



CITY OF VANCOUVER

POLICY REPORT
INFORMATION

Report Date: July 4, 2005
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TO: Standing Committee on City Services and Budgets

FROM: Ad Hoc Interdepartmental Steering Committee comprised of the Director of Financial Planning, Director of Civic Theatres, Director of Social Planning, Director of Corporate Services, Park Board and Managing Director, Cultural Services

SUBJECT: Sponsorship and Naming Rights Study for City-owned Facilities

RECOMMENDATION

- A. THAT Council approve the development of comprehensive naming rights policies for city owned and occupied buildings and for city owned buildings leased to non-profit tenants with the policies to be developed under the guidance of the inter-departmental Steering Committee and direct staff to review and report back early in 2006 with a draft policy as well as proposed amendments to related City policies or bylaws;
- B. THAT Council indicate that it will not consider any proposals for the sponsorship or naming of City-owned buildings operated by the City or by a non-profit tenant until such time as Council adopts a new comprehensive sponsorship and naming-rights policy;
- C. THAT Council approve the formation of a Sponsorship and Naming Rights Advisory Committee comprised of community, corporate and city representatives to provide advice to the Steering Committee in the development of a policy;
- D. THAT Council approve the naming of rooms within City-owned or City-leased facilities subject to the terms and conditions outlined in this report and subject to approval by the City Manager; (excluding Park Board and Library Board)

- E. THAT Council approve an allocation of \$75,000 for the creation of a comprehensive sponsorship policy including the creation of one temporary full-time staff position subject to classification by the General Manager of Human Resources for a term of six months. The semi-annual cost (2005) of the position including benefits is \$45,100 plus a one time cost of \$5,000 for a computer and software, plus a further \$25,000 for studies and consultant support; source of funds to be the 2005 Social, Childcare and Cultural Capital Budget.

CITY MANAGER'S COMMENTS

The results of the stakeholder and public feedback outlined in this report supports the need for the City to move quickly, but carefully in considering both the opportunities and challenges associated with the naming of City-owned facilities. While there are potential financial benefits there are also a myriad of factors which are best considered through the development of a comprehensive policy and not on a case-by-case basis. Therefore the City Manager RECOMMENDS approval of A, B, C, D and E which would enable Council to move ahead with the naming of rooms within premises consistent with Library and Park Board policies under the conditions outlined in this report, and to direct staff to report back within 6 months with a comprehensive policy for the naming of City-owned premises.

COUNCIL POLICY

In 1995, the Vancouver Board of Parks and Recreation adopted Sponsorship Guidelines.

In 1996, City Council deferred entering into a major City sponsorship program, pending more experience with the sponsorship initiatives being directed by the Park Board and the Library Board. Staff were directed to report back on the Park Board and Library Board experiences, on the advisability of a City sponsorship program, and on recommended program guidelines. In the interim, Council decided that the City not actively seek sponsorship arrangements, but that any City initiated sponsorship opportunities be evaluated on an ad hoc basis and be reported individually to Council for decision.

In 1997, City Council approved the guiding principles of a City sponsorship program and approved the implementation of a sponsorship program for the acquisition of goods and services and revenue generation opportunities.

In 1998, Council approved corporate sponsorship for limited components of the street banner program.

In 2003, the Library Board adopted a policy with respect to sponsorship and naming rights and in 2004, approved related donor recognition guidelines.

The Sign-Bylaw restricts the use of Third-Party Advertising which means sign content which directs attention to products sold or services provided which are not the principal products sold or services provided on the premises at which the sign is located.

The City provides a lease of City-owned or controlled land and buildings to non-profit tenants at a nominal rent.

SUMMARY

The City owns and operates or leases an array of facilities which provide services in a variety of fields (arts and culture, community centres, child care services, etc.). Through this report, staff is seeking Council's direction on steps to clarify the City's intent with respect to the naming of civic facilities - whether operated by the City or by non-profit tenants.

A study, initiated by the City Manager, and led by an interdepartmental Steering Committee examined the issues and opportunities associated with naming rights. While the purpose of the study was to research, evaluate and consult with the community in order to determine these issues and opportunities, the information provided in this report and attached appendices provides information for Council in considering whether or not to pursue the development of policies and guidelines with respect to naming rights. The study reports on the City's policies, the policies of other city's, the risks and rewards associated with naming rights, one-on-one consultation with key stakeholders and an independent public opinion survey.

The information gathered was extensive and revealing in that it was apparent that this is a values discussion and any policy must be rooted in the community's collective values.

Overarching themes include:

- most of the other cities interviewed either have a policy or are interested in developing one;
- interviewees held passionate and diverse beliefs on the naming of buildings;
- almost all respondents felt that naming rooms within buildings was acceptable;
- people expressed concerns about naming existing facilities but found naming new facilities more acceptable; but
- all felt that whichever direction City Council wanted to pursue, policy should guide the way.

Time is of the essence. Several projects in the non-profit sector are underway and are seeking approval for naming rights.

Where there are decisions needed, there are also responsibilities. The 2010 Winter Olympics is a critical factor with respect to the opportunities and constraints attached to naming rights. It is important to ensure that whatever policy direction Council chooses that the City meet its obligations as a "Host City" and that naming City-owned and operated or leased facilities not alienate the opportunity for arts organizations and their audiences to participate in the Olympic Arts and Cultural programs.

However, staff note that strategic capital investments are possible and the community is energized to create a legacy of infrastructure that will serve the public in the coming 25 plus years. If the City is to capitalize on the opportunities present and facilitate growth in Vancouver's marketplace, staff are recommending the following:

- development of comprehensive policies to guide future decisions on naming rights opportunities for city owned and operated buildings and for city owned buildings leased to non-profit groups;
- creation of a dedicated staff person to lead this process (for a period of six months);
- development of an Advisory Committee comprised of community, corporate and city representatives;

- approval for the naming of rooms within City buildings subject to the conditions outlined in this report; and
- deferral on any decisions regarding the naming of City buildings until a policy is developed.

This is an issue that shapes our community and impacts all stakeholders whether non-profit, corporate, civic or individual and is an opportunity for the City of Vancouver to consider their long term vision and how naming rights may or may not fit with Vancouver's unique personality.

PURPOSE

This report provides information obtained through research, stakeholder interviews and an independent telephone survey of Vancouver residents on the issues and opportunities associated with naming – corporate or commemorative, of City-owned facilities, whether operated by the City, or leased to non-profit tenants, and seeks Council's direction on next steps to clarify the City's intent with respect to the naming of civic buildings.

BACKGROUND

The City owns an extensive array of facilities which provides much needed services to its citizens. Some are owned and operated by the City - the Vancouver Civic Theatres, the Carnegie Centre, and the Gathering Place; and some are operated in partnership with non-profit organizations - 23 Community Centres; and some are operated by independent non-profit organizations, such as the Contemporary Art Gallery, Vancouver Society of Childcare Centres and the Vancouver Museum.

The "real estate" relationships are complex. In some cases the City owns the land and the buildings, and in other cases the City owns the land only and the non-profit society owns the buildings. In some cases, where the City has secured the facility through amenity bonusing provisions, the City holds a lease of the premises for the life of the building which is then subleased to a non-profit tenant. While complex, all these relationships have one thing in common - the City provides its capital resources to the non-profit sector through a nominal lease grant for the purpose of public services and programs.

The costs to provide those services continue to be a challenge. The City relies on the community to support the operating and capital costs of this challenge. Increasingly, both civic and community partners are looking for new ways to attract financial resources - including the opportunities which can arise from sponsorships and naming of all or portions of facilities. Naming rights refers to the right to name (a program, building, room, service) for a defined period of time for an agreed-upon fee.

The City's social and cultural infrastructure is in critical need of re-investment. And with the coming opportunity of the 2010 Winter Olympics and the associated Arts Festival and Cultural Olympiad, the City and its cultural tenants are seeking ways to upgrade these facilities prior to 2010. There are currently at least 15 major capital campaigns associated with cultural capital facilities in planning in the City. Of these, most relate to City-owned cultural facilities.

Several of the City's cultural non-profit tenants have developed or are exploring the option of developing relationships with corporate and community funders. They are seeking clarity and permission from the City for the rights to use the naming of the City's facilities in support of their capital campaigns to reinvest in the City's capital assets.

The need to attract capital investment is not unique to the cultural community. This remains a challenge common across the non-profit sector.

A capital campaign is an opportunity and/or need-driven initiative to raise money for a special capital project or program. It is an intensive, organized fundraising effort to raise as much money as possible, as quickly as possible from a clearly defined constituency so as to ensure a cost-effective approach. Therefore, successful capital campaigns are generally focused on securing major gifts from an informed constituency of supporters. Generally in Canada, capital campaigns are dependent upon three critical components. Senior Government support is critical as is municipal support; and finally private sector support in terms of individuals, foundations and corporations. The funding formula is typically 1/3 for each of the federal, provincial and community (private sector and municipal).

In Vancouver, with relatively little support from senior governments in recent years, non-profit communities are increasingly seeking alternate means to raise the necessary capital to reinvest in community infrastructure. Sponsorship and naming rights is an increasingly prevalent tool in fund raising.

In response to community inquiries and initiatives, in December 2004 the City Manager initiated a study to review the issues and opportunities associated with sponsorship and naming of City-owned facilities. A letter was sent to all of the City's non profit tenants in order to clarify the current relationship and obligations that the non profit tenant has with respect to naming the building as well as rooms within the building noting that the right to name any portion of a City owned building was City Council's, and reminding tenants of their obligation to meet all municipal laws and by-laws including the sign by-law which restricts the use of names and logos of third parties.

The letter also advised tenants that the City was initiating a study to examine the issues and opportunities arising from sponsorship and naming of civic buildings and invited those interested in being involved to participate. Out of over 80 organizations contacted, approximately 10 responded with interest in the study.

An interdepartmental steering committee was formed made up of representatives from Finance, Civic Theatres, Social Planning, Park Board and chaired by the Managing Director, Cultural Services to guide this study.

DISCUSSION

The purpose of the study was to research, evaluate and consult with the community in order to determine issues and opportunities and to report to Council to determine if they wish to pursue the development of policies and guidelines with respect to sponsorship and naming of facilities including rooms within facilities either owned and operated by the City; or owned and operated by non-profit tenants.

The study is comprised of the following components:

1. a review of all City-owned and operated facilities as well as City-owned, leased or controlled and operated by non-profit partners or tenants as well as a review of all related City of Vancouver policies and by-laws;
2. research of other cities' and other Vancouver-based institutions sponsorship and naming policies;
3. a review of the risks and rewards associated with past practises;
4. consultation with key stakeholders representing non-profit tenants, community leaders, the corporate community and city representatives; and
5. a public opinion survey.

