

**MUNICIPAL NAMING, SPONSORSHIP & NAMING RIGHTS POLICY,
IMPLEMENTATION AND RECOMMENDATIONS: DEFERRAL REPORT**

EXECUTIVE SUMMARY

On 2016 April 11, Council approved the Municipal Naming, Sponsorship and Naming Rights Policy for all City-owned infrastructure assets, lands and facilities. Council directed Administration to monitor the implementation of the policy and report back to the Priorities and Finance Committee with recommended amendments by the end of the first quarter of 2017.

Administration is requesting a deferral of this report to allow more time to collect relevant information regarding the operation of the new policy and to consult with stakeholders.

ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommend that Council defers the implementation report on the Municipal Naming, Sponsorship and Naming Rights Policy, including any recommended amendments, to a meeting of the Priorities and Finance Committee no later than the end of Q1 2018.

**RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED
2017 MARCH 21:**

That the Administration Recommendation contained in Report PFC2017-0274 be approved.

PREVIOUS COUNCIL DIRECTION / POLICY

At its 2016 April 11 meeting, Council approved the Municipal Naming, Sponsorship and Naming Rights Policy (C2016-0218). In addition to this, Council directed Administration "to monitor the implementation of the Municipal Naming, Sponsorship and Naming Rights Policy and report back to the Priorities and Finance Committee no later than the end of Q1 2017 with recommended amendments, if any".

BACKGROUND

During the discussion of report C2016-0218, stakeholders identified opportunities to improve the proposed policy and related processes. As part of Council's approval of the Municipal Naming, Sponsorship and Naming Rights Policy, Administration was directed to monitor the policy's effectiveness for approximately one year, to work with stakeholders to further review the policy and return with proposed amendments, if any.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Administration is currently monitoring operation of the new policy, developing standard processes and working with internal and external stakeholders regarding further streamlining and potential modifications.

Corporate Analytics & Information (CAI) has received fewer municipal naming, sponsorship and naming rights engagements since Council's approval of the new policy in comparison to previous years. In order to provide thoughtful recommendations and potential modifications to the policy, Administration requests additional time to monitor the policy's use and consult with

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stakeholders.

Administration will return with proposed changes to the policy in Q1 2018.

Stakeholder Engagement, Research and Communication

CAI has consulted with numerous internal subject matter experts such as Planning & Development, Community Services, Calgary Parks, Calgary Recreation, Customer Service & Communications, Calgary Neighbourhoods, and Transportation).

Administration intends to work with external organizations in the coming months.

Strategic Alignment

Not applicable

Social, Environmental, Economic (External)

Not applicable

Financial Capacity

Current and Future Operating Budget:

Not applicable

Current and Future Capital Budget:

Not applicable

Risk Assessment

Not applicable

REASON(S) FOR RECOMMENDATION(S):

Administration requires additional time to consult with business units and external stakeholders regarding their experiences in implementing the policy and any recommendations for change. Also, the sponsorship and naming rights sections of the policy have not been used as frequently as other years. Therefore, Administration is requesting a deferral to report to Council on any proposed amendments by the first quarter of 2018.

ATTACHMENTS

None