



REPORT

To: Chair and Directors

Report Number: CS-BRD-024

From: Trish Morgan, General Manager of Community Services

Date: October 6, 2020

Subject: Sponsorship & Naming Rights Policy

RECOMMENDATION: [Corporate Unweighted]

That the Regional Board authorize that a sponsorship and naming rights policy for PRRD assets be developed for its consideration.

BACKGROUND/RATIONALE:

At the September 22, 2020 Chetwynd Civic Properties Commission (CPC) Meeting, the following resolution passed:

MOVED, SECONDED, and CARRIED

That the Civic Properties Commission requests to the Peace River Regional Board that a Sponsorship and Naming Policy be developed for all Peace River Regional assets.

The CPC is working towards obtaining grants to develop a spray park on the Chetwynd Recreation Centre grounds. The project was budgeted for in the PRRD's Annual Financial Plan in 2020, subject to receiving 100% grant or sponsorship funding for the project. In doing so, the CPC was approached by a potential sponsor who has offered funding, subject to naming rights for five years.

Without a policy in place, there are no guidelines to follow and it makes it challenging for the Regional Board and Commissions to assess options related to sponsorships and naming rights. It is recommended that the policy be established to outline the requirements and process for consideration of sponsorships for all PRRD assets, whether managed directly by the PRRD or overseen by a Commission.

ALTERNATIVE OPTIONS:

1. That the Regional Board provide further direction.

STRATEGIC PLAN RELEVANCE:

- ☒ Organizational Effectiveness
 - ☒ Comprehensive Policy Review
- ☒ Partnerships
 - ☒ Collaboration with Local and First Nations governments

FINANCIAL CONSIDERATION(S):

A policy is expected to create a financial benefit to the PRRD and taxpayers over the long-term.

COMMUNICATIONS CONSIDERATION(S):

Once a policy has been established, it will be communicated to the community and potential sponsors of PRRD assets.

OTHER CONSIDERATION(S):

The PRRD and its partners are working towards a number of initiatives that could benefit from a sponsorship and naming rights policy, such as the:

1. Chetwynd Recreation Centre Spray Park;
2. North Peace Leisure Pool Replacement Project;
3. Kelly Lake Community Centre Renovation;
4. Charlie Lake Reclaimed Water Facility; and
5. upgrades to regional parks.