The Steering Committee commissioned a consultant to research and review other jurisdictions' policies. Staff from Cultural Affairs and Parks Board with fund development expertise along with the consultant conducted 30 interviewed with key stakeholders. Finally, a public opinion survey was commissioned and sought input from 529 Vancouver residents. The Executive Summaries of both reports are attached to this report as Appendix A and B. The full studies are available through City Clerk's.

Review of City of Vancouver Facilities and Policies:

As noted above the City owns and operates an array of facilities. The study team sought feedback and noted the similarities and differences in opportunities and issues associated with the ownership and operation (city vs. non-profit) as well as the type of service (museum, childcare, recreation).

The study team also reviewed the City past policies on sponsorship and noted that while some policy works was done in the 1990s, this related primarily to the City initiating sponsorships associated with the acquisition of goods and services and not with naming of City-owned buildings. At that time Council deferred entering into any sponsorship program and stated that decision regarding the naming of a building after a private corporation or individual in return for a capital contribution required approval in advance by City Council.

In 2003, the Library Board passed a policy with respect to sponsorship and naming rights and in 2004, approved related donor recognition guidelines. Naming of libraries is not permitted. Naming of rooms within the libraries is permitted, however corporate logos are not allowed as part of donor recognition.

In 1995, the Park Board passed the Corporate Sponsorship Guidelines. The guidelines addressed the exclusivity in providing goods and services and did not address the naming of buildings.

There are a host of City programs, policies and by-laws which are related to or impacted by naming of buildings including the sign by-law and the City Street Banner program.

The intent of the Sign By-law is to permit signage that provides information that identifies and locates rather than advertises. Therefore, the Sign By-law places particular restrictions on third-party advertising and in particular, billboards and corporate names or logo's.

Should Council wish to allow for the incorporation of corporate names or logo's into the names of city-owned facilities, it will require amendments of the Sign By-law. Council would also need to weigh the precedent set for other circumstances where applicants wish to expand the opportunities for signage with third-party advertising.

The Sign By-law does not apply to signs in the interiors of buildings in cases where they are not visible from the street.

Policies in Other Cities:

The consultant team surveyed eight municipalities. Three of the eight have developed policies and most are interested in developing a policy. Some municipalities are active participants in seeking and sharing revenues associated with the naming of City-owned buildings. In every case, the City retained the authority to approve either the policy or the decision to name its facilities on a case-by-case basis.

Policies in Related Jurisdictions:

The study team reviewed naming and sponsorship policies for the Vancouver-based education institutions as well as the Fraser Health Authority. This review provided background and context to ensure any decision the City takes is done in the context of the Vancouver fund raising marketplace.

Universities and hospitals have developed very sophisticated development programs and have been very successful in attracting capital investments from government, corporate and individual donors. In general, the Universities and the Health Authority permit naming of buildings and rooms within buildings, within the parameters of a clear policy.

Stakeholder Feedback:

Confidential interviews were conducted with 30 key stakeholders:

- Non-profit organizations (16)
- "Community leaders" (6)
- Corporate leaders (3)
- City representatives (5)

Staff note that many interviewees brought multiple perspectives - as board members with non-profit organizations and as community and corporate leaders; as well many (19 of the 30 interviewed) were either actively involved in the pursuit of sponsorships or wanted to leave the door open to the possibility. The study team thank these 30 individuals for their time, thoughtful input and assistance in the study. The depth of passion and commitment expressed by all reflects the careful balance between the desire to support and enhance the non-profit services and facilities within the community with care and concern for public investment, accountability and the public realm.

The interview questions are attached to this report as Appendix C. Generally the purpose of the interview was to solicit feedback and advice on the merits and challenges associated with naming of City facilities and, should Council chose to develop such a policy, advise on the process and parameters. Specifically interviewees were asked their opinions on the naming of City facilities:

- by type (childcare vs. museum);
- by relationship (tenant vs. City operated);
- new buildings vs. renaming of existing facilities;

- building vs. rooms within the buildings;
- commemorative vs. corporate;
- level of financial support relative to total capital and operating costs;
- public inputs into naming;
- appropriateness;
- use of potential revenues for capital, operating or endowment; and
- recognition signage including the use of logos.

While comments from individual interviewees are confidential, key interview findings were:

- 67% support the position to sell naming rights while 23% opposed;
- 90% of interviewees indicated support for naming new buildings while the majority were opposed to renaming of existing facilities;
- Almost all interviewees were in favour of allowing naming of rooms within buildings;
- Almost all interviewees felt more favourably towards commemorative naming vs. corporate naming; and
- Should Council decide to pursue a policy, the interviewees recommended the development of guidelines and standards to ensure clarity, simplicity, equity, consistency, creativity and flexibility to protect the integrity of the public space.

A Public Opinion Survey of 529 Vancouver residents was conducted by the Mustel Group. The questions and results of the survey are attached to this report as Appendix B. Generally, the public opinion survey indicated that:

- 59% support the position to sell naming rights while 35% opposed;
- Those who support cited sale of naming rights as an effective means to raise funds and reduce pressure on the non-profit organizations and the City;
- Those opposed view the practise as too commercial, too much like advertising and cited concern about corporate influence or involvement;
- The public is most resistant to renaming of buildings;
- The public is more supportive of providing naming rights to individuals vs. corporations and for providing naming rights to rooms within buildings vs. the entire building;
- The public tend to disagree with allowing corporate logos on buildings;
- There was a higher level of support for naming sport and recreational facilities (52%) than for museums (36%) and theatres (34%).

In summary, Vancouver residents tend to support the concept of naming City-owned buildings as a way of raising funds but their support is contingent on types of buildings and sponsors being considered and whether or not the building already has a distinctive name or is considered a Vancouver landmark.

The consultant team was also asked to provide a survey of the risks and rewards associated with past naming of public facilities in other communities. They noted that each community has a unique personality and perspective on naming of public buildings.

Among the potential rewards identified were:

- Revenue generation;
- Facilitation of growth in the non-profit sector; and
- Increased public interest and exposure.

Potential risks included public perception of and sensitivity to:

- Commercialisation issues;
- Sponsor reputation; and
- Value of naming contribution relative to public investment.

Current initiatives:

There are several initiatives of the City's non-profit tenants and partners which have already sold naming rights to the City's facilities or are now seeking approval to do so. Over the years many of the City's tenants have already named rooms within civic facilities without City approval. The recent initiatives have come to the City's attention by way of applications for a sign permit where the proposed corporate name contravenes the sign by-law which does not permit third party advertising.

All civic tenants have been reminded of Council's authority with respect to naming of civic facilities, explicit language in all new lease and operating agreements between the City and its non-profit tenants has been added and this review was initiated.

Olympic Implications:

The Olympics offer both opportunities and constraints with respect to the development of the City's capital infrastructure.

The Olympic Games will bring the attention and financial support of senior government and the private sector for new and upgraded infrastructure. However, Vancouver, as host City and as a member partner in the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) also has certain legal obligations that impact on how support is recognized. As Host City, Vancouver must respect the rights granted by the International Olympics Committee for use of its intellectual property (e.g. Olympic marks) and must help protect the interests of the commercial Olympic sponsors whose support is critical to the financial success of the games.

Agreements have already been concluded between VANOC and Olympic sport venues to deliver "clean sites" which mean sites are free of any corporate names or signage during the games. No such agreements have been concluded with respect to cultural venues in Vancouver, although many of these sites will be critical to the success of the Olympics Arts Festival and the Cultural Olympiad, noting that these events are multi-year programmes that begin prior to the actual 2010 Games.

As the City owns or leases most of the cultural venues in the City, it will be important to ensure that whatever policy direction Council chooses on corporate naming does not reduce an organizations and/or a venue's opportunity to participate in arts and cultural programs leading up to the 2010 Games. At the same time, if the City or its cultural tenants are not able to access capital funds that otherwise would be available through corporate naming, then care must be taken to pursue opportunities related to alternative forms of capital funding - either through the City's Capital Plan or through co-ordinated discussions with VANOC and senior government partners.

Naming of Rooms within City Facilities:

Over the years, many tenants operating within civic buildings have named rooms either as commemorative naming (Alice MacKay Room at the Vancouver Public Library, Thorne Hall at the Roundhouse Community Centre), or corporate naming in exchange for a donation

(Westcoast Energy Hall at the Orpheum Theatre, Tee Kay Shipping Gallery at the Vancouver Maritime Museum). Because there is historic precedent, and the Park Board and Library Board already have their own policy, there appears to be general stakeholder and public support for naming of rooms, staff are recommending that Council approve the naming of rooms within City buildings (excluding Park Board and Library Board) (Recommendation D) under the following conditions:

- There must be a signed lease/operating agreement between the City and the non-profit organization which limits the terms of any sponsorship to the term of the agreement with the City, and which does not commit nor constrain the City's interests in its property;
- That public support for the naming is demonstrated;
- That a percentage of any revenues received are set aside as a capital reserve to maintain the room;
- That any agreement with a sponsor include the right to cover or take down signage at any time where, in the opinion of the City, the sponsors' or tenants' signage conflicts with the City's obligations as an Olympic host city;
- That signage be approved by the City in advance, meet all laws and by-laws, and be limited to the interior of the building;
- All proposals must be approved in advance by the City to the satisfaction of the City Manager.

Naming of City Buildings:

Because there was a much wider and divergent array of opinions from both stakeholders and the general public with respect to the naming of buildings, the consultant team reviewed three potential approaches for the City in considering options:

- Maintain the current case-by-case policy
- Develop a comprehensive policy
- Develop general guidelines.

The consultant team recommended that the City develop a comprehensive sponsorship and naming right policy as a means to set out clear and consistent parameters. Staff concur with this conclusion and seek Council approval of the recommendations outlined in this report for the development of a comprehensive policy to guide future sponsorship and naming opportunities which balance the risks and rewards generally and not on a case-by-case basis. The current case-by-case policy does not enable the City to be proactive in setting out its values through policy and guidelines but instead puts the City in a reactive position every time a request is put forward.

As the consultants have noted in their report, sponsorship and naming of public buildings is at its core a "values" discussion, and any policy must be rooted in the community's collective values. To guide this policy staff are therefore recommending that should Council chose to pursue the development of a sponsorship and naming policy for City facilities, an Advisory Committee comprised of community, corporate and city representatives be struck to provide advice and guidance to the process and content.

