

PROPOSED MUNICIPAL COMPLEX COMMEMORATION POLICY

EXECUTIVE SUMMARY

The proposed Municipal Complex Commemoration Policy is focused on achieving a balance between providing opportunities for the public display of approved commemorations in the Municipal Complex and ensuring that the primary uses of this space are not unduly impacted. The policy is based on principles previously approved by Council. Administration also considered potential impacts related to upcoming work on a comprehensive urban redevelopment strategy that may include significant renovation to the Atrium in the Municipal Complex. Accordingly, Administration seeks Council approval for a proposed policy that provides for the temporary display of approved commemorations in the Municipal Complex.

ADMINISTRATION RECOMMENDATIONS:

That Land and Asset Strategy Committee recommends that Council adopt the Proposed Municipal Complex Commemoration Policy and Guidelines as set out in the Attachment and report back to Council through the Land and Asset Strategy Committee with recommended amendments, if required.

RECOMMENDATION OF THE LAND AND ASSET STRATEGY COMMITTEE, DATED 2016 MARCH 10:

That Council refer Report LAS2016-43 to the Administration for further clarification and to report back to Council through the Land and Asset Strategy Committee no later than 2016 May 26.

PREVIOUS COUNCIL DIRECTION

On 2015 July 20 Council approved LAS2015-19 Proposed City of Calgary Municipal Complex Commemoration Policy Principles, directing Administration to develop a City of Calgary Municipal Complex Commemoration Policy and report back through Land and Asset Strategy Committee no later than Q1 2016.

On 2013 June 12, Council approved Notice of Motion 2013-15: Alberta Champions Society – Field of Fame, directing Administration to develop, in consultation with stakeholders and citizens, principles for placement of monuments, donations or gifts and celebratory or recognition artifacts in the Municipal Complex.

BACKGROUND

Council's direction to develop a City of Calgary Municipal Complex Commemoration Policy was initiated as a result of a request from the Alberta Champions Society in 2013 to install a "Field of Fame" monument in the Municipal Complex. The Alberta Champions Society recognizes individuals who have made significant contributions to the community of Calgary. Previously, proposals regarding the placement of monuments/recognitions in the Municipal Complex were addressed on a case by case basis as no established process or policy is in place to govern such requests. Considering the potential impacts that commemorative pieces may have on the use of the Municipal Complex, on 2015 July 20, Council directed Administration to develop a

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Municipal Complex Commemoration Policy in alignment with Council-approved principles to guide its development (LAS2015-19).

Since 2015 July, Administration worked on a draft policy, informed by policy reviews and best practices research, and undertook targeted internal and external stakeholder engagement to gather feedback on an initial draft.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Council's approved principles formed the basis for developing the key clauses of the proposed Municipal Complex Commemoration Policy (Attachment). In drafting the policy, Administration gave consideration to achieving a balance between providing opportunities for the public display of approved commemorations in the Municipal Complex and ensuring that the primary uses of this space are not unduly impacted. Anticipated work on a comprehensive urban redevelopment strategy was also considered as this work may include significant renovation to the Atrium in the Municipal Complex.

Given these considerations, Administration recommends proceeding with a commemoration policy for the Municipal Complex that allows for the temporary display of approved commemorations rather than long-term placement of monuments. Accordingly, Administration seeks Council's approval of the proposed Municipal Complex Commemoration Policy and its Guidelines, which include the following key clauses:

- An application process that establishes criteria required to support proposals for commemorations as well as timelines for submitting applications;
- A review, evaluation and recommendation process undertaken by Administration by subject matter experts from the appropriate City departments;
- Council decision-making authority related to approving proposed commemorations, with commitments to notify applicants in a timely manner of the status of their applications;
- Responsibilities for both the applicants of approved commemorations and The City;
- Requirements related to the installation of a temporary display and the planning of a corresponding ceremony to recognize the commemoration; and
- Maintenance responsibilities of The City and removal responsibilities of the applicant at the end of the agreed upon display period.

