



County of Wetaskiwin No. 10 Municipal Policy

Department:

Policy No.

72.1 Parks and Recreation

72.0.2

Title Naming of Assets

1. Policy Statement:

- 1.1. County Council and Administration recognize the importance of honouring individuals, groups, or organizations that have made significant and lasting contributions to the community.
- 1.2. The naming of County-Owned Assets, as well as the provision of sponsorship opportunities and recognition programs, are meaningful ways to acknowledge such contributions and foster civic pride.
- 1.3. The intent of this Policy is to outline the criteria and procedures for the naming or renaming of County Assets in a consistent and respectful manner which includes, but is not limited to:
 - 1.3.1. Community halls
 - 1.3.2. Recreation Centres
 - 1.3.3. Parks and Playgrounds
 - 1.3.4. Municipal Buildings
 - 1.3.5. Sports Fields and Arenas
 - 1.3.6. Campgrounds
 - 1.3.7. Trails
 - 1.3.8. Bridges
 - 1.3.9. Benches
 - 1.3.10. Streets and Roads

2. Responsibilities Administration:

- 2.1. Shall receive and manage all naming proposals and provide administrative support to the Administration.
- 2.2. Shall coordinate the preparation of recommendations to County Council for consideration.
- 2.3. Shall evaluate proposals based on established criteria and provide recommendations to Council;
- 2.4. Shall ensure the proposed name aligns with the values and heritage of the County.

3. Responsibilities County Council:

- 3.1. Shall make the final decision on all naming requests brought forward by Administration.

4. **Guidelines General:** The following guidelines outline the process, criteria, and timelines for recognizing individuals, groups, or organizations through Asset Naming, Sponsorship Opportunities, or Honorariums.

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- 4.1. All approved namings shall be recognized through appropriate signage and, where possible, a dedication ceremony.
- 4.2. The County reserves the right to decline proposals that do not meet the intent or community standards of the Policy.
- 4.3. All naming proposals must be submitted in writing to the Leisure & Community Services Department using the form designated for this purpose.
- 4.4. The applicant shall be responsible for all costs associated with the purchase and installation of any approved naming signage, plaques, or commemorative items.
5. **Guidelines Naming of Assets:** To establish a formal process for naming County-owned assets in recognition of individuals, organizations, or geographic features with significant impact on the community.
 - 5.1. Eligibility criteria includes demonstrating exceptional service or contribution to the county, a minimum of 10 years service or involvement (unless posthumous).
 - 5.2. Each application submission must include a completed application accompanied with the requested supporting documents.
 - 5.3. Approved asset namings shall remain in place for a minimum period of ten (10) years, unless the asset is decommissioned, redeveloped, or otherwise subject to significant changes. In such cases, the County will make reasonable efforts to preserve the spirit of the original recognition.
6. **Guidelines Sponsorship Opportunities:** To provide recognition for individuals, businesses, or organizations that contribute financially or in-kind to County-owned assets.
 - 6.1. Eligibility criteria may include, but are not limited to: Capital Contributions, in-kind services or materials or long term maintenance support.
 - 6.2. Each application submission must include a completed application accompanied with the requested supporting documents.
 - 6.3. Administration may submit an application on behalf of a sponsor.
 - 6.4. The County may call for an Expression of Interest on County Assets.
 - 6.5. Named sponsorships shall remain in place for a minimum term of five (5) years, unless otherwise specified in the sponsorship agreement. Extensions or early terminations are subject to Council approval and must align with the terms outlined in the original agreement.
7. **Guidelines Honorariums:** To provide symbolic recognition through plaques, benches, or certificates for individuals or groups who have demonstrated notable community service or achievement.
 - 7.1. Each application submission must include a completed application accompanied with the requested supporting documents.

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7.2. Honorariums, such as plaques or benches, may remain in place for the duration of the item's functional life, subject to the County's maintenance standards and site planning considerations.