A draft policy as well as proposed amendments to related City policies or bylaws will be reported to City Council for approval. A recommendation to the Park Board to adopt the policy will also be made at that time.

The development of a comprehensive policy will take approximately six months and will require a dedicated staff person to lead and co-ordinate the work under the direction of the Steering Committee and with advice from an Advisory Committee comprised of community, corporate and city representatives. Recommendation E seeks Council approval for the creation of one temporary full time Cultural Planner III for a period of six months.

Staff are further recommending that until a policy is approved by Council that the City not consider proposals for naming on a case by case basis but instead defer any proposals until the policy is adopted (Recommendation B).

OPTIONS

Should Council determine that it does not wish to pursue a policy with respect to the naming of City-owned or controlled buildings, staff will continue to report requests from civic departments and non-profit tenants on a case-by-case basis.

At a minimum, staff recommend that Council approve the naming of rooms within City facilities in order to regularize existing practises and provide an equitable opportunity for all and safeguard the City's interests (Recommendation D).

FINANCIAL IMPLICATIONS

Development of a sponsorship and naming rights policy will take six months. Costs will include the staff and consultant expertise estimated at \$75,000 (Recommendation E); source of funds the unallocated balance of the 2005 (social, childcare and cultural) capital budget. The adoption of a policy may realize capital resources which benefit the City's capital assets but are not recommended as a funding source for the development of the policy or for ongoing operating revenues.

CONCLUSION

To reinforce that Vancouver is one of the most liveable cities in the world; to provide clarity when taking advantage of opportunities that will have a lasting legacy in the community; and to facilitate growth in the non for profit sector that benefits the citizens of Vancouver as a result, the City Manager recommends that the City develop a comprehensive policy with respect to Sponsorship and Naming Rights for civic owned facilities as outlined in this report.

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COMPTON INTERNATIONAL FUNDRAISING

Sponsorship & Naming Rights Study

for the

City of Vancouver



Vancouver, BC

June 30, 2005

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EXECUTIVE SUMMARY

Background

On April 18, 2005 the City of Vancouver engaged Compton International Fundraising to deliver a Study on sponsorship and naming rights that would guide the City as it reviews its present policy.

The Study consisted of four (4) major components:

1. Review of City of Vancouver inventories and policies.
2. Research of selected other cities' and other organizations' naming policies.
3. Consultation with key stakeholders (non-profit operating tenants, community leaders, corporate community, city representatives) including:
 - a. Individual Interviews
 - b. Public Opinion Survey
4. Assessment of the research and consultation findings.

The methodology employed included:

1. In-depth research.
2. Phone interviews with personnel in other cities.
3. Thirty (30) face-to-face interviews conducted by three (3) individuals representing Compton International, Parks Board staff and City of Vancouver staff. Twenty-eight (28) of the interviews were conducted by Parks Board and/or City staff and two (2) by Compton International. Those interviewed included a broad cross-section of non-profit and corporate representatives including a balance of cultural, Parks Board, social service and child care affiliates as follows:
 - Non-profit organizations: 16
 - Community leaders: 6
 - Corporate: 3
 - City representatives: 5
4. Telephone survey of five hundred twenty-nine (529) Vancouver residents eighteen years or older. Conducted by Mustel Group on June 7 to 16, 2005, the survey posed over thirty (30) questions to determine public opinion and level of support for sponsorship and naming rights of city facilities.

Key Findings

1. City of Vancouver Policies

To consider any new sponsorship and naming rights initiative for the City of Vancouver, existing policies must be considered. Sponsorship and naming rights may impact several different areas of the City, requiring a review of historical and current practices.

In 1997, the City of Vancouver considered a policy on a basic sponsorship program for the acquisition of certain goods and services used in the course of the City's business activities and to initiate an internal program to explore new revenue generation. The



focus of the report was on using sponsorships as a way to generate revenue. It was recommended the City defer entering into a major sponsorship program pending more experience with the sponsorship initiatives currently being directed by the Park and Library Boards. The report mentioned the naming of facilities and stated that decisions regarding the naming of a building after a private corporation or individual in return for a capital contribution should require the approval of City Council.

If the City were to consider developing a new policy, the 1997 report and policy would be amended.

2. Policies in Other Cities

Eight (8) North American cities were contacted in Canada and the US (Calgary, Edmonton, Winnipeg, Toronto, Montreal, Halifax, Seattle and Chicago). Contact names were provided by the City of Vancouver. Comments made during the interviews have not been directly quoted in this Study due to confidentiality.

Following is a summary of the interview findings:

1. Three (3) of the eight (8) cities have naming rights policies in place. Of these, two (2) actively use or refer to the policy. Most cities were considering or interested in implementing a policy although had not yet taken any action towards doing so. Those cities with no policy dealt with naming rights on a case-by-case basis.
2. Of the two (2) cities with policies in active use, one (1) considered their policy effective; the other, less effective. Policies were considered effective when guidelines and standards made decision-making easier and were not too restrictive. Less effective policies were those with a "cumbersome" approval process.
3. One (1) city conducted public consultation in the development of their policy. Public consultation took the form of open houses and questions included in a City Omnibus Study. One (1) city indicated they would consider, on a case-by-case basis, conducting public consultation if a significant naming opportunity arose.
4. Each city that was involved in naming rights agreements had a different approach and this reflected their overall feeling towards naming rights and sponsorship. The approaches are summarized as follows:
 - a) Involved in all or most stages: One (1) city was involved in each stage of the process (including sponsor contact, developing the agreement, managing the relationship between the facility and the sponsor). A relationship manager was employed by this city to manage the sponsorship and naming rights activities.
 - b) Less active role: One (1) city handled their city-owned/civic-partner operated facilities in a more 'arms-length' fashion. In this case, the non-profit (via an independent sponsorship consultant) was responsible for the sponsor approach and the agreement and had a set process in place to



- b) **Less active role:** One (1) city handled their city-owned/civic-partner operated facilities in a more 'arms-length' fashion. In this case, the non-profit (via an independent sponsorship consultant) was responsible for the sponsor approach and the agreement and had a set process in place to review sponsorship opportunities. Council was still involved in naming rights decisions once a sponsor was lined up. The civic partner decided how the funds were to be allocated.
 - c) **Case-by-Case Basis:** Six (6) cities indicated they respond to requests for sponsorship and naming rights on a case-by-case basis. The two (2) US cities have successfully used a public-private partnership approach to funding specific projects.
5. The cities actively involved in naming rights have a partnership or relationship manager who works for the city and takes the lead in agreements.
 6. When asked how the relationship between the city, facility operator and sponsor was managed, one (1) city indicated they directly manage the sponsor relationship on an ongoing basis. Other cities rely on their civic partners or fundraising entity to manage the relationship.
 7. All cities indicated that the historical significance of a facility ('emotional ties') impacted how a facility is considered in regards to sponsorship and naming rights. In most cases, facilities with historical significance would not be considered for naming rights. Furthermore, one (1) city's policy made specific mention that only companies with ethical practices would be considered for naming rights.
 8. Some cities commented on their feeling that, as more non-profits operating in non-city-owned buildings secure funds from sponsorship and naming rights, cities may begin to experience an increase in requests from their own non-profit tenants. Interestingly, nineteen (19) of the thirty (30) individual Vancouver interviewees (see Deliverable 6) indicated they were considering exploring sponsorship and naming rights opportunities.



City of Vancouver Sponsorship and Naming Rights Study

Following is a summary of the status of each cities' sponsorship and naming policies:

City	Policy
Calgary ²	<ul style="list-style-type: none"> • Three (3) separate naming rights policies were completed in 2003. • Development of these policies took two years. • It appears that the public perception of the sponsorship and naming rights process is more positive since the inclusion of a guideline in the city-owned/civic-partner operated policy calling for the "demonstration of public support for the sale of naming rights for a facility." This policy also calls for a risk/benefit analysis and a market valuation be conducted in order to determine the value of the asset
Edmonton	<ul style="list-style-type: none"> • The City is actively involved in sponsorship and naming rights. • A policy was adopted in 1999 and there are plans for review. • The policy outlines various requirements including a public consultation process to confirm community support for the sale of naming rights. • The policy also requires that the support provided must equal current market value of the facility's naming rights
Winnipeg	<ul style="list-style-type: none"> • Not actively involved in sponsorship. • Discussions have taken place but no action taken to date
Toronto	<ul style="list-style-type: none"> • Policy work was initiated but not concluded because of concern over the allocation of funds. • Opportunities currently handled on a case-by-case basis.
Montreal	<ul style="list-style-type: none"> • No policy cited. • No examples given of naming rights for city-owned facilities
Halifax	<ul style="list-style-type: none"> • No policy in place
Seattle	<ul style="list-style-type: none"> • Operates on a case-by-case basis. • The use of public-private partnership for the Seattle Centre was a successful approach
Chicago	<ul style="list-style-type: none"> • Operates on a case-by-case basis. • There are examples of public-private partnerships (i.e. Millennium Park)

² The City of Calgary has very clear guidelines on how the funds received from a sponsorship are to be applied. Refer to Appendix 4 for the policy covering city-owned/civic-partner operated facilities. The policy discusses:

1. The enhancement and maintenance of the named facility
2. The provision of programs and services directly related to their mandate
3. Investments whose proceeds contribute to the delivery of their mandated services



3. Consultation with Key Stakeholders

a) Individual Interviews

The thirty (30) face-to-face interviews were conducted by three (3) individuals representing Compton International, Parks Board staff and City of Vancouver staff to provide the most balanced approach. Twenty-eight (28) of the interviews were conducted by Parks Board and/or City staff and two (2) by Compton International. Those interviewed included a broad cross-section of non-profit and corporate representatives including a balance of cultural, Parks Board, social service and child care affiliates as follows:

- Non-profit organizations: 16
- Community leaders: 6
- Corporate: 3
- City representatives: 5

Comments by interviewees are confidential and consideration has been given in this Study to not attribute comments to any one person or organization. Refer to Appendix 11 for the interview questionnaire and Appendix 14 for a complete list of interviewees.

Interview prospects were sent a letter by the City Manager inviting their participation and interviews were conducted at their convenience for one hour. Results varied with many insightful comments and recommendations provided and recorded.

