

POLICY

BOWEN ISLAND Municipality

Policy Adopted: September 24, 2018

Policy Amended: November 22, 2021

Policy # 18-003

Bowen Island Community Centre Donor Recognition and Naming Policy

POLICY OBJECTIVE:

The purpose of this policy is to outline a framework of donor recognition and naming opportunities to recognize the contributions of donors to the Bowen Island Community Centre capital campaign. This policy also states the intention of the Bowen Island Municipality (BIM) to publicly acknowledge donors unless anonymity has been requested.

GENERAL GUIDELINES:

- 1) All donations of \$25 and over will receive a tax receipt and letter of acknowledgement electronically.
- 2) All donations of \$200 or more will receive public acknowledgement on a donor recognition installation to be established in an appropriate, central location. The installation will list all those who have contributed gifts with a minimum amount of \$1000 to the project. This may take the form of a donor wall or another format suitable to the site of installation.
- 3) All requests for donor anonymity will be respected.

NAMING OPPORTUNITIES:

This policy governs the granting of naming opportunities for the following spaces and equipment:

- a) The Bowen Island Community Centre facility
- b) Indoor spaces including:
 - Large Multipurpose Room
 - Small Multipurpose Room
 - Community Living Room and Gallery Lounge
 - Weightroom
 - Fitness Studio
 - Community Meeting Room
 - Community Conference Room
- c) Outdoor spaces including:
 - Front Entryway
 - Courtyard
 - Landscaped gardens and features
- d) Fixtures, Furniture, and Equipment of significant value including, but not limited to:
 - Individual, or row, of theatre seats in the Large Multipurpose Room
 - Lighting, Acoustic, or general Audio-Visual equipment

- Room furnishings
 - Public Art in or around the facility
- 4) Naming opportunities may be extended to donors provided that the donor funds all, or a significant amount, of the cost of:
- a) the facility itself
 - b) an indoor or outdoor space included in the facility
 - c) equipment of significant value that is regarded as central to the completion of the facility, and/or ensures the space's intended use.

An asset analysis or market valuation of the cost to build a particular space or purchase particular equipment will be used to determine the value of the asset. This value will be used in the negotiation of the naming opportunity.

- 5) All proposals of naming opportunities will be reviewed by the Bowen Island Community Centre Select Steering Committee and then recommended to Council for final approval.
- 6) An offer of financial payment does not guarantee that naming opportunities will be granted.
- 7) All proposals for naming opportunities will be in good taste and in keeping with BIM's values, reputation, and integrity. Consideration of these criteria will play a primary role in the evaluation of any naming opportunity proposals.
- 8) All Council approved naming opportunities will be subject to an agreement in writing between BIM and the donor. The required terms of the agreement will be as follows:
 - a) BIM will retain ownership and control of the Bowen Island Community Centre;
 - b) Agreements will be for a fixed term, typically up to 10 - 20 years or longer but will not carry forward past the life span of the asset;
 - c) The agreement must not result in, or be perceived to result in, any competitive advantage, benefit, or preferential treatment to the donor;
 - d) The agreement must not result in increased costs to BIM or create an ongoing financial obligation to BIM.
- 9) BIM will not approve naming opportunities that:
 - a) Imply endorsement of a commercial product, industry, or ideological position;
 - b) Involves naming an asset after an elected official, currently in office;
 - c) Results in a BIM employee or elected official receiving personal gain;
 - d) Conveys a message that might be prejudicial to race, religion, gender, or sexual orientation or could reasonably be expected to cause offence to a community or group;
 - e) Promotes illegal or addictive substances
- 10) BIM reserves the right to terminate an existing naming opportunity agreement if any of the following occur:
 - a) The named individual develops a public image inconsistent with BIM's values, principles, or strategic objectives;
 - b) The donor places undue liability or financial burden on BIM;
 - c) Any other breach or perceived breach of the agreement.

- 11) BIM will have the final decision on signage and physical display accompanying naming opportunities.
- 12) Donors whose monetary gifts are made in agreement with naming privileges will be recognized on appropriate signage and on the donor recognition wall, as per the policy guidelines.

Policy adopted by Council at their regular Council Meeting held September 24, 2018

(ORIGINAL SIGNED)

Gary Ander
Mayor

(ORIGINAL SIGNED)

Hope Dallas
Corporate Officer