



<i>COUNCIL AGENDA</i>	
Date: <u>June 23, 2025</u>	Item: <u>7</u>



DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	June 12, 2025
From:	Christie Rosta, Cultural Services Manager
Subject:	Boathouse Update from the Arts & Culture Advisory Committee
File:	0116-20-ACAC

RECOMMENDATION

THAT

1. the June 12, 2025 report from the Cultural Services Manager titled Boathouse Update from the Arts & Culture Advisory Committee be received for information;
2. staff move forward with planning to relocate the West Vancouver Art Museum to the Boathouse building on an interim basis with the provisions endorsed by the Arts & Culture Advisory Committee as listed below:
 - the West Vancouver Art Museum is the sole tenant of the Boathouse building to ensure that the building can serve the programming needs and functional requirements of a professional curated museum
 - the Boathouse building is renovated to accommodate art museum exhibitions and programs with appropriate lighting, heating, ventilation, and air conditioning (HVAC) systems to control temperature and humidity, and to secure the building from water and tidal fluctuation to ensure the safety of fine art displayed in the building
 - accessible exhibition and program spaces are functional and located within the building to draw in a wide range of community members and visitors, and enhance the visibility of the arts
 - the Boathouse building will support the West Vancouver Art Museum’s needs for the foreseeable future until a new purpose-built arts and culture centre is built
 - it is recognized that the District of West Vancouver continues to seek to build a purpose-built arts and culture centre in the Ambleside area; and
3. staff progress to the next phase of planning by posting an Expression of Interest to determine if there are interested parties for partnership and naming rights for the Boathouse building renovation.

1.0 Purpose

Council directed a review of the Boathouse building to determine if it may be suitable to house the West Vancouver Art Museum (Art Museum) on an interim basis while the District of West Vancouver (District) continues to plan for a purpose-built arts and culture centre in the Ambleside area. The outcomes of the review and recommendations are outlined in this report and are for Council's consideration and approval.

2.0 Legislation/Bylaw/Policy

The Arts & Culture Advisory Committee (ACAC) provides Council with advice and recommendations on policy issues for arts and culture; and communicates to Council the arts and culture sector's needs related to present and future governance, and capital and operating funding.

The ACAC's Terms of Reference Policy 0064 guides the work of the ACAC (**Appendix A**).

The Sponsorships, Partnerships and Naming Rights Policy 0061 (**Appendix B**) and Sponsorships, Partnerships and Naming Rights Procedure 0187 (**Appendix C**) guide the process to ensure that all sponsorship, partnerships and naming rights align with the District's programs and services; provides guidelines which facilitate and support opportunities for sponsorships, partnerships and naming rights; and creates a systematic approach to soliciting, managing, and reporting on sponsorships, partnerships, and naming rights.

3.0 Council Strategic Objective(s)/Official Community Plan

Council's Strategic Plan (2024-2025)

- 3.1 Collaborate with business improvement associations and Squamish Nation to provide economic development support.
- 5.3 Engage the community in decision-making through participation on Council committees and groups aligned with key Council responsibilities.
- 5.5 Create and/or update policies and bylaws to preserve community liveability.
- 6.2 Develop an arts and culture centre adjacent to a waterfront park anchored by a combined new art museum and other multi purpose program and studio spaces.

Official Community Plan

The Official Community Plan provides high-level policies to express the District's long-term intent for improving social well-being by promoting an engaged community.

- 2.8.17 Engage the community in planning for services, programs, and facilities, and municipal decision-making.

- 2.8.18 Provide meaningful volunteer engagement opportunities to support civic programs and services.

4.0 Financial Implications

If the relocation of the Art Museum to the Boathouse building on an interim basis is approved, it is anticipated that funding for the renovations will be covered through sponsorships and a naming rights partnership. An Expression of Interest will be posted to determine interested parties.

The decision to operate the Art Museum in the Boathouse building on an interim basis will result in increased operating expenses due to the larger facility size compared to its current location, along with higher annual asset maintenance costs. However, expanded programming and enhanced revenue opportunities will offset some of these expenditures. A detailed operational plan will be developed to ensure financial sustainability, outlining projected costs, revenue streams, and program offerings.

5.0 Background

On February 24, 2025, Council announced the purchase of the Boathouse building, formerly home to the Boathouse restaurant in Horseshoe Bay, located on the waterfront at Sewell's Landing. The goal is to convert the space into a new home for the Art Museum on an interim basis.

Renovations to the Boathouse building will allow the Art Museum to maintain its current programming standards while also providing additional opportunities for arts exhibitions and programming. The relocation will significantly increase the Art Museum's current exhibition and programming space, from approximately 2,800 sq.ft. at Gertrude Lawson House, to approximately 8,800 sq.ft.

In April 2025, a high-level review was initiated to determine if the Boathouse building could be renovated to function as an interim home for the Art Museum.

5.1 Previous Decisions

At the December 6, 2024 ACAC closed meeting, the ACAC received a presentation regarding an opportunity for a new art museum space at Horseshoe Bay. The ACAC endorsed the acquisition of the Boathouse building as a public building for municipal use. The ACAC also endorsed, in principle, the concept of moving the Art Museum from its current location at Gertrude Lawson House to the Boathouse building.

