Education. The Board of Education shall have the authority to establish its own policy with respect to the naming of Town property occupied and/or used by the Board of Education, provided that the Board of Education policy includes a public hearing requirement prior to any final decision with respect to the naming of such property.

### **D. Procedure**

Proposals for the naming of a Town facility shall be directed to the Chief Administrative Officer on the prescribed form. The Chief Administrative Officer shall seek comments from Town staff, including those that oversee the facility to be named. After the application is reviewed for completeness the Chief Administrative Officer shall send the proposal to the Board of Selectmen. The Board of Selectmen can reject the application, or the Board can request additional proposals from the public. The Board must allow for additional proposals for any newly constructed facility. If the Board receives additional proposals, the Board may, at the discretion of the Board, appoint a Temporary Subcommittee to review the applications and make a recommendation to the full Board of Selectmen. If additional applications are sought, the Board cannot make a final decision until the public has had at least 30 days to submit applications. The Board of Selectmen shall hold a public hearing prior to taking final action on naming a public facility. The Town may negotiate an Agreement memorializing terms and conditions of granting naming rights.

## **IV. Granting Naming Rights**

In granting naming Rights, due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of public buildings and spaces play in contributing to the Town's sense of identity.

The granting of Naming Rights shall always be consistent with the Town's vision and mission as defined by the Board of Selectmen. The long-term effects of the Naming Rights shall be considered in all decisions. The Town agency affected by the naming right to be granted may be consulted before any decision is made.

### **A. Facilities for Which Naming Rights May Be Awarded**

The term "facilities" as used in the Policy shall apply to the following:

- Town Owned Buildings — provided that the interior features of a Town owned building may be named separately from the main building subject to the criteria and procedures set forth in this policy
- Auditoriums/Theaters
- Gymnasiums
- Libraries
- Gardens/Walks
- Streets
- Athletic Fields/Facilities
- Recreational Facilities
- Concessions/Locker Rooms
- Paths or trails
- Boat Launches

For the purposes of this policy, the term "facilities" shall not apply to such minor items as benches, trees, refuse cans, flagpoles, water fountains or similar items.

#### **D. Early Termination of Naming Rights**

In the event that this policy or any specific contract entered into in accordance with this policy is breached, the parties may terminate a Naming Rights agreement in advance of the scheduled date. A Naming Rights agreement may also be terminated under the following conditions:

a) Termination by the Town

The Town reserves the right, at its sole discretion, to terminate Naming Rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the Town being brought into disrepute.