

## **Naming of a City Park**

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### **RECOMMENDATIONS:**

That the Priorities and Finance Committee recommend that Council:

1. Approve the name “The Brawn Family Foundation Rotary Park” for the park site located at 17a Street NW in Briar Hill-Hounsfield Heights (see Attachment 2); and
2. Direct that the Report and all Attachments be held confidential pursuant to Section 23 (Local public body confidences) of the *Freedom of Information and Protection of Privacy Act* until Council rises and reports.

### **RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, 2021 SEPTEMBER 07:**

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## **HIGHLIGHTS**

- Parks Foundation Calgary, a Civic Partner organization, is raising \$600,000 for construction of an upgraded park. The Brawn Family Foundation has committed to providing a \$400,000 donation, or two thirds of the total project budget, on the condition that the park be named “The Brawn Family Foundation Rotary Park”. This report requests the required Council approval for the naming of this park.
- The upgraded park will be situated on an existing 0.5 acre green space adjacent to the future Centre for Child and Adolescent Mental Health (“CAMH”) located at 17a Street NW in Briar Hill-Hounsfield Heights.
- What does this mean to Calgarians?
  - The green space is currently an underutilized grass area surrounded by a chain link fence. Without this donation from The Brawn Family Foundation, the new park improvement project may not be possible and Calgarians may not benefit from a beautiful new outdoor space to gather, heal, relax, and enjoy the features of a unique park.
  - This is an opportunity to recognize the generosity of a local family, committed to supporting youth mental health and wellness, whose substantial donation will be pivotal to the development of a multi-use green space for visitors of the Centre for Child and Adolescent Mental Health and members and the broader public.
- Why does this matter?
  - Public recognition in the form of naming is often a determining factor for donors providing significant support to projects. It helps create a sense of appreciation and acknowledgement for their contribution.

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- As a direct result of this contribution, the park will become an important and uplifting outdoor space for visitors of the CAMH as well as members of the wider Calgary community.
- The targeted completion of the park is summer 2022.
- Strategic Alignment to Council's Citizen Priorities: A city of safe and inspiring neighbourhoods
- Background and Previous Council Direction is included as Attachment 1.

## **DISCUSSION**

The Brawn Family Foundation donation is instrumental to completing construction of a highly unique green space adjacent to the new CAMH. Led by Parks Foundation Calgary, a Civic Partner organization, the park project will be designed to benefit the mental health and wellness of children, adolescents, families and local community members (see Attachment 3). Potential park features will include a recreation area, meditative labyrinth, trellis gateway, seating and pathways. Extensive stakeholder engagement with diverse representation has fed into the planning of the park. With council approval and committed donor support, the estimated completion of the park will be summer 2022, shortly before the opening of the CAMH.

The Brawns are a notable Calgary family with a history of creating impact for the local community through significant donations. Previous donations have included Alberta Children's Hospital Foundation; Calgary Zoo, Heritage Park, University of Calgary and SAIT. Bob Brawn established The Brawn Family Foundation in 2005, and is a long-standing Rotarian, hence the inclusion of 'Rotary' in the proposed park name.

The Municipal Naming, Sponsorship and Naming Rights Policy details the role of naming to recognize significant financial contributions and the proposed name aligns with the policy.

## **STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)**

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder or customer dialogue/relations were undertaken

Parks Foundation Calgary undertook stakeholder engagement with the Hounsfield Height-Briar Hill Community Association, Alberta Health Services, the Alberta Children's Hospital Foundation, Rotary, First Nations, and representative citizen groups to gain input and feedback on preliminary park designs during the planning phase.

## **IMPLICATIONS**

### **Social**

Names give us a greater connection with our surroundings and a sense of belonging to our community.

### **Environmental**

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This is an existing parks space so the naming will not have an environmental impact other than perhaps bringing greater attention to the importance of our city's green spaces.

### **Economic**

Not applicable

### **Service and Financial Implications**

#### *Self-supported funding*

Parks Foundation Calgary is leading the fundraising for the estimated \$600,000 project budget. The Brawn Family Foundation has committed to a donation of \$400,000 to the Parks Foundation Calgary to be used towards park construction, contingent on City of Calgary approving the name request. Parks Foundation Calgary is confident this donation will lead to the remaining capital portion being fundraised along with an additional endowment fund that would cover the cost of operational maintenance of the park.

There is no anticipated impact on The City of Calgary's capital budget or operational budget.

### **RISK**

There are no risks associated with the recommendation as presented by Administration. This donation is linked to the approval of the park name and represents a substantial portion of the project's capital budget; losing the donation would put the project at risk and potentially have a negative impact to The City's reputation in terms of our relationship with the donor and Civic Partner.

### **ATTACHMENTS**

1. Previous Council Direction and Background (Confidential)
2. Map of proposed Brawn Family Foundation Rotary Park (Confidential)
3. Parks Foundation – Draft Park Concept Plan (Confidential)

#### Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Not applicable		