Council, at its February 24, 2025, regular meeting announced the purchase of a building in Horseshoe Bay (formerly the Boathouse Restaurant) for a proposed arts centre.

Council, at its March 3, 2025, regular meeting announced the purchase price of 6695 Nelson Avenue (the former Boathouse Restaurant building in Horseshoe Bay) was \$2.7 million and commented on the proposed renovations.

At the March 13, 2025 ACAC regular meeting, ACAC deferred to the Art Museum Advisory Panel (AMAP) to provide input to the District on determining the suitability of converting the former Boathouse building into a new art museum facility; and report back to the ACAC.

Council, at its March 31, 2025, closed meeting directed staff to work with the AMAP and the ACAC to confirm the functionality of the Boathouse building and the renovations required to meet current West Vancouver Art Museum standards; and that ACAC report back to Council as soon as possible.

At the May 22, 2025 ACAC regular meeting, the AMAP presented recommendations to the ACAC to relocate the Art Museum on an interim basis from the Gertrude Lawson House to the Boathouse building. The ACAC endorsed the recommendations, and representatives from the ACAC will formally bring them forward for Council's consideration and approval on June 23, 2025.

5.2 History

Over the past several years, the District has conducted arts facility planning to replace the Art Museum, Music Box, and Silk Purse. These arts facilities are old buildings that were built for residential purposes, are near the end of their useful life, and are not accessible to all members of the community.

Between 2018 and 2019, the District developed the Arts & Culture Facilities Plan — a comprehensive needs assessment that identified the need for a consolidated 21,000 sq.ft. purpose-built arts and culture centre or two buildings including a community arts centre at 13,116 sq.ft., and an art museum at 11,953 sq.ft.

Developing a purpose-built arts and culture centre remains a Council priority; however, determining a location continues to be the primary challenge. The purchase of the Boathouse building provides an interim opportunity for space for arts and culture.

6.0 Analysis

6.1 Discussion

The ACAC is comprised of representatives from West Vancouver's arts and culture sector, including an appointed representative to the AMAP. The AMAP is a volunteer citizen group with knowledge in art museum operations or programming content, and provides guidance and fundraising support to the Art Museum administration.

The ACAC deferred to the AMAP to conduct a high-level space review of the Boathouse building and determine its suitability as an art museum. AMAP's review confirmed that the Boathouse building may be suitable as an art museum with certain provisions. AMAP's review and recommendations are outlined below.

Need for Space

The Art Museum is currently operating at full capacity and requires additional space in a building that is in better repair and accessible to the public. The Art Museum space in Gertrude Lawson House is approximately 2,800 sq.ft.

The Boathouse building is 8,800 sq.ft. spread over two levels. Each floor has dramatic views of the Howe Sound and adjacent bluffs, making the building ideal for programming and event spaces, both indoors and outdoors on adjacent patios.

The interior of the building has adequate space for the following:

- two galleries: one to display the permanent collection and one for rotating exhibitions
- large multi-purpose event room with adjacent commercial catering kitchen to support programs, special events, and rentals
- an education and programming room for all ages
- a gift shop and bookstore
- a design library and lounge

The outdoor patio space adjacent to the Sanctuary boardwalk lends itself to create a pop-up lounge that can be supported by a fully outfitted commercial catering kitchen. The outdoor space next to Horseshoe Bay Park creates a unique space for markets and buskers.

There are approximately 45 pay parking spaces beside the building and adequate loading space next to the building.

Leveraging on the Success of the Art Museum's Programming

West Vancouver is the birthplace of West Coast Modern architecture, an identity the Art Museum proudly celebrates through its annual innovative exhibitions, children's education, and architecture programs (regularly oversubscribed), West Coast Modern Week Home Tour, and programming.

There is currently only one museum in Canada that specializes in architecture, located in Montreal. On the West Coast, the Art Museum is nationally recognized for its demonstrated leadership in preserving and building appreciation of architectural heritage — specifically West Coast Modernism.

The Boathouse building provides an opportunity to expand on this community asset by broadening the programming. This could enable the Art Museum to become the leading museum with this special focus in Western Canada.

Horseshoe Bay is also historically important to Squamish, Tsleil-Waututh, and Musqueam Nations. The Boathouse building sits on the shores of Horseshoe Bay. Horseshoe Bay is known to the Squamish people as

Ch'axáy' (meaning "sizzling water"), this name captures the bay's distinctive phenomenon where herring, pursued by hunting salmon, create a bubbling, sizzling effect on the water's surface.

Renovating the Boathouse building and relocating the Art Museum to this location provides an opportunity for potential collaboration and connection to continue the dialogue with the Indigenous Nations to reflect on and engage with the cultural history of the area.