Following are key interview findings:

1. Of the thirty (30) interviews, sixty-seven percent (67%) supported the position to sell naming rights and twenty-three percent (23%) were opposed. This group was knowledgeable on the topic of sponsorship and naming rights, and provided insight on the issues. Even those most in favour of naming rights supported the formulation of some sort of guidelines, with the exception of one subject who felt that the current policy is sufficient. It should be noted that, of the 30 interviewees, nineteen (19) are currently pursuing opportunities or wish to 'leave the door open' to sponsorships.
 - a. The non-profit community was clearly in favour of allowing naming rights to the buildings they lease. Their comments included statements such as: "It would be great not to have to sell the naming rights if the City were to provide enough funding for capital projects for their own assets," and "Somehow we need to work in partnership with the City. It should be a mutual decision."



7. Almost all interviewees were in favour of naming rooms within a building, citing the difference between exposure to the organizations' users as opposed to the public space.
8. There was a clear distinction in support for commemorative and corporate naming. Those who opposed corporate naming articulated their opposition strongly, with interviewees expressing the following: Concerns the perception may be that corporations could "buy favours" from government; "social capital is not for sale - you have to earn it;" commercialism of the public realm; lower income areas being more subjected to corporate branding; naming is one fundraising tool but not the only one; types of buildings should be separated out, particularly for major facilities - not for neighbourhood centres; and it depends on what the City wants to be.
9. Many interviewees commented on naming rights consultation being a partnership between the non-profit organization and the City, with mutual decision-making and communication on all opportunities.
10. When asked what advice they would give in moving forward, interviewees' responses were varied. Almost all felt that if the City of Vancouver was to consider a sponsorship and naming rights policy, they would recommend guidelines and standards, clarity, simplicity, equity, consistency, creativity and flexibility in order to protect the integrity of public space in the City.



b) Public Opinion Survey

There were over thirty (30) questions posed to five hundred twenty-nine (529) City of Vancouver residents aged eighteen or over, so it is necessary to view the survey as a whole to draw a conclusion. However, the survey responses indicate a consensus, with some caveats, of support for naming rights of City facilities.

The individuals who participated in the phone survey did not appear to distinguish between city-owned and operated buildings and those operated by non-profit organizations. Furthermore, the majority did not distinguish between new buildings and renovations versus existing buildings, unless the existing building already has a distinctive name or is considered a Vancouver landmark.

Below is an overview of the results of various questions:

- **Question 2: To what extent do you support or oppose naming city-owned buildings by private individuals or companies as a way for the City or non-profit tenants to raise funds?**
 - Strongly or somewhat support = 57.4%
 - Strongly or somewhat oppose = 30.1%
- City of Vancouver residents tended to support the concept of naming city-owned buildings as a way to raise funds, but their support will be contingent on the type of buildings and sponsorships considered.
- Perhaps for these reasons, participants tended to oppose renaming of theatres (e.g. Vancouver East Cultural Centre, Queen Elizabeth Theatre: 61.1% opposed), museums/galleries (e.g. Vancouver Art Gallery, Vancouver Museum) and public gardens (e.g. VanDusen Botanical Garden).
- Participants tended to support naming sport venues, recreational facilities/ community centres (52.2% support), and community or social service centres.
- Participants also seemed to be more receptive to commemorative names than to corporate names.
- Those that favoured naming cited "good way to raise funds for non-profits, reduce burden on taxes and they are short of money" as the reasons for their support.
- Those that opposed cited reasons such as "not for commercial purposes, too much like advertising, concerned about corporate influence, looks like corporations are owners."
- Participants were most resistant to renaming of buildings that already have a name associated with it.



- Participants were more supportive of providing naming rights to individuals as opposed to companies.

The decision as to who receives the benefits will also need to be clarified if the City decides to proceed with a naming rights policy. The following question was asked in the phone survey because during the face-to-face interviews some people made the assumption the City would retain the funds:

- **Question 8 C: Assuming naming rights of city-owned buildings are provided to non-profit organizations, who should benefit financially?**

Non-profit organization = 19.9%

City = 12.1%

Combination = 62.1%



4. Assessment of Research & Consultation Findings

Sponsorship spending across North America is increasing. Non-profit organizations are looking for ways to generate revenue through sponsorship, and looking to learn how to make these types of partnerships a reality. In the past 12 months, British Columbia has recorded naming sponsorships totaling over \$15 million (exclusive of Olympic sponsorships).

There are potential risks and rewards in any sponsorship/naming rights agreement:

Risk of Sponsorship/Naming Rights	Reward of Sponsorship/Naming Rights
Public sensitivity to sponsor's reputation	Revenue generation
Public perception of "commercialism"	Opportunity to build/renovate facility
Sponsoring company can go out of business, name/reputation can change	Generate greater public interest in the facility and drive marketing
Perception that the amount is not enough; or costs too much to manage relationship	Build a beneficial relationship with corporate sponsor.
Community sensitivity to their own contribution to the building.	Opportunity to build national exposure through national sponsorships

Sponsorship and Naming Rights Options

This Study reviewed three (3) sponsorship and naming rights options for the City to consider:

- A. Maintain current policy (case-by-case basis)
- B. Develop comprehensive sponsorship and naming rights policy
- C. Develop general guidelines (providing broad direction and guidance without detailed specifics)

Option A: Maintain Current Policy

Advantages:

- No change required
- Each case stands on its own merits
- Flexibility to adjust as situation requires
- No time delay as new policy proposed



Disadvantages:

- Tenants/sponsors/public unsure of process/guidelines
- What is approved for one sponsor may be viewed as acceptable for all
- Pressures from non-profits/sponsors to have clarity
- Lack of clarity could lead sponsors to focus on other centres
- Requires additional time for the city to review each case as no policy to assist process
- No strategic overview of the city as a whole in determining the face of city-owned buildings

Option B: Develop a Comprehensive Naming Rights Policy

Advantages:

- Transparent process
- Decision-making becomes more straightforward
- City clearly signals to all parties involved an openness to engage in the process
- All parties work within well-defined parameters and supported outcomes
- Consistent application and equity

Disadvantages:

- Takes time and further consultation to create policy (six months to one year)
- Reduced flexibility - one policy suits all

Option C: Develop General Guidelines

Advantages:

- Allows for guidance, yet provides flexibility
- All parties know general parameters
- May encourage more innovation in proposals

Disadvantages:

- Guidelines remain open to interpretation
- Takes time and further consultation to create guidelines
- Pressures from non-profits/sponsors to provide greater clarity
- May result in constant 'guideline testing'



Recommendations

We recommend the City of Vancouver proceed with **Option B** to develop a more comprehensive sponsorship and naming rights policy.

Following are suggested next steps if it is agreed to move forward with policy development:

1. Assign a lead person and put together a working team. A team approach will ensure ownership and support from the various levels.
2. Review the information, statistics and learnings from this Study before proceeding.
3. Develop a Strategic Plan, considering:
 - a. Goals,
 - b. Objectives
 - c. Parameters,
 - d. Regular reporting schedules and timelines
 - e. Valuation of sponsorship potential of various facilities

Elements of the plan could include what type of buildings are available, criteria, a clear process for decision-making, and who should oversee the program and who should make the decision on the appropriateness of the potential name.

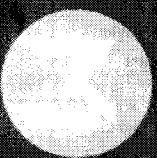
4. Involve the public and key parties in the process as appropriate to ensure both ownership and coordination with other city policies.
5. Recommend a Naming Rights Policy for discussion by City Council.

Timing

It could take from six (6) months to twelve (12) months to establish a policy. Given that some of the groundwork has already been laid and there is a sense of urgency, it is proposed that such a policy be developed within a six (6) month timeline, starting in September 2005 with a report back in March 2006.

City of Vancouver – Corporate Sponsorship and Naming Research

June 2005



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Introduction

The City of Vancouver commissioned a survey to measure the public's views regarding naming of City-owned facilities to provide direction for the development of a sponsorship and naming rights policy and/or guidelines. The specific objectives of the research are to determine:

- Level of support for naming city owned buildings and/or rooms within those buildings by private individuals or organizations;
- Opinions regarding commemorative vs. corporate naming;
- Opinions regarding sponsorships of new facilities vs. renovations vs. endowments;
- Impact of specific information on support for the renaming of public facilities.



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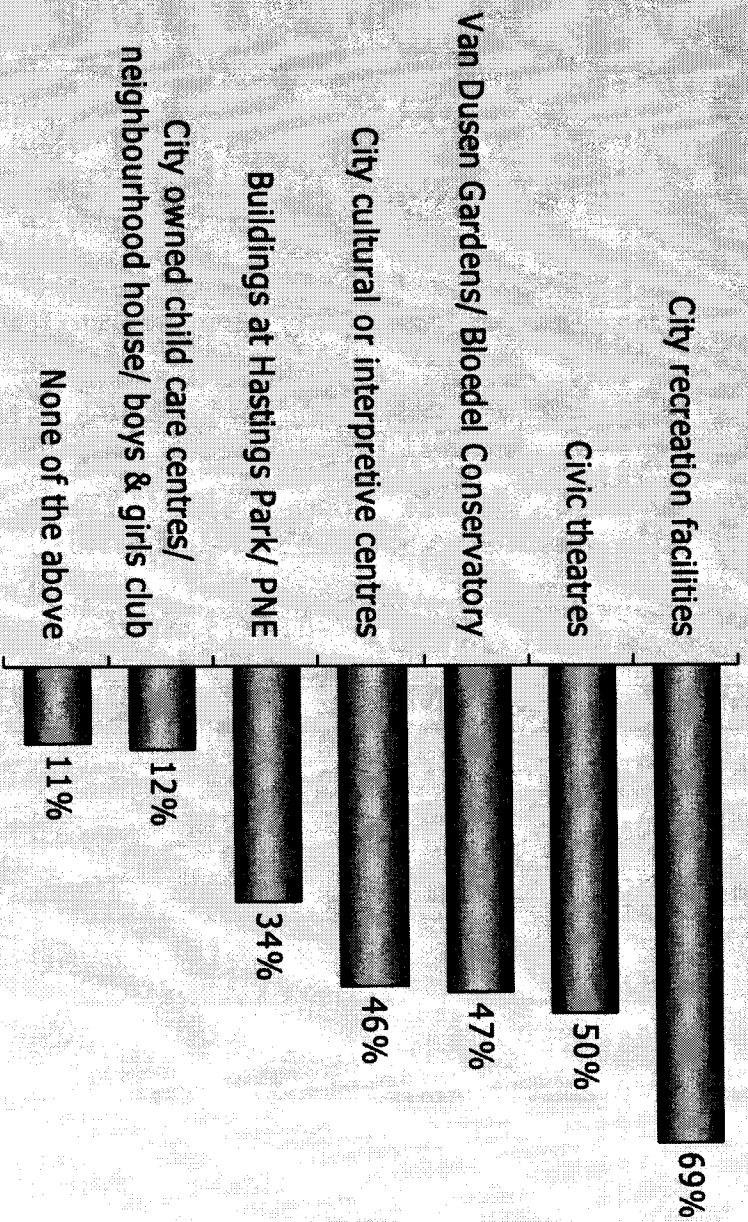
Methodology

- Total of 529 interviews conducted with residents of the City of Vancouver 18 years of age and over.
- Margin of error on sample: +/-4.3% at 95% confidence level.
- Random sample of households drawn using up-dated database of TELUS' published, residential telephone listings.
- Within each household eligible respondent chosen at random (next birthday method).
- Up to six calls made in attempt to complete an interview with each household/respondent selected to minimize potential non-response bias.
- Data weighted into proper proportion by region, as well as to match 2001 census statistics for the City on age within gender.
- Questionnaire translated into Chinese.
- Interviewing conducted from Mustel Group's computer assisted telephone interviewing (CATI) facility June 7-16, 2005.



