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## Municipal Naming Policy

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**Policy Number:** CP70/2026  
**Approval Date:** April 14, 2026  
**Supersedes Policy:** CP225/2022 – Municipal Naming Policy

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### SECTION A

#### 1.0 Policy Purpose

- 1.1 The purpose of this Policy is to establish a clear and consistent framework for the naming and recognition of Municipal Assets that:
  - 1.1.1 supports Council’s decision-making through defined criteria and boundaries;
  - 1.1.2 reflects Morinville’s identity, heritage, and community values;
  - 1.1.3 distinguishes between commemorative recognition, heritage naming, and sponsorship or naming rights; and
  - 1.1.4 manages financial, operational, and reputational risks associated with naming decisions.

#### 2.0 Scope

- 2.1 This Policy applies to the naming, renaming, and recognition of Municipal Assets owned or controlled by the Municipality. This includes:
  - 2.1.1 Commemorative Naming and recognition initiatives;
  - 2.1.2 Heritage Naming of Municipal Assets, including but not limited to roads, parks, trails, Facilities, and Facility Amenities; and
  - 2.1.3 Sponsorship and Naming Rights associated with Municipal Assets, programs, services, or events.

#### 3.0 Definitions

All definitions include the plural form of the terms.

- 3.1 The following are the three categories of Municipal Naming governed by this Policy.
  - 3.1.1 "Commemorative Naming" means the recognition of an individual, group, organization, or event through the dedication of a Municipal Asset or component

- thereof, where such recognition does not assign or change the name of the Municipal Asset.
- 3.1.2 "Heritage Naming" means the naming of a Municipal Asset, such as streets, parks, trails, facilities, or components thereof, to recognize historical significance, outstanding achievements, or significant contributions of an individual or group.
- 3.1.3 "Sponsorships and Naming Rights" means a contractual arrangement in which the Municipality grants a third party recognition or naming rights associated with a Municipal Asset, program, service, or event in exchange for financial or other consideration, in a manner that provides benefit to the Municipality.
- 3.2 "Administration" means the administration of the Municipality.
- 3.3 "Advertising" means a contractual arrangement for a defined period of time where a third party provides a financial contribution in return for rights to place a single message on a medium (e.g., billboard, transit shelter, etc.) where the content is controlled by the third party and approved by the Municipality for certainty, an Advertising arrangement does not provide the third party with further substantive rights such as in Naming Rights or Sponsorship arrangements.
- 3.4 "CAO" means the Chief Administrative Officer of Morinville.
- 3.5 "Council" means the duly elected Council of Morinville.
- 3.6 "Facility" means any property, complex, structure, or building (interior or exterior) owned or controlled by Morinville.
- 3.7 "Facility Amenities" means all public spaces within a Municipal building, structure or area of land owned by the Municipality, including all interior and exterior facility components.
- 3.8 "Morinville" or "Municipality" means the Municipal Corporation of Morinville.
- 3.9 "Municipal Asset" means an item, object, thing (including a service, program, event, or activity) or real estate property (Facilities and Facility Amenities) owned by the Municipality.
- 3.10 "Naming Rights" means a contractual arrangement for a defined term where a third party (i.e., community organization or individual) provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights for the inclusion and public display of the third party's name as part of the name of a Municipal Asset.
- 3.11 "Sponsor" means a third party who provides sponsorship.

- 3.12 “Sponsorship” means a contractual arrangement for a defined term where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a Municipal service, program, event, activity or sub-component of a Municipal Asset and/or rights for the inclusion and public display of the third party’s name as part of the name of a Municipal service, program, event, activity or sub-component of a Municipal Asset.

#### **4.0 General Naming Requirements**

- 4.1 All naming and recognition of Municipal Assets shall align with the Municipality’s identity, heritage, and community values.
- 4.2 The Municipality may refuse or reconsider any naming or recognition that:
- 4.2.1 is divisive, discriminatory, offensive, or inconsistent with community standards;
  - 4.2.2 creates reputational risk for the Municipality; or
  - 4.2.3 does not reflect the intent of this Policy.
- 4.3 Naming and recognition decisions shall consider financial, operational, and reputational impacts.
- 4.4 Names assigned to Municipal Assets shall be distinct and avoid duplication or similarity that may create confusion within Morinville or regional emergency services.
- 4.5 Where a naming or recognition involves an individual, group, or organization, consent shall be obtained, where appropriate, prior to approval.
- 4.6 Naming and recognition shall maintain a clear distinction between Commemorative Naming, Heritage Naming, and Sponsorship and Naming Rights.
- 4.7 Technical naming standards for specific asset types, including roads, parks, and trails, shall be established and maintained by Administration.