Relocation of the Art Museum to the Boathouse Building

Aiming for a successful relocation, minimum requirements were identified by AMAP for the Boathouse building to be suitable for the Art Museum which are as follows:

- The Art Museum is the sole tenant of the Boathouse to ensure that the Art Museum continues to function as a professional curated museum and maintains its unique identity and reputation both locally and nationally.
- The Boathouse building be renovated to current art museum standards with appropriate HVAC systems to control temperature and humidity; and secured from water and tidal fluctuation to ensure the safety of fine art displayed in the building. If specialized HVAC systems are not included as part of the renovation, the Art Museum will not be able to borrow artwork from other art institutions or private collectors to curate exhibitions.
- Accessible exhibition and program spaces should be located on the ground floor to enhance the visibility of the arts and draw in a wide range of community members and visitors.
- The Boathouse building will support the Art Museum's needs for the foreseeable future until the District builds a purpose-built arts and culture centre in the Ambleside area.
- It is recognized that the District continues to seek to build a purpose-built arts and culture centre in the Ambleside area.

The minimum requirements listed above ensure that the Art Museum will be able to maintain its current programming and support potential growth and increased visitation to build the arts community in a new location.

6.2 Climate Change & Sustainability

The Boathouse building is located on the shores of Horseshoe Bay and above the water on piles. The elevation of the Boathouse building is below estimated Flood Construction Level (FCL) to accommodate projected sea level rise to the year 2100. The renovation review will consider (with potential near-term coastal flooding / storm impacts) floodproofing measures for mechanical systems and high-value materials to minimize flood damage risk and a review of the access/egress and safety considerations.

6.3 Public Engagement and Outreach

The ACAC deferred to the AMAP to conduct a high-level space review of the Boathouse building, to confirm the general functionality and renovations required to meet current art museum standards. The AMAP presented at the ACAC's meeting on May 22, 2025, and members of the public attended the meeting.

6.4 Other Communication, Consultation, and Research

Council announced the acquisition of the Boathouse building at a Council meeting on February 24, 2025. The announcement of the purchase of the Boathouse building was posted through the District's social media channels and announced on the District's website. The purchase was also reported on by several regional and local media outlets.

7.0 Options

7.1 Recommended Option

THAT

1. the June 12, 2025 report from the Cultural Services Manager titled Boathouse Update from the Arts & Culture Advisory Committee be received for information;
2. staff move forward with planning to relocate the West Vancouver Art Museum to the Boathouse building on an interim basis with the provisions endorsed by the Arts & Culture Advisory Committee as listed below:
 - the West Vancouver Art Museum is the sole tenant of the Boathouse building to ensure that the building can serve the programming needs and functional requirements of a professional curated museum
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 - accessible exhibition and program spaces are functional and located within the building to draw in a wide range of community members and visitors, and enhance the visibility of the arts
 - the Boathouse building will support the West Vancouver Art Museum's needs for the foreseeable future until a new purpose-built arts and culture centre is built
 - it is recognized that the District of West Vancouver continues to seek to build a purpose-built arts and culture centre in the Ambleside area; and

3. staff progress to the next phase of planning by posting an Expression of Interest to determine if there are interested parties for partnership and naming rights for the Boathouse building renovation.

7.2 Considered Options

Council may:

- request further information; and/or
- provide alternate direction.

8.0 Conclusion

The District of West Vancouver announced the purchase of the Boathouse building in Horseshoe Bay with a goal of converting the space into a new interim home for the West Vancouver Art Museum.

A high-level space review was conducted by the Art Museum Advisory Panel to determine functionality of the Boathouse building and the general renovations required to meet current West Vancouver Art Museum standards. The findings were endorsed by the Arts & Culture Advisory Committee as outlined in this report for Council's consideration and approval.

Author:



Christie Rosta, Cultural Service Manager

Concurrence:



Doti Niedermayer, Senior Manager, Cultural Services



John T. Wong, Senior Manager, Facilities & Assets

Appendices

Appendix A: Art & Culture Advisory Committee Terms of Reference 0064

Appendix B: Sponsorships, Partnerships and Naming Rights Policy 0061

Appendix C: Sponsorships, Partnerships and Naming Rights Procedure 0187

District of West Vancouver
POLICY

Title: Arts & Culture Advisory Committee Terms of Reference

Division: Parks, Culture & Community Services

Policy Number: 0064

File Number: 0282-20-0064

1. Mandate

- 1.1. The purpose of the Arts & Culture Advisory Committee (ACAC) is to provide Council with advice and recommendations on policy issues and the District of West Vancouver's (District) strategic plan for arts and culture and to communicate to Council the arts and culture sector's needs related to present and future governance, capital and operating funding.

2. Role

- 2.1. The Committee will:
- provide guidance to Council and staff on District policy areas and the District's strategic plan for arts and culture;
 - advise and assist staff with updating the District's strategic plan for arts and culture;
 - regularly receive updates from the representatives from the ACAC on the District Advisory Panels and advance recommendations that arise from the Advisory Panels that require Council approval;
 - provide advice and recommendations to Council on any matters referred to the Committee by Council; and
 - through the diverse membership of the Committee, encourage and facilitate cohesion of the West Vancouver arts and culture sector.

3. Membership

- 3.1 The Committee consists of a minimum of six (6) and maximum of eight (8) voting members.
- 3.2 The Committee consists of the following voting members:
- (a) up to eight (8) voting members appointed by Council with expertise in either community arts development, visual, museum, performing, media, or literary arts, events, festivals, public art, strategic planning, community services, grants programs, fundraising or a background and interest in arts and culture. Up to eight (8) Committee members will participate on one of the Advisory Panels.