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> City Facilities Used in Past Year



Base: Total (n=529)

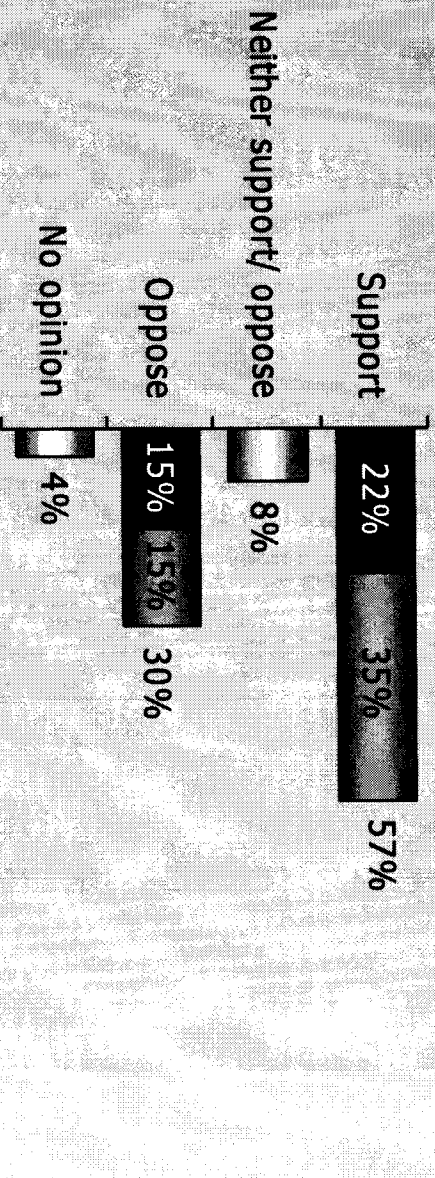
Q.1) Have you in the past year used or attended an event at any of the following types of City owned facilities:

- There is broad usage of all City-owned facilities, particularly recreational facilities.



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Level of Support for Naming City-Owned Buildings



Base: Total (n=529)

Q.2) To what extent do you support or oppose naming City-owned buildings by private individuals or companies as a way for the City or non-profit tenants to raise funds?

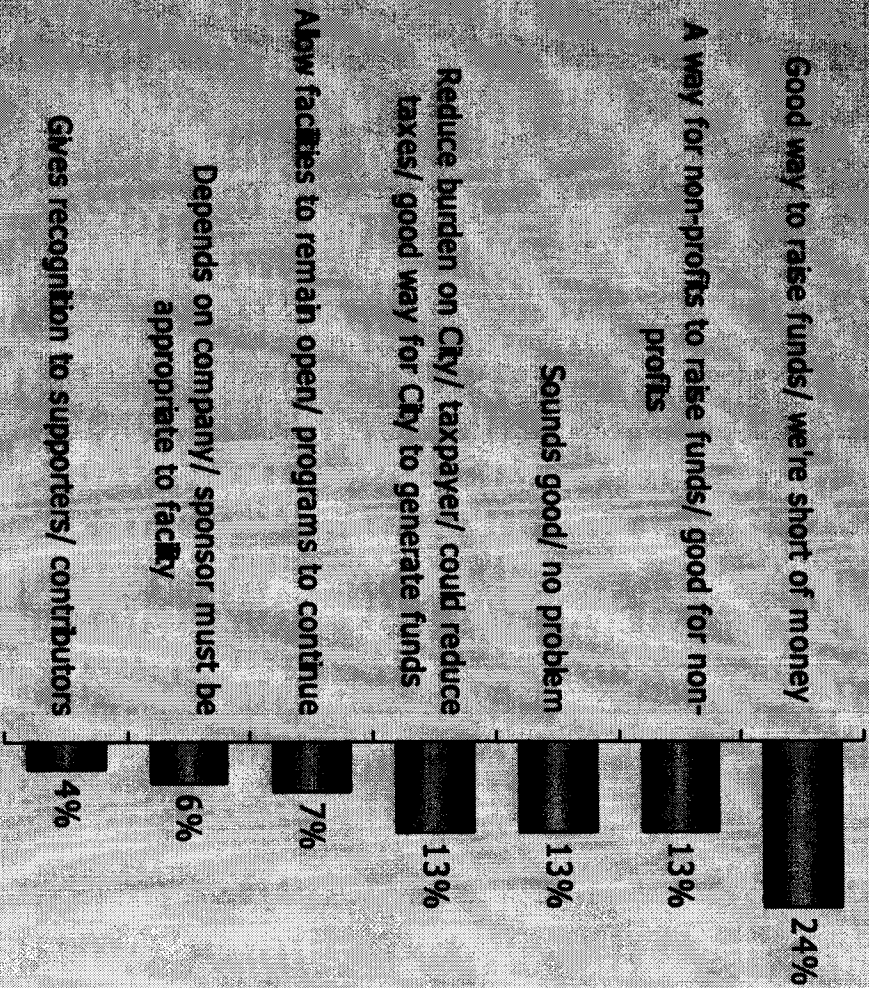
- Strongly support
- Somewhat support
- Strongly oppose
- Somewhat oppose

- City residents, as well as users of the facilities, tend to support the concept of naming City-owned buildings as a way for the City or non-profit tenants to raise funds.
- Support levels are relatively consistent across all demographic segments of the population. But those of Chinese descent are particularly supportive (72% support, 19% oppose, 9% undecided).



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Reasons Support Naming City-Owned Buildings



Base: Total support remaining City-owned buildings (n=303)

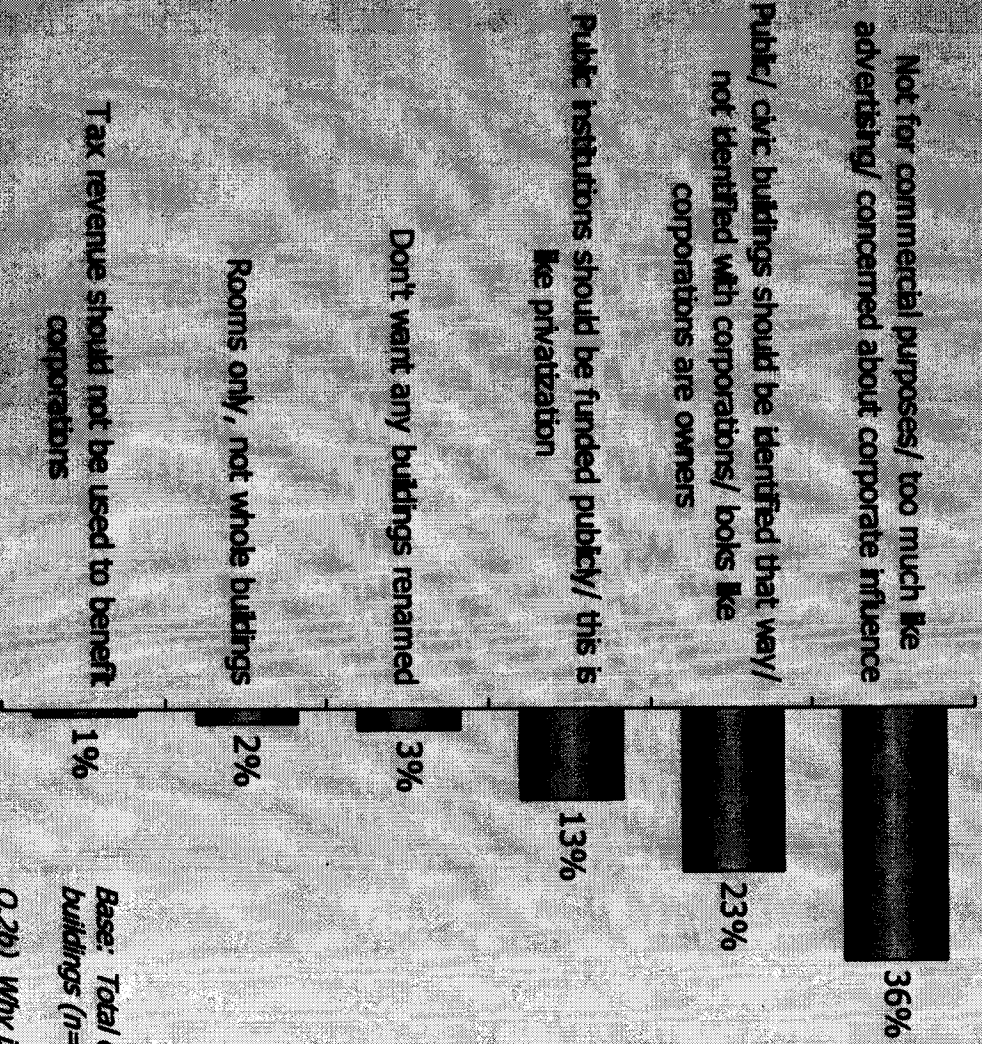
Q.26) Why is that?

- Supporters view naming of City-owned buildings as an effective way to raise funds and reduce the pressure on both non-profit organizations and the City.



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Reasons Oppose Naming City-Owned Buildings



- Those opposed view the practice as too commercial and are concerned about corporate influence or involvement.

