

NAMING OF A CITY OF CALGARY ARENA

EXECUTIVE SUMMARY

Administration is proposing that Max Bell Arena 1 within the City of Calgary Max Bell Centre be named in memory of Ken Bracko, to honour a notable Calgarian who displayed exemplary community service throughout his life. Mr. Bracko's contributions to the city of Calgary include decades of volunteerism, community leadership, sport innovations and making a positive impact on the lives of thousands of young Calgarians.

ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council:

1. Approve the renaming of Max Bell Arena 1, located within the City of Calgary Max Bell Centre, as the "Ken Bracko Arena", and
2. Direct that the report and attachments remain confidential pursuant to Section 24(1)(b) of the *Freedom of Information and Protection of Privacy Act* until such time as Council rises and reports.

RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2017 APRIL 18:

That Council:

1. Adopt Recommendation 1 contained in Report PFC2017-0248; and
2. Keep the report and attachments confidential pursuant to Section 24(1)(b) of the *Freedom of Information and Protection of Privacy Act* until such time as Council rises and reports.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2016 April 11, Council approved C2016-0218, Municipal Naming, Sponsorship and Naming Rights Policy Report, directing that Administration's Recommendations contained in that Report be adopted and approved.

BACKGROUND

The City of Calgary Max Bell Centre, operated by Calgary Recreation, consists of two arenas currently named Max Bell Arena 1 and Max Bell Arena 2. The Max Bell Centre, located at 1001 Barlow Trail S.E. (Attachment 1), opened in 1976 as a single ice rink, (currently referred to as Max Bell 1) with a seating capacity of 2100.

The facility was developed by the Bell Memorial Society (The Society) in partnership with the City of Calgary (land allocated through a Lease executed on 1976 August 4) and the Province of Alberta. The facility was named 'Max Bell Arena' at that time, and was later changed by The Society to 'The Max Bell Centre' on 1991 November 18. After a number of financial challenges with The Society, the facility was returned to The City in 1997 and has since been operated by Calgary Recreation. A second ice pad (Max Bell 2) was added in 2007, in partnership with

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Hockey Calgary, to address the high demand for ice time. No naming rights or agreements have been executed for either of these arenas.

Naming of a recreation facility after an individual is a distinct honour reserved for community leaders that have made significant contributions to the city of Calgary. Ken Bracko exemplified this through dedicated volunteerism, community leadership and sport innovation. Mr. Bracko's devotion to improving the sporting landscape in Calgary was recognized through receiving the Queen Elizabeth II Diamond Jubilee Medal in 2013, as well as being named "Sportsman of the Year" by the Calgary Booster Club in 2014. Ken Bracko passed away on 2015 August 3.

Mr. Bracko's involvement in sports and the community not only spanned decades but manifested through many different roles. These roles ranged from coaching grassroots level sports such as soccer, baseball and hockey to leading the establishment of the Calgary Canucks Junior 'A' Hockey Club. He also participated on numerous boards, including being a founding member of Southern Alberta Major Hockey League, the Mac's Midget Hockey Tournament and the Alberta Major Midget AAA Hockey League. More detail on Ken Bracko's background can be found in Attachment 2.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The proposed naming recognizes a key community service figure that helped to shape Calgary's social fabric through sport. The selection of an important community leader to be recognized in a City of Calgary Recreation facility is a distinct honour that will provide the sport community with a sense of pride, culture, history and affiliation.

Administration's recommendation to name Max Bell Arena 1 in honour of Ken Bracko is consistent with the Municipal Naming, Sponsorship and Naming Rights Policy (CS2016-01). All requirements and provisions specific to naming assets after individual persons are identified in Schedule A and B of the Policy. The Naming Policy Requirements Matrix (Schedule A & B) identifies these conditions and demonstrates how each applicable requirement is satisfied (Attachment 3).

Naming arenas after significant community leaders has been a practice of Recreation over the years and can be demonstrated through the following examples:

- Southland Leisure Centre arena 1 named after Ed Whelan (C2001-105)
- Southland Leisure Centre arena 2 named after Justice Joseph Kryzcka (35-90-23)

If approved, Max Bell Arena 1 of The City of Calgary Max Bell Centre would be identified as the Ken Bracko Arena through appropriate signage and a plaque at the entrance of the arena.

Written consent for this naming has been provided by the nominee's estate holder, Evelyn Bracko, as well as the executor of Max Bell's estate, Gretchen Bell-Dinning and the Max Bell Foundation (Attachment 4).

Stakeholder Engagement, Research and Communication

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Community support was a critical component in identifying Mr. Bracko as the recipient of this honour. Evidence of this support is provided below and with attached Letters of Support (Attachment 4).

Calgary Recreation consulted with numerous organizations and interested members of the public, all of which provided unfettered support for the proposed naming. Much of this support has been demonstrated through numerous letters from organizations such as Sport Calgary and Hockey Calgary (Attachment 4).

Calgary Recreation also consulted with relevant City of Calgary Business Units to ensure alignment with best practices and identify any potential conflicts, of which none were found. Further, Corporate Security has conducted a due diligence review of Mr. Bracko and was unable to identify any adverse information related to the naming of a City facility in his honour.

Strategic Alignment

The request to name Max Bell Arena 1 in the City of Calgary Max Bell Centre after Ken Bracko is aligned with Council approved Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01). Further, the naming of Max Bell Arena 1 after a longstanding community leader aligns with Council's direction to invest in great communities and a vibrant urban fabric.

Social, Environmental, Economic (External)

Volunteerism is a foundational component of Calgary's social fabric and fundamental to The City achieving triple bottom line outcomes. Recognition of excellence in community leadership and volunteerism provides the entire community with a sense of pride and value.

Financial Capacity

Current and Future Operating Budget:

Cost of signage is expected to be under \$1000.00 and will be paid for within Calgary Recreation's current operating budget.

Current and Future Capital Budget:

No impact to current and future City capital budget.

Risk Assessment

There are no risks associated with the recommendation as presented by Administration.

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REASONS FOR RECOMMENDATIONS:

The naming of Max Bell Arena 1 in the City of Calgary Max Bell Centre in memory of Ken Bracko is in keeping with the guidelines for naming of City facilities and is appropriate given Ken Bracko's exemplary community service.

ATTACHMENTS

1. Location Map
2. Ken Bracko's Biography
3. Naming Policy Requirements Matrix (Schedule A & B)
4. Letters of Support