

Report

City of Merritt
Policy Committee Meeting
March 6, 2025

File Number: XXXX

To: Cynthia White, Chief Administrative Officer
From: Alix Legouffe, Community Services Manager
Date: February 27, 2025
Subject: Naming Rights Policy

RECOMMENDATION:

That the Policy Review Committee directs staff to bring forward the “Naming Rights Policy” for Council consideration.

Background:

The City has recognized the opportunity to secure financial support for civic and community facilities through the sale or allocation of Naming Rights. These agreements provide a means to generate funding for facility improvements, programs, and overall development, helping to ensure the City’s continued progress and success. In addition, the City has conducted research on best practices and approaches taken by other communities that have successfully implemented Naming Rights policies. By learning from these examples, the City can tailor its strategy to maximize financial benefits while assuring alignment with community values and maintaining a positive public image.

Options / discussion

1. The committee may return the proposed policy to staff with specific directions for changes or further development.
2. The committee may opt to recommend the proposed policy to council as presented.
3. The committee may receive this report for information.

Financial / Risk Implications:

The implementation of a Naming Rights policy for the City of Merritt's civic and community facilities offers significant financial benefit by creating a structured opportunity for sponsorship and naming rights. This policy:

1. Generates Revenue: by allowing business or organizations to acquire naming rights, the city can secure financial contributions that directly support civic facilities and programs.
2. Encourages Community Investment: This policy promotes investment in local facilities, leading to improved quality of services and infrastructure that benefits residents.
3. Promotes Positive Partnerships: Naming rights can also foster mutually beneficial relationships between the city and businesses, enhancing corporate-community engagement and support.
4. Financial Sustainability: As the city can leverage sponsorships for its facilities, the financial impact is long-term, reducing the need for additional taxes or external funding.

Strategic Plan Reference:**Others Consulted:**

CAO

Attachments:

Naming Rights Policy
Cost Matrix draft
Appendix of Examples

Respectfully submitted,

**Alix Legouffe
Community Services Manager**