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Term

Voting members must be appointed or re-appointed to the Committee for a term of two (2) years, except as otherwise determined by Council. Appointments terminate on December 31 of the year in which the member's term is scheduled to expire, except as otherwise determined by Council. Voting members may serve for up to three (3) terms on the Committee, except as otherwise determined by Council.

Advisory Panels

Up to eight (8) voting members of the Committee appointed by Council will join an Advisory Panel to provide connection and communication between Advisory Panels and the Committee. The Advisory Panels work with staff to assist with operational tasks related to the Panels' scope of work. Recommendations from the Advisory Panels requiring Council consideration will be reviewed by the Committee prior to Council review.

3.3 The Committee consists of the following non-voting members:

- (a) up to one (1) member from the Kay Meek Arts Centre Board of Directors as approved by the Director of Parks, Culture & Community Services;
- (b) up to one (1) member from the West Vancouver Community Arts Council Board of Directors as approved by the Director of Parks, Culture & Community Services;
- (c) up to one (1) member from the West Vancouver Memorial Library Board of Directors as approved by the Director of Parks, Culture & Community Services;
- (d) up to one (1) member from West Vancouver Schools (SD45) Board of Education as approved by the Director of Parks, Culture & Community Services.
- (e) one to two (1-2) Council members, appointed annually to serve as the Council representative(s) on the Committee; and
- (f) one staff representative as determined by the Director of Parks, Culture & Community Services.

Term

Non-voting members of the Committee stay on until they leave their position with the organization they represent to a maximum of six (6) years and are confirmed annually by the Director of Parks, Culture & Community Services. Prior to approval by the Director of Parks, Culture & Community Services, proposed non-voting members who are representatives of community organizations must submit a letter from the proposed member's sponsoring organization stating that the organization supports the individual to the Committee. However, if selected, the Committee member will not represent that organization but will bring a perspective to the Committee related to the broader arts and culture sector of West Vancouver.

3.4 Qualifications for individuals seeking membership on the Committee will include:

- (a) skills and experience related to roles and responsibilities in arts, culture and heritage including program delivery, community arts development, visual, performing, media, or literary arts, events, festivals, public art, museum

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management, strategic planning, community services, grants programs, fundraising or with a background and interest in arts and culture;

(b) an ability to attend a minimum of five meetings per calendar year;

(c) individuals with:

- strong community networks and linkages;
- an ability to represent a broad range of views that reflect the diversity of the community including: arts and culture sector; community and business interests; educational institutions; and Indigenous and cultural communities;
- good knowledge and understanding of the local issues that are relevant to arts and culture;
- an ability to look beyond personal interests for the benefit of the community of West Vancouver;
- strong communication skills and the ability to work collaboratively as part of a team; and
- leadership skills and ability to act as an ambassador to Council and the community.

3.5 The Chair and Acting Chair (or co-Chairs, as the case may be) must be voting members of the Committee, and must be selected from amongst the Committee membership at the first meeting of each year.

4 General Terms and Code of Conduct

- 4.1.** Decorum and Debate: Committee members must devote the necessary time and effort to prepare for meetings, arrive at meetings on time, provide feedback in keeping with the Committee's mandate, and be respectful of others' thoughts and opinions.
- 4.2.** Authority and Reporting: The Committee and its members will not represent themselves as having any authority beyond that delegated in the Terms of Reference (ToR) approved by Council.
- 4.3.** Media/Social Media: Members of the Committee are not permitted to speak to the media as representatives of the Committee unless authorized to do so by the Director of Community Relations & Communications. Committee members must strive to convey the public interest and remember that they represent the District of West Vancouver; this means that they must be consistent with the District's position on specific issues.
- 4.4.** Professionalism: Committee members who engage in activities regarding the District of West Vancouver or Committee initiatives/projects and promotions are expected to maintain a respectful, constructive, professional tone that maintains the brand consistency of the District of West Vancouver.
- 4.5.** Confidentiality: All new Committee members are required to sign a copy of the "Volunteer Services Confidentiality Agreement" (the Agreement) as part as their general orientation. All returning Committee members who have previously signed a

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copy of the Agreement are expected to honour and uphold the provisions as outlined within the Agreement.

- 4.6.** West Vancouver Residency Requirement: all Committee volunteers must either reside in, or represent a business that is located in, the District of West Vancouver, except as otherwise determined by Council. With respect to this requirement, if a Committee member's primary place of residence or the location of their business changes to another municipality during the term of an appointment, the member must notify the Chair and staff representative regarding the change of address.

Depending on the length of appointment term remaining, the Committee member may be asked to step down, thus creating a vacancy.

- 4.7.** Conflict of Interest: The conflict of interest provisions contained in the General Council Committees Policy applies to all Committee members.

5. Meetings

- 5.1.** The Committee must, by resolution, establish an annual meeting schedule, and must hold additional meetings as required to respond in a timely manner to requests from Council.
- 5.2.** All Committee and Subcommittee meetings must be held in a District facility.
- 5.3.** A majority of the voting members is required to constitute a quorum. Any member who is absent from three (3) meetings of the Committee without reason satisfactory to the Committee may be removed from the Committee by Council.