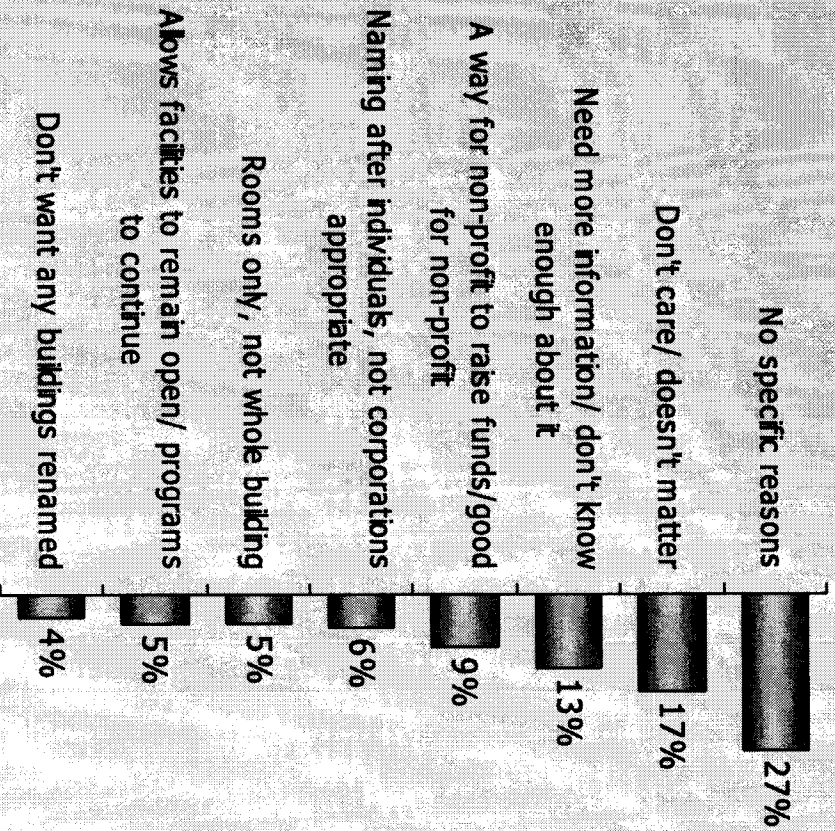
Base: Total opposed on renaming City-owned buildings (n=160)

Q.2b) Why is that?



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Reasons Neither Support/Oppose Naming City-Owned Buildings



- Those who neither support nor oppose the concept have no particular reason or require more information before forming an opinion. Small groups state limits to the application (e.g. naming after individuals/not corporations, rooms only/not whole buildings).

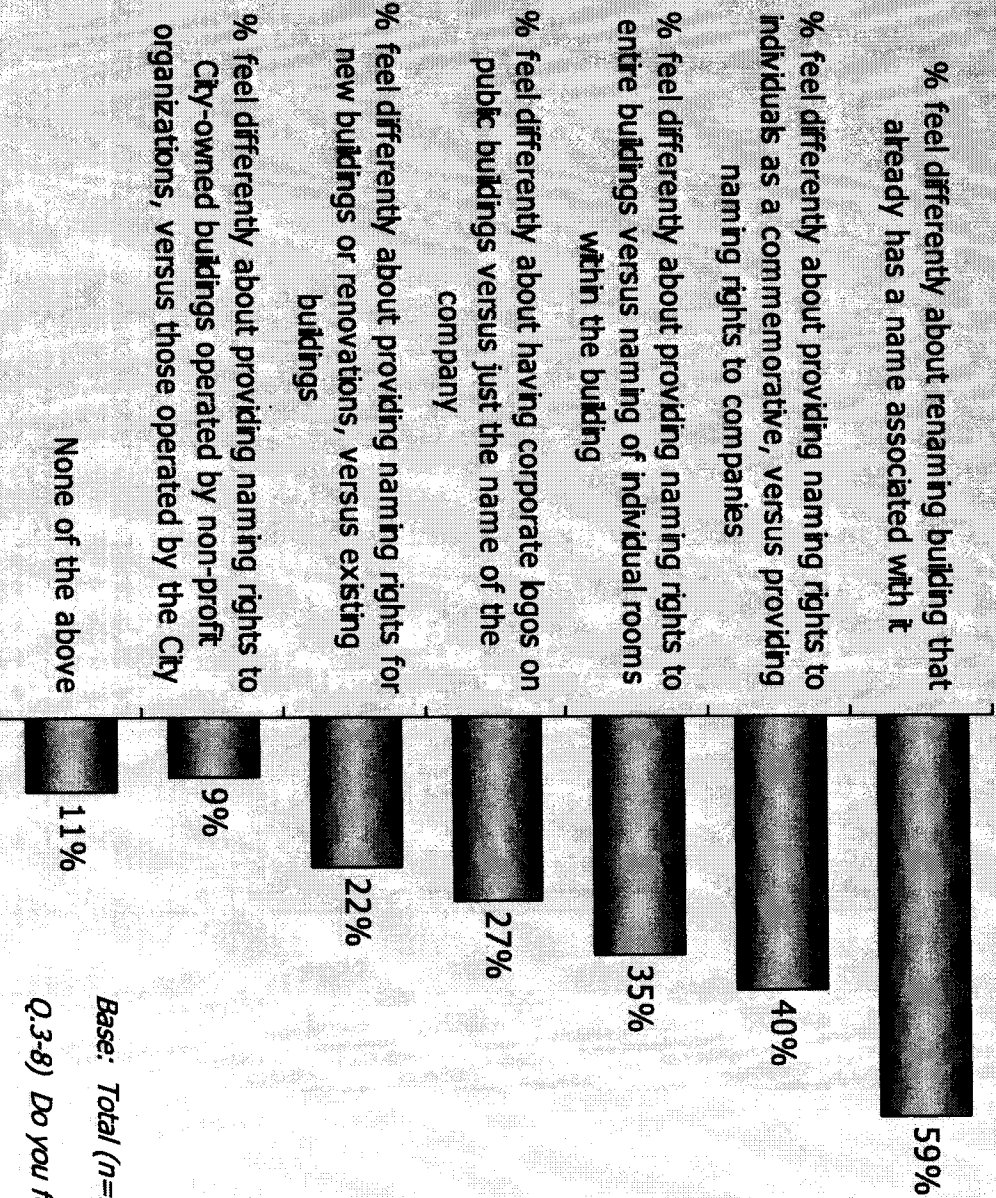
Base: Total neither support/oppose renaming City-owned buildings (n=45)

Q.2b) Why is that?



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> % Feel Differently About...



- The public is most resistant to renaming of buildings that already have a name associated with it.
- They also tend to be more supportive of providing naming rights to individuals versus naming rights to companies.

Base: Total (n=529)

Q.3-8) Do you feel differently about....



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Reasons Feel Differently About....

- renaming building that already has a name associated with it

	Total (314) %
Existing buildings should retain their names	53
Significant buildings/ landmarks should not be renamed	30
Existing names were chosen for a reason/ renaming would disonour original reason	4
Existing names could be added to	3
Existing names evoke memories/ have personal meaning	3
Miscellaneous	9
No specific reasons/ don't know	2

Base: Those who feel differently about issue.



Reasons Feel Differently About....

- *providing naming rights to individuals as a commemorative, versus providing naming rights to companies*

	<u>Total</u> (214) %
Only for individuals who have made contributions to the community/ not just those who can pay/ corporations	47
Commemorative/ not for sale to the living	31
Not for advertising/ marketing/ corporate purposes	7
Miscellaneous	11
No specific reasons	5

Base: Those who feel differently about issue.



Reasons Feel Differently About....

- *providing naming rights to entire buildings versus naming of individual rooms within the building*

Rooms only/ inappropriate for whole buildings/ less intrusive	59%
Dislike corporate names on outside of civic buildings (cheap, like advertising, etc.)	10%
Renaming a building could create confusion/ misperceptions about ownership	7%
Appropriate for whole buildings	6%
Significant buildings/ landmarks should not be renamed	5%
Depends on amount of money	4%
Renaming rooms could lead to more money being raised/ multiple donors	4%
Miscellaneous	13%
No specific reasons	9%

Base: Those who feel differently about issue.

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Reasons Feel Differently About....

- *having corporate logos on public buildings versus just the name of the company*

Logos are advertising/ names would be less commercial	24
Don't want logos	14
Dislike logos (unattractive/ tacky/ visual pollution)	9
Prefer logos	7
Depends on logo (size, etc.)	7
Implies ownership	6
Prefer name	6
Opposed to corporate incursion into/ branding of public infrastructure	4
Miscellaneous	17
No specific reasons/ don't know	7
Total (141)	141
%	%

Base: Those who feel differently about issue.



Reasons Feel Differently About....

- *providing naming rights for new buildings or renovations, versus existing buildings*

	Total (115) %
New buildings can be named whatever is chosen	33
Significant buildings/ landmarks should not be renamed	21
Existing buildings should retain their names	21
Miscellaneous	23
No specific reasons	10

Base: Those who feel differently about issue.



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Reasons Feel Differently About....

- *providing naming rights to City-owned buildings operated by non-profit organizations, versus those operated by the City*

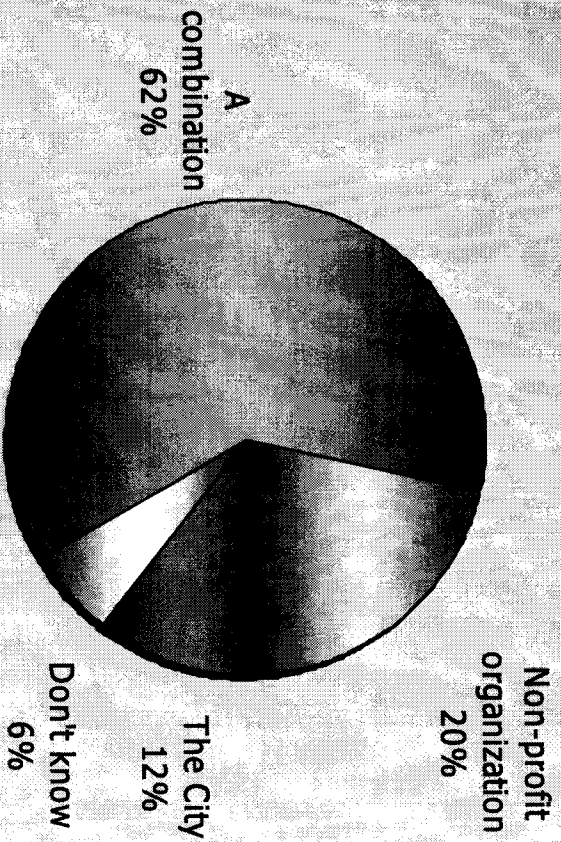
	<u>Total</u> (48) %
Non-profits need/ deserve the money/ help	39
Miscellaneous	40
No specific reasons	22

Base: Those who feel differently about issue.



