

Naming Policy Requirements Matrix (Schedule A & B)

Municipal Naming, Sponsorship and Naming Rights Policy CP2016-01

Schedule A: Requirements for Naming Proposal Submissions:

Requirement	Commentary	Satisfied
1. Contribution to Calgary deserving of recognition	Lifetime of volunteerism and dedication to sport in Calgary earned Ken Bracko The Queen Elizabeth II Diamond Jubilee Medal in 2013	Satisfied
2. Reasons why name should be considered	Notable Calgarian who displayed exemplary community service throughout his life in his commitment to sport and hockey in Calgary.	Satisfied
3. Significant events and basis for naming	Initiated purchase of Calgary Canucks Junior A Hockey Club on behalf of the NE Athletic Association, founding member of Southern Alberta Major Hockey League, the Mac's Midget Hockey Tournament and the Alberta Major Midget AAA Hockey League.	Satisfied
4. Historical significance of asset location	Mr. Bracko based his volunteerism at the Max Bell Centre and was heavily involved in Calgary's hockey community.	Satisfied
5. Written consent from nominee's estate	Letter of support received from executor of Ken Bracko's estate.	Satisfied
6. Proposed wording for named asset signage	Ken Bracko Arena	Satisfied
7. Map noting named asset location	Map of Max Bell Centre included	Satisfied
8. Letters of support from recognized organizations in support of the naming request	Letters were received from numerous organizations and individuals supporting this initiative.	Satisfied
9. Costs and funding sources	Costing of signage is expected to be under \$1000.00 and will be paid for within current operating budget.	Not applicable

Schedule B: Requirements for Naming City Owned Assets:

Requirement	Commentary	Satisfied
1. Only assets in common use by the public should be specifically named	Max Bell Arena 1 is an asset in common use by the public.	Satisfied
2. a) Name furthers a sense of community	The name furthers a sense of Calgary's community of sport, in particular hockey.	Satisfied
b) extent to which name may be regarded as offensive	Not Applicable.	Not Applicable
c) degree to which name may be precedent setting	Naming in alignment with Policy #CP16-01, may set precedent for names of Calgarians who displayed exemplary community service being brought forward where there is no exchange of funds or services.	Satisfied
d) extent to which name is used elsewhere in Calgary	Not Applicable.	Not Applicable
e) extent to which a name could be confused with another facility	Not Applicable	Not Applicable
f) extent the name is problematic for dispatching emergency services personnel	Name of building is not being changed. Arenas in the Max Bell Centre having different names may also aid Emergency Services personnel if dispatched to the Max Bell Centre.	Satisfied
g) ability of the proposed naming to withstand the test of time	Naming is to withstand the lifespan of the Max Bell Centre.	Satisfied
h) presence of the original name if the name is to be changed	No naming agreements have been executed for the City-owned asset.	Satisfied
i) degree to which the name conflicts with background and ownership of the location	Naming does not conflict with background of the City-owned asset.	Satisfied
j) extent that proposed name poses a problem if a plaque is created	Naming will align with Policy #CP16-01 to avoid such problems.	Not Applicable
k) alternative means to recognize citizens' contributions other than naming	Proposed naming is sole means explored due to significance work at the arena and community involvement in Calgary's NE.	Not Applicable
3. Asset names of the following individuals shall be considered:	b) Names of notable Calgarians that have displayed exemplary	Satisfied

	community service.	
4. Naming post-mortem	Ken Bracko passed away 2015 August 3	Satisfied
5. Alignment of proposed name with naming criteria set in this policy	Written explanation and supporting documentation are enclosed in this Report.	Satisfied
6. Assets may be renamed on an exceptional basis.	Naming of the Max Bell Arena 1 asset is in alignment with Policy #CP16-01 as the asset.	Satisfied
7. City-owned work areas and asset operations	Not Applicable	Not Applicable
8. Honouring long time respected City employee	Not Applicable	Not Applicable
9. Sponsorship and naming rights package for Regional recreation facility	No such naming rights package exists for this asset.	Not Applicable