



**Policy Number:** 2021 - 01

**Date of Issue:** February 16, 2021

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**Motion Number:** 2021-46

**Policy Subject/Title:** PARK/GREENSPACE/PLAYGROUND NAMING RIGHTS

**Signature of Approval by Authorized Personnel:**   
Ed Chow, CAO

**Supersedes:** N/A  
Date of Last Update

N/A  
Title & No. of Previous Policy if Applicable

**POLICY STATEMENT:**

The purpose of this policy is to provide guidance when naming parks, playgrounds and greenspaces within the Town of Wainwright.

**PROCEDURES:**

**Playgrounds:**

Many playgrounds in the community are sponsored by service clubs.

The specific playground has the opportunity to be named after the sponsoring service club should the amount donated to the project be equal or greater than 50% of the overall cost of the playground.

Should said group(s) wish to have a sign erected, in consultation with the Town of Wainwright Parks department in regards to details, a sign can be installed at the sole cost of the group.

**Parks and Green Spaces:**

Naming rights of a certain park or green space can be considered if:

- 1) The land was purchased or donated from a family and that family requests in writing to have the name used in a future park or green space.

- 2) Parks and Green Space naming will be reserved only for eligible citizens in the community that have donated and contributed and made a positive impact to the community for many years.
- 3) Should recognition signage be requested, a detailed design proposal must be approved by the Town of Wainwright. Once approved signage can be installed at the sole cost of the group submitting the naming recognition.
- 4) The Town of Wainwright reserves the right as to how they will participate in this project both financially and by in-kind, in regards to implementation of a sign or any form of recognition.