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Who Should Benefit Financially



Base: Total (n=529)

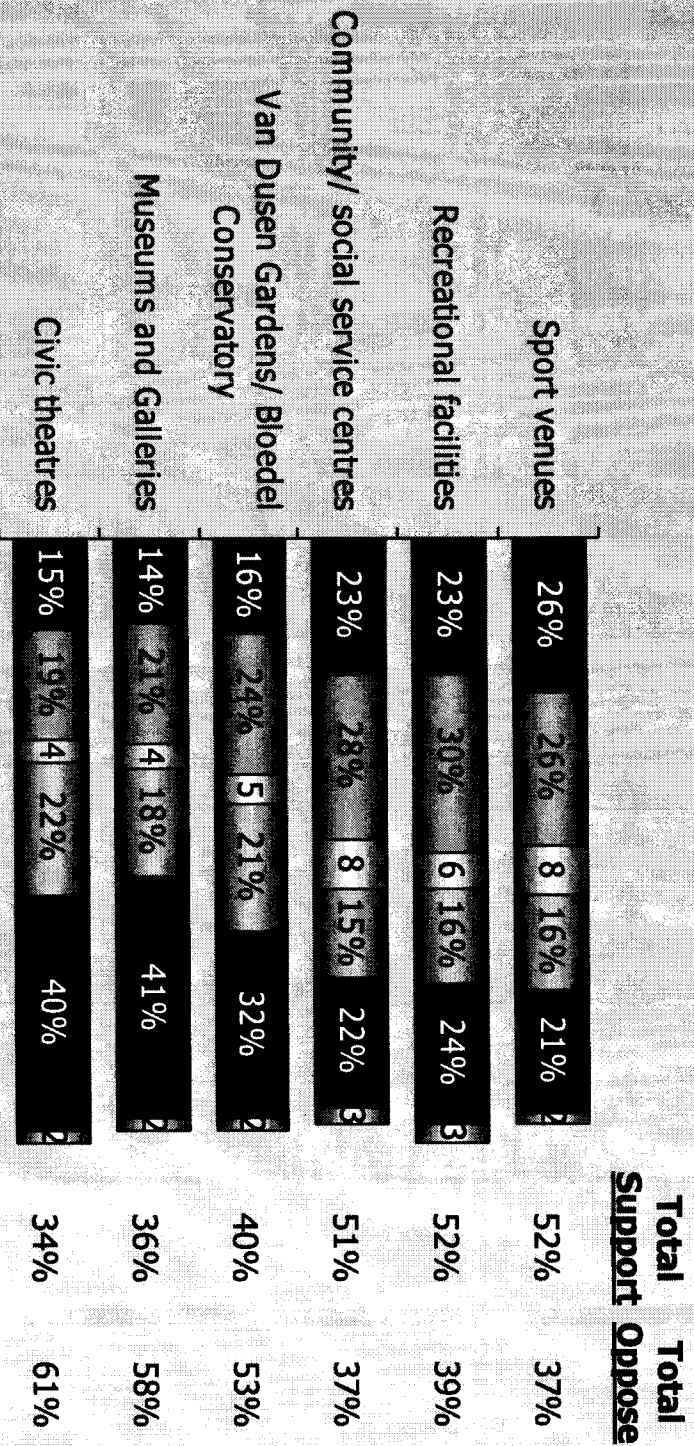
Q.8b) Assuming naming rights of city owned buildings are provided to non-profit organizations, who should benefit financially?

- The majority believe that both the City and non-profit organizations should benefit financially. Even those opposed to the concept agree with sharing of revenue.



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Level of Support by Type of City-Owned Building



Strongly support
 Neither support/ oppose
 Strongly oppose
 Somewhat support
 Somewhat oppose
 Don't know

Base: Total (n=529)

Q.9) To what extent do you support or oppose naming each of the following types of city-owned buildings by private individuals or companies. Starting with...

- City residents tend to support naming of sport venues, recreation facilities and community/ social service centres but tend to be opposed to naming of theatres, public gardens and museums or galleries. Views are relatively consistent among users of City owned facilities.



Levels of Agreement/Disagreement with Specific Views about Concept

Levels of agreement or disagreement were measured on various statements about the issue. The findings reveal that the majority agree that:

- Naming a building after a donor is a good way to honour their financial contribution.
- Naming rights will ease the demand on City tax dollars to support the facilities.

The public is equally supportive of using naming rights to raise operating funds, to raise capital funds for renovations, and to raise funding for new facilities.

However, the majority will also agree with the potential criticisms that:

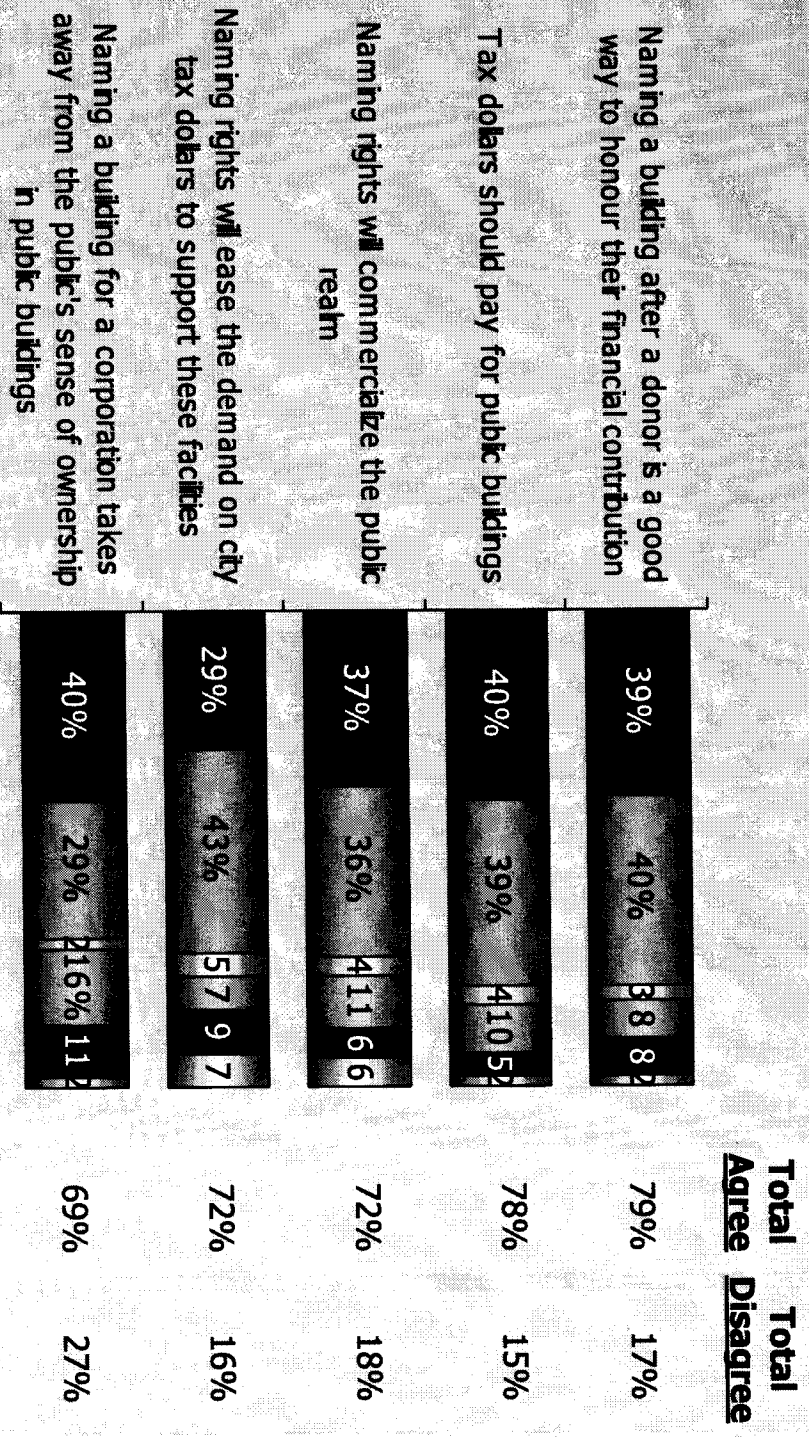
- Naming rights will commercialize the public realm.
- Tax dollars should pay for public buildings.
- Naming a building for a corporation takes away from the public's sense of ownership.
- The City should provide non-profits with enough funding so that they do not need to sell the building naming rights.

They also tend to disagree with allowing corporate logos on buildings.

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Agree/Disagree with the following statements...



- Strongly agree
- Neither agree/disagree
- Strongly disagree
- Somewhat agree
- Somewhat disagree
- Don't know

Base: Total (n=529)

Q.10) Do you agree or disagree with the following statements?

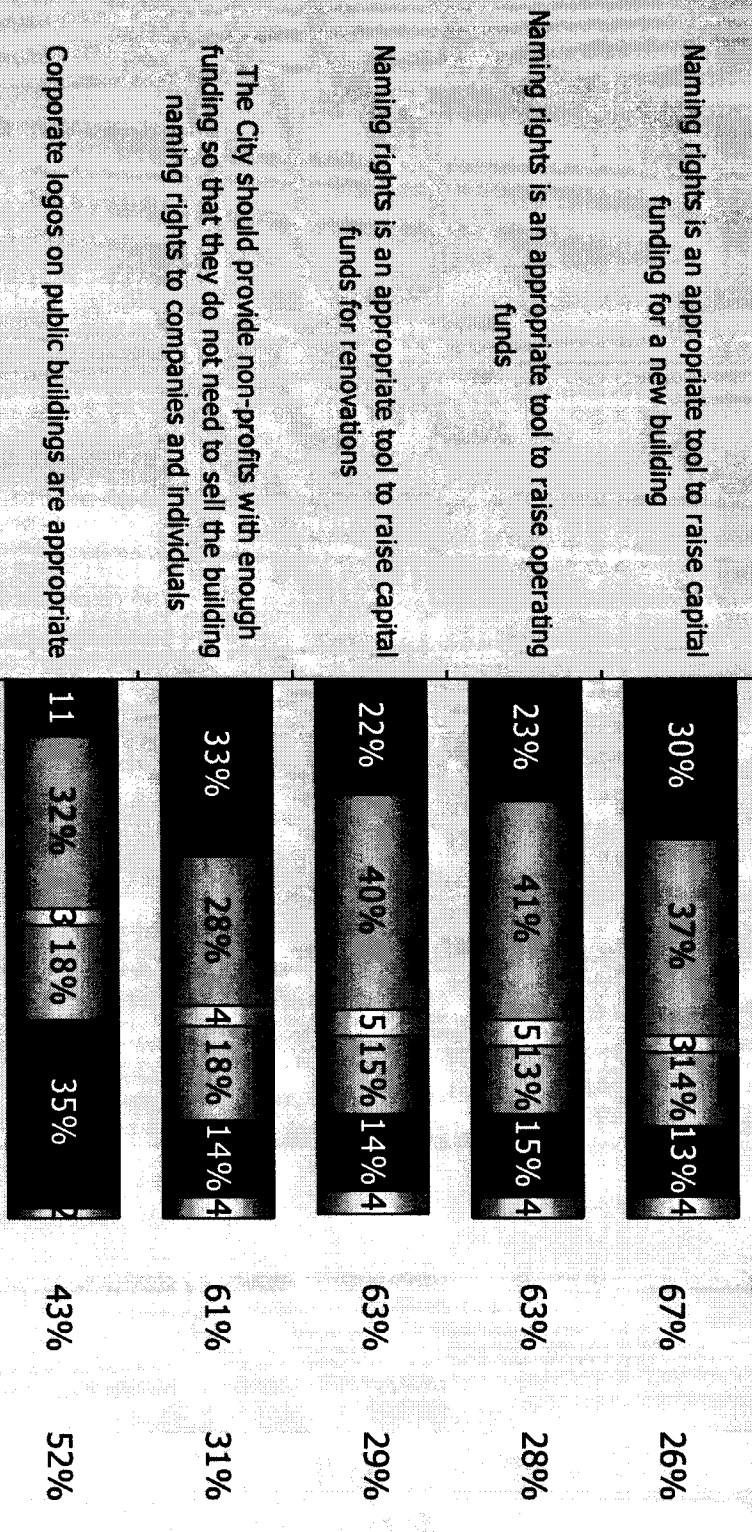
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Agree/Disagree with the following statements...

