

Background

Context

Parks Foundation Calgary is leading the fundraising and construction of a new, 0.5 acre park that will be built adjacent to the future site of the Calgary Centre for Child and Adolescent Mental Health (expected completion fall 2022).

To date, the project will be Alberta's first ever outdoor park dedicated to supporting the mental health and wellness of children and adolescents. Mental health issues are the single greatest health problem facing youth in Canada. In 2020, 28% of Calgarians under 25 rated their mental health as below average and it is estimated that 80,000 youth in Alberta will require mental health intervention this year. As rates of mental health disorders continue to rise, free public spaces and resources are essential for the mental and overall wellbeing of Canadians.

The vision of The Brawn Family Foundation Rotary Park is to create a public sanctuary that supports community, family and mental wellness. This transformational green space will feature a range of amenities designed to address mental health issues and complement the services offered at the Centre, including a meditation garden, flexible spaces for gatherings and connectivity, activity area with sport court and quiet spaces with ample seating and natural pathways to connect through to the community. The park space will serve as a vibrant outdoor gathering space for families, visitors of the Centre and members of the community.

Previous Council Direction

On 2016 April 11, Council approved the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01), replacing the previous Municipal Naming Policy (CS03); the Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and the Sponsorship Policy – City-Owned, City Managed Assets (CS011).

On 2018 April 05 Council approved amendments for clarification to terminology, enhancing procedures, improving structure and requirements to policy CP2016-01.

On 2020 July 20 Council approved amendments to CP2016-01 and the addition of a new Section 1.1.2 in Schedule 1 and 2.1.1 in Schedule 1.

Municipal Naming, Sponsorship and Naming Rights Policy

2020 July 20



PFC2020-0802

Council approved amendments to the Municipal Naming, Sponsorship and Naming Rights Policy CP2016-01 and the addition of a new Section 1.1.2 in Schedule 1 and 2.1.1 in Schedule 1

2018 April 05



PFC2018-0159

Council approved amendments for clarification to terminology, enhancing procedures, improving structure and requirements to policy CP2016-01

2016 April 11



C2016-0218

Council approved the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01), replacing the previous Municipal Naming Policy (CS03); the Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and the Sponsorship Policy – City-Owned, City Managed Assets (CS011).