6. Rules of Procedure

- 6.1.** Meetings must be conducted in accordance with the General Council Committees Policy, the Council Committee Procedure Bylaw, and the *Community Charter*.

7. Subcommittees

- 7.1.** Subcommittees may be proposed by the Committee from among its members for specific tasks or projects identified in the Annual Work Plan.
- 7.2.** Subcommittee meetings are subject to the same requirements and rules of procedure as Committee meetings.

8. Annual Work Plan

- 8.1.** The Committee is expected to identify a concise set of annual targets and objectives for the upcoming calendar year. The Annual Work Plan must be submitted to Council for approval annually. The Annual Work Plan must be congruent with the ToR and must outline specific targets as to what the Committee plans to achieve while supporting the work, priorities, and underlying principles of the District of West Vancouver.

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- 8.2. The approved Annual Work Plan will be executed by the Committee, with the reasonable assistance of support staff.


9. Altering Terms of Reference

- 9.1. The Committee can request, by resolution, that Council consider changes to these Terms of Reference. Staff can also bring forward alterations to these Terms of Reference at their discretion for Council’s consideration.
- 9.2. Council must consider any alterations to these Terms of Reference at an open Council meeting. Council can only alter these Terms of Reference via resolution.

10. Staff Assistance

- 10.1. Staff assistance will be provided to the Committee, as necessary and within reason, by staff of the Parks, Culture & Community Services division.

11. Approval

Approved by	<input type="checkbox"/> CAO	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2018/07/23	
Council minutes eDocs # (Council Policies only)	3786808	
Council report eDocs # (Council Policies only)	3780871	
Signature		

Replacement date	2023/09/25
Council minutes eDocs # (Council Policies only)	5666546
Council report eDocs # (Council Policies only)	5653249
Replacement description	The revised policy aims to restructure the Committee to expand its role to

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	incorporate the policy level recommendations referred to Council for approval from the Art Museum, Community Grants Program, Ferry Building Gallery, and Public Art Program to provide more effective advice to Council on the governance, capital and operating needs of the arts and culture sector.
Signature	<i>[Original signed by Mayor]</i> <hr/> MAYOR

12. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Date of last review	n/a	

District of West Vancouver
POLICY

Title: Sponsorships, Partnerships and Naming Rights

Division: Parks, Culture & Community Services

Policy Number: 0061

File Number: 0282-20-0061

1. Purpose

- 1.1. The purpose of this policy is to articulate a clear District-wide sponsorship, partnership and naming rights policy that:
 - (a) aligns with the District's programs and services;
 - (b) provides guidelines which facilitate and support opportunities for sponsorships, partnerships, and naming rights; and
 - (c) creates a systematic approach to soliciting, managing, and reporting on sponsorships, partnerships, and naming rights.

2. Scope

- 2.1. All District properties and assets are subject to this policy with the exception of the West Vancouver Memorial Library and the West Vancouver Police Department.
- 2.2. All sponsorships, partnerships and naming right agreements must be approved by the District. Sponsorship and partnership agreements of \$75,000 and over require Council approval. Naming right agreements require Council approval. All other agreements require approval by the appropriate director or by a manager delegated by the director of the division, unless Council has delegated approval authority to another body.
- 2.3. This policy shall apply to all District divisions and to those agencies, boards and societies which are subject to the policies of Council by requiring them to adopt policies which are consistent with this policy.
- 2.4. This policy does not apply to internal sponsorships and partnerships between District divisions and agencies, boards and societies.
- 2.5. This policy applies to naming rights agreements; it does not apply to commemorative naming. Commemorative naming will be considered on a case by case basis by Council.
- 2.6. Grants obtained from other orders of government are exempt from this policy.
- 2.7. This policy does not apply to District sponsorship support of external projects where the District provides funds to an outside organization.
- 2.8. This policy does not apply to donations, which are addressed under the District's Donation Policy.

3. Definitions

- 3.1. **“Advertising”** means the sale or lease of advertising or signage space on District-owned property or in District publications, including the District’s websites. Unlike sponsorship, it involves the use of public advertising contracted at a predetermined rate for a set period of time. Advertising does not imply any reciprocal partnership arrangement since the advertiser is not entitled to any benefit beyond access to the space.
- 3.2. **“Agreement”** means a legally binding document setting out terms of the sponsorship, partnership or naming rights agreement between the sponsor or partner and the District.
- 3.3. **“Commemorative Naming”** means the naming of an asset to recognize a significant individual whose contribution to the community is deemed worthy of commemoration, and where there is not necessarily financial consideration.
- 3.4. **“District”** means the Corporation of the District of West Vancouver.
- 3.5. **“Donation”** means money, goods, services, or other consideration given to the District with no expectation of reciprocal provision of goods or services to the donor, other than recognition mutually determined. Donations do not constitute a business relationship since no reciprocal consideration exists.
- 3.6. **“Naming Rights”** means the naming of a District asset (building, room, park, trail, street, field, etc.) to recognize the significant financial support of a donor or partner.
- 3.7. **“Partnership”** is a collaborative relationship between the District and an organization or business wherein the resources of the District and a partner are combined to enhance the quality and relevance of services provided by the District or the partner organization.
- 3.8. **“Select Committees”, “Standing Committees”, and the “Seniors’ Activity Centre Advisory Board”** are groups formed by the District to provide citizen input or expert advice, and organizations formed within the community that represent certain interests, geographic areas, special projects or certain activities.
- 3.9. **“Sponsorship”** is a business arrangement whereby, in return for valuable consideration, the sponsor becomes entitled to naming rights, advertising, or other promotional opportunities or commercial or marketing advantages involving District facilities, publications (including some of the District websites), temporary signage on District lands (including park lands), or signage or other acknowledgement at District events, as defined in each case by a sponsorship agreement.