continued...



- Strongly agree
- Neither agree/disagree
- Strongly disagree
- Somewhat agree
- Somewhat disagree
- Don't know

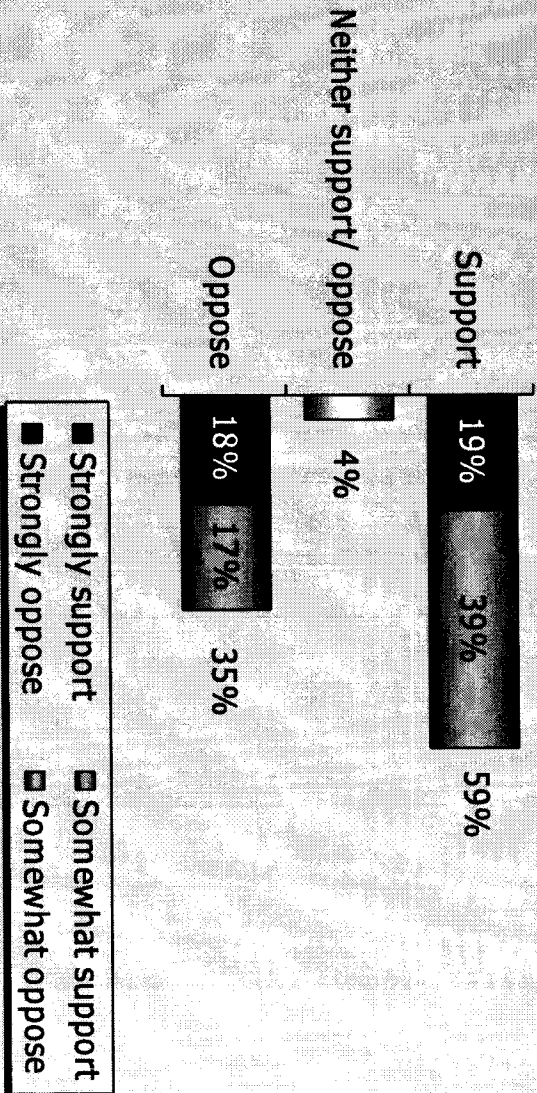
Base: Total (n=529)

Q.10) Do you agree or disagree with the following statements?



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Level of Support for Naming City-Owned Buildings at End of Survey



Base: Total (n=529)

Q.11) Based on what you have heard or learned through this survey, overall are you in support or do you oppose providing naming rights to City-owned facilities?

- Opinions were remeasured at the end of the survey.
- Overall levels of support remained the same.



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Summary

- City of Vancouver residents tend to support the concept of naming City-owned buildings as a way to raise funds, but their support will be contingent on the types of buildings and sponsors being considered.
- They do not appear to distinguish between City-owned and operated buildings and those operated by non-profits organizations. Furthermore the majority do not distinguish between new buildings and renovations versus existing buildings, unless the existing building already has a distinctive name or is considered a Vancouver landmark. Perhaps for these reasons, the public tends to oppose renaming of civic theatres (e.g., Orpheum, Queen Elizabeth Theatre), museums/galleries (e.g., Vancouver Art Gallery) and public gardens (e.g. Van Dusen Gardens).
- But the public tends to support naming sport venues, recreational facilities/ community centres, and community or social service centres. They also will be more receptive to commemorative names than to corporate names.



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Demographic Profile of Respondents

	<u>Total</u> (529) %
Gender	
Male	49
Female	52
Age	
18 to 24 years	12
25 to 34 years	23
35 to 44 years	21
45 to 54 years	18
55 to 64 years	10
65 years or better	15
Refused	<1
Home Tenure	
Own	63
Rent	36
Refused	1

continued



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Demographic Profile of Respondents

continued

	<u>Total</u> (529) %
Children Under 18 Years	
Yes	27
No	72
Refused	1
Ethnic Background	
British	43
Chinese	18
Canadian	10
East European (Ukrainian, Polish, Hungarian, Serb)	7
German	6
Other European	6
French	6
Italian	4
Filipino	3
East Indian (Punjabi, India, Tamil, Guyana, Pakistani)	3
Asia – other (Indonesian, Malaysia, Thailand)	2
Other	12
Don't know	3



City of Vancouver
Sponsorship and Naming Rights Survey
April, 2005

The City of Vancouver is conducting a study to research, evaluate and consult with the community so that we can determine issues and opportunities and report to Council to determine if they wish to pursue developing a policy and guidelines around sponsorship and naming rights of facilities either owned and operated by the City or owned by the City and operated by a non-profit with a non market rent lease (nominal rent). The sponsorship and naming rights would include the buildings as well as rooms within the buildings and include commemorative and corporate naming rights. Naming Rights refers to the right to name for a defined period of time for an agreed-upon number of dollars.

The City owns and operates buildings such as the Civic Theatres (Orpheum, Queen Elizabeth, Playhouse), buildings at the PNE (Coliseum, Agrodome, etc.) and other buildings including non-market housing.

The City also owns and non-profits operate various buildings such as Vancouver Museum, Vancouver East Cultural Centre, MacMillan Space Centre and the City owns many smaller venues that non-profits operate such as Firehall Theatre, Victoria Drive Community Hall and various Childcare locations.

There are 3 phases to the study which include: research of other cities and other policies, consultation with key stakeholders; (including city representatives, operating tenants, and the general public); and an evaluation phase that will result in recommended guidelines for Council to consider.

We invite your response and comments and thank you for your thoughtful participation in this project.

Your comments about the bigger picture issues are solicited and while we recognize that you are involved in this issue at an immediate level we also invite you to provide input from a city wide perspective so that the policies and guidelines can be applied overall, rather than being location specific.

Confidentiality of the information you provide and your comments will not be attributed back to you.

SECTION A – General feeling on naming rights

1. How do you feel about the naming of City Buildings (whether or not the City operates within them or they are leased)?

2. What would you consider acceptable or not acceptable (discuss examples of various City owned buildings)?

3. Do you agree or disagree that not-for-profit organizations should allowed to sell the naming rights to the City owned <u>buildings</u> they lease for nominal rent which is subsidized by the taxpayers?	Agree	Unsure	Disagree	No opinion
Why do you feel this way?				

4. Do you agree or disagree that those organizations who lease city facilities should be allowed to sell the naming rights to the <u>rooms</u> within the facilities they lease?	Agree	Unsure	Disagree	No opinion
Why do you feel this way?				

SECTION B – If the City was to provide guidelines that allowed naming rights...

5. Do you feel differently about a commemorative name vs. a corporate name? Why?	YES	NO
---	------------	-----------

6. Do you feel differently about naming the entire building vs. naming rooms within the building? **YES** **NO**

Why?

7. Is there a difference in how you feel between city owned and city operated and city owned and operated by a non profit through a nominal rent agreement?

YES **NO**

If YES, why?

8. Do you agree or disagree that the public should be consulted if the City authorizes its non-profit tenants to sell the rights to name a facility?	Agree	Unsure	Disagree	No opinion
Why do you feel this way?				

9. Do you agree or disagree that the planning of new facilities be open to the selling of naming rights to assist with financing of the structure?	Agree	Unsure	Disagree	No opinion
Why do you feel this way?				
Would it be different for (if Yes, explain):				
New Construction	YES	NO		
Renovation	YES	NO		
Endowment	YES	NO		

When considering renaming a current building (as opposed to new construction) how important is the following:

10. The current name has historical or community significance.	Very Important	Somewhat Important	Not Important	Don't Know
Comments:				
11. The building has been publicly supported.	Very Important	Somewhat Important	Not Important	Don't Know
Comments:				

To assist decision making regarding naming or renaming is it important that:

12. As a percentage of investment, there be a benchmark?	Very Important	Somewhat Important	Not Important	Don't Know
<p>Comments:</p> <p>If the benchmark has importance, what should it be?</p> <p>What would be the minimum threshold in terms of naming?</p>				
13. The corporation is viewed as a good corporate citizen (assessed by its fiscal, human relations and environmental policies and practices)	Very Important	Somewhat Important	Not Important	Don't Know
Comments:				

<p>14. If you agree that corporate naming of buildings or rooms within these buildings is acceptable, do you feel differently about names vs. logos? (as per the library example)</p>

15. Should commemorative naming be subject to different guidelines than corporate? **YES** **NO**

If YES, what should they include?

16. A. Some people think the sale of naming rights to a private organization or individual is an acceptable way to raise funds to pay for improvements and added services.

16.B Other people think that the sale of naming rights is not acceptable for civic facilities and detracts from our city.

Which is most closely aligned with your opinion? **A** or **B**

Why?

SECTION C – Closure and next steps:

17. What should we be aware of (your biggest concern) in contemplating a naming rights framework and guidelines?

18. What would be your advice to us as we continue on to the next phase of this study (which includes a public perception phase, evaluation of risks/rewards)