Administration engaged the Alberta Champions Society to solicit feedback on an earlier draft of this policy and to learn about their process for selecting candidates for their "Fields of Fame." The Society's feedback was used to inform the development of the proposed policy. Administration acknowledges, however, that the proposed policy for temporary displays of commemorations does not align with the permanent Fields of Fame structures that the Society installed at various locations across the city to date. Accordingly, this proposed policy may not meet the Society's interests.

Stakeholder Engagement, Research and Communication

Internal and external stakeholders were engaged on an earlier draft of the proposed Municipal

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Complex Commemoration Policy. Specific feedback was received in regards to providing clarity on the length of time a commemoration would be displayed in the Municipal Complex, the types of commemorative monuments that would be considered (i.e. technologically interactive versus static), who would maintain ownership of the commemorative monument, and expectations around recognizing donors who contributed to the manufacturing of a commemoration through a celebratory event. This feedback informed further revisions to the proposed Municipal Complex Commemoration Policy.

Given that the proposed policy provides for the temporary display of commemorations in the Municipal Complex, keeping in balance with the primary uses of the space and the proposed urban redevelopment strategy, Administration acknowledges that commemoration proposals that incorporate technologically interactive elements may not be supported.

Feedback from the Alberta Champions Society was sought on the draft policy and on their process, research and practices for selecting candidates for their "Field of Fame" commemorations. Internally, feedback from City Clerks Protocol Office was sought on their expertise related to recognitions and ceremonies. Customer Relations Management in Corporate Facility Planning and Management were also solicited for feedback on matters relating to public access in the Municipal Complex. Stakeholders were engaged for their feedback between 2015 December 22 and 2016 February 3 through in-person meetings. This engagement format was chosen as an appropriate tool to gather specific feedback from targeted stakeholders.

Strategic Alignment

The Proposed Municipal Complex Commemoration Policy is in alignment with Action Plan Council Strategy N9: provide great public spaces and places for citizen connections and urban vitality, and Corporate Properties & Buildings Strategic Action N9.1: contribute to the Centre City Plan by increasing the use of the Municipal Complex for public, arts and cultural activities.

Social, Environmental, Economic (External)

A Municipal Complex Commemoration Policy will ensure that the process for considering applications for commemorations is fair, open and transparent and establishes clear evaluation criteria for determining whether a proposal for a commemoration is of significance or importance to the community of Calgary.

Financial Capacity

Current and Future Operating Budget:

The resources required for implementing the Proposed Municipal Complex Commemoration Policy will be managed within the existing operating budget. Future operating budgets may be impacted if additional resources are required to address the day to day operating costs associated with managing the scheduling of ceremonies for commemoration and maintaining commemorations that are approved for display in the Municipal Complex.

Current and Future Capital Budget:

There are no impacts to current capital budgets anticipated in the implementation of the Municipal Complex Commemoration Policy. Future capital budgets may be impacted if

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decisions related to the development of the proposed urban redevelopment strategy affect the placement of approved commemorations in the Municipal Complex.

Risk Assessment

Risks associated with the proposed Municipal Complex Commemoration Policy may include the reputation of The City of Calgary being negatively impacted if an unsuitable commemoration is approved for display in the Municipal Complex and uncertainty about the ongoing costs of maintaining temporary displays of commemorations. The proposed policy establishes criteria that must be met for commemoration applications to be considered, followed by a comprehensive review and evaluation process to mitigate reputational risks. Monitoring and evaluating the implementation of the policy will, over time, provide better information on which to make decisions about budget allocation for operating resources.

REASONS FOR RECOMMENDATIONS:

The proposed Municipal Complex Commemoration Policy will meet the objective of making the Municipal Complex available for the temporary public display of commemorations in balance with the primary purposes of the space. The proposed policy provides a fair, open and transparent process for considering commemoration applications.

ATTACHMENT

Proposed Municipal Complex Commemoration Policy