4. Policy Statement

- 4.1. The District's Sponsorships, Partnerships and Naming Rights Policy provides an opportunity for individuals, families, businesses and services organizations to support and celebrate community through financial or in-kind support. It enables staff to clearly lay out opportunities for giving and to match the goodwill of residents with priorities of the District.
- 4.2. The District seeks to support revenue generation from naming opportunities, other forms of sponsorship (such as event sponsorship) and partnership agreements where these directly benefit the community. Revenue generation must offer significant arts, culture, heritage, health, environment, education and/or wellness benefits and/or social value for citizens.
- 4.3. The District seeks to balance public and private interests, encouraging philanthropic giving and community involvement and support, while acknowledging public investments and guarding against over exposure of commercialization in the public realm.
- 4.4. Funding generated from sponsorships, partnerships and naming rights may only be accepted to support Council-approved initiatives. The proposed recognition should be in good taste and in keeping with District standards and ensures protection against claims that are false or misleading. The District's values, reputation and integrity must not be impugned through association with the proposed sponsor, partner or named individual. Consideration of these criteria will play a primary role in the evaluation of any proposed sponsorship, partnership or naming rights proposal.
- 4.5. Sponsorships, partnerships and naming rights must not unduly detract from the character, integrity, aesthetic quality or safety of any District property or unreasonably interfere with its enjoyment or use.
- 4.6. Sponsorships, partnerships and naming rights will be sought from individuals, families, businesses and service organizations which are in good standing and have appropriate and compatible corporate policies and values to those of the District.
- 4.7. Preference will be given to those businesses and service organizations that have a local business presence or individuals and families that want to support or provide a legacy to the community.

5. Related Policies or Procedures

- 5.1. Donations to the District Policy 0125
- 5.2. Purchasing Policy 02-30-359
- 5.3. Sponsorships, Partnerships and Naming Rights Procedure 0187

6. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2025/05/12	
Council minutes eDocs # (Council Policies only)	5821637	
Council report eDocs # (Council Policies only)	5797339	
Signature	<u>[Original signed by Mayor]</u> MAYOR	

7. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input checked="" type="checkbox"/> Yes (0282-20-0187)	<input type="checkbox"/> No
Date of last review	2025	

PROCEDURE

Title: Sponsorships, Partnerships and Naming Rights

Division: Parks, Culture & Community Services

Procedure Number: 0187

File Number: 0282-20-0187

1. Governing Policy

- 1.1. This procedure provides administrative guidance for the implementation of Sponsorships, Partnerships and Naming Rights Policy 0061.

2. Scope/Application

- 2.1. This procedure guides staff regarding the processes associated with sponsorships, partnerships, and naming rights.

3. Procedure

3.1. Solicitation

- 3.1.1. Sponsorships, partnerships, and naming rights will be solicited and cultivated by the director of the division or by a manager designated by the director and assigned to a project, program, event, facility or service area.
- 3.1.2. Select Committees, Standing Committees, and the Seniors' Activity Centre Advisory Board are free to recommend that a sponsorship, partnership or naming rights opportunity exists and should be explored, but may not solicit without direction from the director of the division or a manager designated by the director, and may not negotiate agreements with any specific parties or make any commitments to possible partners that imply that partnership, sponsorship or naming rights agreements will be granted to them.
- 3.1.3. In the case of the West Vancouver Community Centre, Aquatic Centre and Ice Arena, a separate agreement with West Vancouver Community Centres Society (Enhance West Van) was endorsed by Council in respect of naming rights in designated spaces.
- 3.1.4. Potential sponsors, partners or named individuals must not be canvassed in a way that implies coercion. Prospective sponsors, partners or named individuals that decline solicitations must not be penalized in any way.
- 3.1.5. In order to expedite development, a formal competitive process is not required when sponsorship, partnership and naming rights are being developed. While there is no obligation to test the market in order to maximize contributions, it is expected that several prospective sponsors or partners may be approached when circumstances warrant.