#### **5.0 Renaming Municipal Assets**

- 5.1 The Municipality may consider the renaming of Municipal Assets on a case-by-case basis, including at the expiry of Sponsorship and Naming Rights agreements.
- 5.2 Proposals to rename existing Municipal Assets will only be considered in exceptional circumstances.
- 5.3 In considering a proposal to rename a Municipal Asset, the Municipality shall consider:
- 5.3.1 the historical significance of the existing name;
  - 5.3.2 the impact on any individual or organization associated with the existing name;

- 5.3.3 the financial and operational implications of renaming, including changes to signage, records, and community recognition; and
  - 5.3.4 alignment with Council's approved plans and priorities.
- 5.4 The Municipality may revoke, remove, or modify naming or recognition where it no longer aligns with this Policy or where circumstances warrant reconsideration, including where reputational, legal, or operational risks arise.

## **6.0 Commemorative Naming**

- 6.1 Commemorative Naming shall:
- 6.1.1 be non-commercial in nature; and
  - 6.1.2 not provide naming rights or advertising opportunities.
- 6.2 Commemorative Naming may be established for a defined term, as determined by the Municipality.
- 6.3 Fees for Commemorative Naming may be established by the Municipality and will reflect a cost recovery approach.
- 6.4 Council may, by resolution, direct commemorative recognition for a Municipal Asset or component thereof.

## **7.0 Heritage Naming**

- 7.1 Heritage Naming shall be used to assign names to Municipal Assets in recognition of historical significance, contributions, or community value.
- 7.2 Names selected for Heritage Naming shall be drawn from the Names Reserve List, which shall be established and maintained by Administration.
- 7.3 Names included on the Names Reserve List shall meet one or more of the following criteria:
- 7.3.1 the individual or group has historical significance to Morinville or its development;
  - 7.3.2 the individual or group has historical significance to surrounding communities, including Alexander First Nation and Canadian Forces Base Edmonton;
  - 7.3.3 the individual or group has demonstrated excellence, courage, or exceptional service to Morinville, the Province of Alberta, or Canada;
  - 7.3.4 the individual or group has made significant contributions in scholastic, athletic, professional, or public service fields; or
  - 7.3.5 the individual or group has demonstrated exceptional community service or humanitarian contributions.

- 7.4 Names shall not be included on the Names Reserve List where they:
  - 7.4.1 do not meet the criteria set out in this Policy; or
  - 7.4.2 are inconsistent with Council's approved plans and priorities.
  
- 7.5 Heritage Naming shall:
  - 7.5.1 result in names that are distinct and not easily confused with existing names within Morinville or regional emergency services; and
  - 7.5.2 reflect the function, geographic features, or community context of the Municipal Asset, where appropriate.
  
- 7.6 Public roadways shall be named or numbered in accordance with applicable municipal standards and subdivision approval processes.
  
- 7.7 Municipal Facilities and Facility Amenities shall be named to reflect their function, location, or community significance.
  
- 7.8 Parks and trails shall be named to reflect heritage, geographic features, or community context.

## **8.0 Sponsorship and Naming Rights**

- 8.1 Sponsorship and Naming Rights may be used as a mechanism to generate revenue or other value for the Municipality through association with Municipal Assets, programs, services, or events.
  
- 8.2 Sponsorship and Naming Rights arrangements shall:
  - 8.2.1 align with the Municipality's priorities, policies, and values; and
  - 8.2.2 provide a clear benefit to the Municipality.
  
- 8.3 Sponsorship and Naming Rights shall be structured to maintain a clear distinction from:
  - 8.3.1 Commemorative Naming; and
  - 8.3.2 Heritage Naming.
  
- 8.4 Sponsorship and Naming Rights shall not be applied in a manner that compromises the integrity, intended use, or public nature of a Municipal Asset.

## **9.0 Review of Policy**

- 9.1 For the purposes of ensuring this Policy is reviewed for ongoing relevance and necessity, a review will occur prior to June 30, 2030. The Policy shall be brought forth and repassed in its present or amended form or rescinded.
  
  - 9.2 This Policy shall remain in effect if the review date passes prior to Council review.
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## **SECTION B**

### **1.0 Reference to Policy and Legislation**

Corporate Sponsorship and Community Partnership Policy  
Fees and Charges Bylaw  
Numbering of Streets, Parcels, and Buildings Bylaw

### **2.0 Persons Affected**

Community Partners  
Corporate Sponsors  
Residents of the Morinville Region

### **3.0 Divisional/Departmental Responsibility**

Corporate and Planning Services  
    Communications & Legislative Services  
    Planning and Economic Development  
Community and Infrastructure Services  
    Infrastructure Services  
    Community Services

### **4.0 Review/Revision History and Author**

CP225/2022 – Municipal Naming Policy  
PED323/2020 Commemorative Naming

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Original Signed

Simon Boersma  
Mayor

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Original Signed

Michelle Hay  
Chief Administrative Officer