8. **Guidelines: Application Deadlines**

8.1. Applications accepted year-round.

8.2. Reviewed Quarterly (January, April, July, October)

9. **Process:**

9.1. Submission

9.2. Administrative Review

9.3. Public Consultation (if required)

9.4. Recommendation to Council

9.5. Council Decision

10. **Related Documents:**

10.1. Policy Directive – Naming of Assets Application

10.2. Policy Directive – Sponsorship Agreement

Previously Signed

Scott MacDougall, CAO

CG20250610.022

Council Resolution



County of Wetaskiwin No. 10

Policy Directive

Title Sponsorship Application for County-Owned Assets

Applicant Information

Name:

Name of Organization (if Applicable):

Address:

City:

Province:

Postal Code:

Type of Sponsorship Request

- ☐ Financial Sponsorship
☐ In-Kind Contribution (Materials, Services, Labour)
☐ Long-Term Maintenance Support

Sponsorship Details

Name of Asset to Sponsor

Location of Asset

Nature and Value of Contribution:

(e.g., \$ amount, material type and quantity, hours of labour, equipment provided)

Background of Sponsor

Organization/Individual Background:

(Describe the sponsor's relationship to the community and/or County of Wetaskiwin)

Justification for Sponsorship

Please explain why you or your organization would like to sponsor this asset and how this contribution aligns with the values of the County of Wetaskiwin. Attach additional pages if necessary.

Supporting Documentation (Required)

- ☐ Company/Individual Profile or Background Information
☐ Description of Proposed Sponsorship Contribution
☐ Letters of Support or Endorsement (optional)
☐ Draft or Proposed Terms of Sponsorship (if applicable)

Declaration and Signature

I hereby declare that the information provided in this application is true and accurate to the best of my knowledge.



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Title Sponsorship Application for County-Owned Assets

Date:	Signature:
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FOR OFFICE USE ONLY
Date Received:
Reviewed by Community Services Department: <input type="checkbox"/> Complete <input type="checkbox"/> Incomplete (Returned to Applicant)
Administration Recommendation: <input type="checkbox"/> Approved <input type="checkbox"/> Declined <input type="checkbox"/> Deferred Notes: _____
Council Decision Date: _____ <input type="checkbox"/> Approved <input type="checkbox"/> Declined
Resolution

Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP) authorizes the County of Wetaskiwin No. 10 to collect personal information on this form for the purpose of administering funding applications for the 'Sponsorship Application for County-Owned Assets' and may be included on reports that are available to the public. If you wish to inquire about the collection, use, and disclosure of this personal information, or if you have questions about correcting your personal information, please contact the FOIP Coordinator by email: foip@county10.ca; by phone 780.352.3321 (ext. 2270) or toll free at 1.800.661.4125; in person at 243019A Highway 13; or by mail at PO Box 6960, Wetaskiwin AB, T9A 2G5.



County of Wetaskiwin No. 10 Policy Directive

Title Naming of Assets Application

Justification for Naming Request

Explain why you believe the nominee should be recognized through the name of a County Asset.

Supporting Documentation (Required)

- ☐ Detailed biography or background of the nominee
- ☐ Letters of support (minimum of two)
- ☐ Optional: News articles, awards, testimonials, or historical documentation

Declaration and Signature

I hereby declare that the information provided in this application is true and accurate to the best of my knowledge.

Date:

Signature:

FOR OFFICE USE ONLY

Date Received:

Reviewed by Community Services Department:

☐ Complete ☐ Incomplete (Returned to Applicant)

Administration Recommendation:

☐ Approved ☐ Declined ☐ Deferred

Notes: _____

Council Decision Date: _____

☐ Approved ☐ Declined

Resolution

Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP) authorizes the County of Wetaskiwin No. 10 to collect personal information on this form for the purpose of administering funding applications for the 'Naming of Assets' and may be included on reports that are available to the public. If you wish to inquire about the collection, use, and disclosure of this personal information, or if you have questions about correcting your personal information, please contact the FOIP Coordinator by email: foip@county10.ca; by phone 780.352.3321 (ext. 2270) or toll free at 1.800.661.4125; in person at 243019A Highway 13; or by mail at PO Box 6960, Wetaskiwin AB, T9A 2G5.