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3.2. Negotiation

- 3.2.1. The director of the division or a designated manager assigned by the director will undertake to negotiate all of the relevant terms and conditions including financial or other benefits to the District. Staff may reject a potential sponsor, partner or named individual that fails to meet the District's criteria. Rejected sponsors, partners or named individuals may appeal directly to the Municipal Manager.
- 3.2.2. Ownership of property or assets negotiated in the agreement shall be subject to the terms of the agreement, but in no case may the sponsor, partner or named individual enrich itself at the District's expense. The District shall retain control of any property or asset covered by the agreement.
- 3.2.3. Agreements shall be for a fixed term, typically no longer than ten years. Agreements may exceed ten years if it is appropriate to do so, but in any case shall not be for longer than the expected life of the assets involved. No agreements shall carry an expectation of open-ended or perpetual time frames. No agreement may create an ongoing financial obligation to the District beyond the term of the agreement. An agreement must not result in increased costs to the District beyond those that would ordinarily be incurred for the service or facility which is the subject of the agreement.
- 3.2.4. The agreement must not result in or be perceived to result in any competitive advantage, benefit or preferential treatment for the sponsor, partner or named individual outside of the agreement. Benefits to the sponsor, partner or named individual are limited to those expressly stated in the agreement. No agreement may imply, explicitly or implicitly, that the District exclusively endorses the products, services or ideas of any sponsor, partner or named individual. No agreement will be made for which the purpose is strictly to support the sale of a product or service. Any reciprocal consideration (including any requirement to purchase products or services from a specific firm) will be outlined explicitly in the agreement, and all purchases required to fulfill the agreement will be handled in accordance with the District's Purchasing Policy.
- 3.2.5. Agreements must be reviewed through the District's Purchasing department to ensure they do not affect existing contractual obligations of the District.
- 3.2.6. No agreement shall be created which confers a personal benefit, directly or indirectly, to any particular District official or employee.
- 3.2.7. Agreements shall conform to all applicable federal and provincial statutes and to all applicable District bylaws, policies and practices. Sponsorship, partnership, and naming rights activity must not infringe on any collective agreement or labour relation's practices.
- 3.2.8. An offer of financial payment does not guarantee that a sponsorship, partnership or naming rights agreement will be granted.

3.3. Administration of Sponsorship Agreements

- 3.3.1. Requests by individuals or agencies for access to participants or citizens during a program, project and/or event which in general are reasonable and contribute to the program or event experience in facilities, parks or public spaces will be allowed at the discretion of the director of the division or a designated manager assigned by the director.

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- 3.3.2. Commercial enterprises will not be permitted access to program and/or event participants either directly on District property or indirectly through the use of the District or facility mailing information or systems.
- 3.3.3. Limited or selected advertising may be permitted at District events or venues and in District or department publications subject to an agreement and the sponsor acknowledgement plan, provided that the advertising meets accepted standards and does not conflict with District values or policies. The use of sponsorship logos is permissible for temporary time-specific events, programs, projects or services if specifically outlined in the agreement.
- 3.3.4. Employees and volunteers may be offered the opportunity to voluntarily wear clothing with logos or advertising related to an event, program or project. No agreement may be made which requires the wearing of clothing with logos.

3.4. Administration of Partnership Agreements

- 3.4.1. A partnership is a collaborative relationship between the District and an organization or business wherein the resources of the District and a partner are combined to enhance the quality and relevance of services provided by the District and the partner organization. The District's Framework for Evaluating Community Group Proposals for New, Upgraded or Enhanced Facilities, Infrastructure and Equipment applies where assets are \$75,000 or greater. Partnerships do not include contracted programs and services of the District as Purchasing Policy provides guidance and procedures with respect to these.
- 3.4.2. In addition to other procedure provisions, staff may only approve expenditures for partnerships to the extent their purchasing limit applies. All partnership agreements must be approved by Council if the total project is \$75,000 or more.
- 3.4.3. A partnership agreement is a specialized form of contract and staff must seek appropriate financial and legal support in developing it.
- 3.4.4. The partnership agreement should at a minimum, the following should be considered in any partnership agreement:
 - (a) a comprehensive and complete description of the service to be delivered through the partnership;
 - (b) a governance model for service delivery decisions;
 - (c) the term of the agreement and any possible extensions;
 - (d) the reporting requirements;
 - (e) who is responsible for any cost overruns;
 - (f) who is responsible for insuring against or indemnifying any risks or liabilities;
 - (g) dispute resolution mechanism; and
 - (h) timing, nature and amount of each partner's contribution.

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3.5. Administration of Naming Rights Agreements

- 3.5.1. This naming rights procedure governs District-owned facilities and assets which are used for the following purposes:
- (a) community service, health and sport facilities (community centres, pool, youth centre and ice rink);
 - (b) community cultural facilities (galleries, museum, arts centres and performing arts theatres);
 - (c) community parks, gardens, playgrounds, sport fields, skateboard parks and sport courts, and
 - (d) other municipal assets, infrastructure or equipment as deemed appropriate.
- 3.5.2. Naming opportunities are possible on a variety of levels. New and existing facilities may be considered for naming but only if the financial contribution is consistent with current market value and receives Council approval. Interior spaces such as rooms and hallways may also be opportunities for naming. Exterior facility components and other District assets, infrastructure or equipment may provide opportunities for naming as well.
- 3.5.3. All naming rights agreements must receive final approval by Council. Prior to this consideration, naming rights submissions must outline the financial breakdown and costs for the tiered levels of participation. An asset analysis and market valuation must be completed to determine the value of the asset in the marketplace. This value will be central to the sponsor/partner negotiation and the costs assigned to naming.
- 3.5.4. In the case of the West Vancouver Community Centre, Aquatic Centre and Ice Arena, a separate agreement has been endorsed by Council in respect of naming rights in designated spaces. This agreement involves the West Vancouver Community Centres Society (Enhance West Van) as a partner in the development of naming opportunities and designates Enhance West Van as the recipient of naming rights funds that Enhance West Van have brought forward for Council consideration related to the designated spaces. The Director, Parks, Culture & Community Services and/or a designated manager assigned by the Director works closely with Enhance West Van to monitor the implementation of the following procedure:

Requests from Enhance West Van for naming opportunities of spaces shall be forwarded to the Director, Parks, Culture & Community Services and/or to a designated manager assigned by the Director.

1. The Director, Parks, Culture & Community Services and/or a designated manager assigned by the Director will prepare a report to seek Council approval. The report will include:
 - (a) a description of the project;
 - (b) demonstrated support from Enhance West Van;
 - (c) assurance that the naming opportunity is consistent with the values of the asset determined by a third party consultant and approved by Council;

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- (d) an outline of the term for naming rights;
 - (e) a description of the purpose of the gift; and
 - (f) specification of how donors will be recognized by Enhance West Van on signage in venues, through marketing and print material, websites, and in all communications.
2. Upon Council approval of the naming rights agreement, funds obtained through naming opportunities related to the West Vancouver Community Centre, Aquatic Centre and Ice Arena shall be placed in Enhance West Van's bank account and will be recorded separately from Enhance West Van's non-naming funds. These funds will be spent by Enhance West Van on items contained within a Community Centres' Facility Needs List, subject to the District's standard budget procedures.

The Community Centres' Facility Needs List is a list approved through the following process:

- (a) the Community Centres' Facility Needs List is developed by District staff at the Community Centre and the Aquatic Centre, and by Enhance West Van;
 - (b) the Senior Manager, Community Services submits the Community Centres' Facility Needs List to the Director, Parks, Culture & Community Services and the Director, Finance & Corporate Services for approval; and
 - (c) upon approval, the Community Centres' Facility Needs List is presented to Enhance West Van by the Senior Manager, Community Services or a designated manager assigned by the Director for its consideration for the allocation of naming funds for approved items.
3. At a minimum, an annual review will be undertaken by Enhance West Van and the District to support the naming rights agreement on all naming gifts that have been approved by Council. The annual review will ensure that all parties comply with the naming rights agreement and are honouring the appropriate recognition to community donors. This plan will be reviewed annually by the Chair of Enhance West Van, the Director, Finance & Corporate Services, and the Director, Parks, Culture & Community Services to ensure compliance by the 31st of December of each calendar year.

3.6. Approval

- 3.6.1. Approval may be granted by the appropriate director or by a manager designated by the director of the division if the agreement meets all of the following criteria:
- the total value of the sponsorship or partnership from a single sponsor or partner is under \$75,000;
 - does not involve naming rights; and
 - complies with Sponsorships, Partnerships and Naming Rights Policy and Procedure.

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- 3.6.2. If the agreement is \$75,000 or greater, involves naming rights or varies from Sponsorships, Partnerships and Naming Rights Policy or Procedure, Council approval is required.
- 3.6.3. Each agreement must be documented in a signed sponsorship, partnership or naming rights agreement.
- 3.6.4. All agreements shall cover:
 - term duration;
 - ownership and control of assets;
 - the access, benefits, and services to be provided by the District;
 - the benefits and services to be provided by the sponsor or partner;
 - community outreach and engagement in accordance with the guidelines set out by the District's Communications, Indigenous & Community Relationships Division, including the use of the District's name, corporate logo, website and other District communications materials.

3.7. Documentation Plan

- 3.7.1. The director of the division or a designated manager assigned by the director will develop a comprehensive plan for each sponsorship, partnership or naming rights project, program, facility and/or event.
- 3.7.2. The plan will include records and documentation of the solicitation and agreements of any sponsorship, partnership or naming right.
- 3.7.3. At the completion of each sponsorship, partnership and naming rights agreement, staff must document the benefits provided to the sponsor or partner.

3.8. Termination

- 3.8.1. The District reserves the right to terminate an existing sponsorship, partnership or naming rights agreement should any of the following occur:
 - (a) the sponsor, partner or named individual uses the District's name, corporate logo, website and other District communications material outside the parameters of the agreement without written prior consent;
 - (b) the sponsor, partner or named individual develops a public image inconsistent or potentially harmful to the District's values, principles or strategic objectives;
 - (c) the sponsor, partner or named individual fails to uphold the terms of the agreement and places an undue liability or financial burden on the District;
 - (d) any other breach or perceived breach of the agreement;
 - (e) by mutual agreement between the District and the sponsor, partner or named individual; or
 - (f) where appropriate, without any specific cause, at the sole discretion of the District, if termination without cause is contemplated in the agreement.
- 3.8.2. Termination of all agreements will be at the discretion of the original approver(s).

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4. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2025/05/12	
Council minutes eDocs # (Council Procedures only)	5821637	
Council report eDocs # (Council Procedures only)	5797339	
Signature	<u>[Original signed by Mayor]</u> MAYOR	

5. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Date of last review	2025	

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