

MUNICIPAL NAMING, SPONSORSHIP AND NAMING RIGHTS POLICY

EXECUTIVE SUMMARY

Administration has undertaken a review to establish an omnibus policy regarding municipal naming, sponsorship and naming rights based on the consolidation of three existing Council policies as well as a review of the practices and policy governing the sale of naming rights for city owned, Civic partner operated facilities (re: Notice of Motion 2014-35).

ADMINISTRATION RECOMMENDATION(S)

That Council:

1. Rescind, in whole, the following Council Policies:
 - a) Municipal Naming Policy (CS03);
 - b) Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and
 - c) Sponsorship Policy – City-Owned, City Managed Assets (CS011).
2. Approve Attachment 1, Municipal Naming, Sponsorship and Naming Rights Policy;
3. Receive Attachment 4, Naming Rights Practice Analysis and Options, for information;
4. Direct 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.

PREVIOUS COUNCIL DIRECTION / POLICY

In 2012, Administration was directed by Council and Senior Management to undertake a review of three related policies:

- Municipal Naming Policy (CS003);
- Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and
- Sponsorship Policy – City-Owned, City Managed Assets (CS011).

On 2013 February 28, Calgary Planning Commission (CPC) cited information and application process issues with community and roadway naming requests. Administration was further directed to review and revise the Municipal Naming Policy to streamline its process, provide clarity to definitions/naming criteria and reduce subjective opinion during the community and roadway naming process.

Corporate Analytics & Innovation (CAI), steward to the Municipal Naming Policy, initiated internal discussions to align the above work, seek policy coordination and recommend process improvements between three Council policy statements on asset naming and sponsorship but work was delayed due to the 2013 flood and staff changes.

CAI returned to the Priorities and Finance Committee (PFC) on 2014 March 4 with its preliminary findings in report PFC2014-0186, "Municipal Naming Policy Review Detailed Analysis and Suggested Amendments." These findings were approved by Council and CAI was directed to return with the proposed policy no later than end of October 2014.

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On 2014 July 21, Administration was directed by Council via Notice of Motion 2014-35 to investigate and provide options regarding "Competitive Naming Rights for City Owned, Partner Operated Facilities." At that time, Council also approved the deferral of the previously noted October policy review report to the PFC by end of December 2014.

During consideration of ALT2014-0633 and at their 2014 November 18 meeting (leading up to the PFC report due December 2014), the ALT requested further work to be undertaken on this report by Administration. The PFC approved the deferral of this item until the end of December 2015 and at that meeting referred to return directly to Council no later than 2016 February. Council approved the deferral of this item to the 2016 April 11 Combined Meeting of Council to allow Administration additional time to improve the proposed policy's content and flow without making changes to the intent of the policy.

BACKGROUND

The current "Municipal Naming Policy" (CS003), established in 1985 and amended in 2005, enables municipal standards for the naming of City-owned lands, communities and major infrastructure assets. The original Policy also establishes the Municipal Names Committee as the administrative authority to receive, evaluate and recommend naming proposals. Naming requests of City owned and managed assets require City Council approval, after first being reviewed by the Municipal Names Committee.

The current "Sponsorship Policy" (CS011) creates an authorized environment for the existing practice of entering into sponsorship agreements and partnerships. The purpose of the policy and procedures as outlined is to:

- provide employees with corporate guidelines and procedures based on best practices;
- uphold The City's stewardship role to safeguard The City's assets and interests; and,
- protect The City of Calgary from risk.

The current "Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities Guidelines" (CSPS012) apply to Civic Partners seeking to name or re-name City-owned facilities or land under their control and operation. Specifically, they pertain to the sale of naming rights of a whole facility whereas sponsorship of components within remains the authority of the Civic Partner.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

These policies were reviewed, compared and evaluated relative to their:

- **Purpose**, mandate, statement, background, principles, authority (i.e. what federal / provincial legislation, civic bylaw or Council directive established the policy);
- **Accountability**, asset stewardship, recommending authority, etc. (i.e. who or what organization is accountable for policy implementation, compliance, auditing and/or reporting status);
- **Naming Criteria** and protocols that guide the acceptance / rejection of naming requests;
- **Process** input, action, output, deciding, roles, responsibilities, timing, volume, etc.;
- **Rules** governing approving authority, definitions, guidelines, criteria, standards, etc.;

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- **Definition** to ensure clarity and consistent approach; and,
- **Stakeholder impact** to ensure that the processes enable the needs of all involved.

The new proposed Naming, Sponsorship and Naming Rights Policy is found in Attachment 1. The original three policies can be found in Attachments 5, 6 and 7.

A summary of the significant modifications is outlined in Attachment 2 and the proposed implementation plan is outlined in Attachment 3.

In response to Notice of Motion 2014-35, Re: Competitive Naming Rights for City Owned, Partner Operated Facilities, CAI worked closely with Community Services (CS) staff to analyze The City's current practice related to asset valuation and the sale of naming rights for City owned, City operated assets as well as City owned, Civic Partner operated assets. This analysis is presented in Attachment 4 of this report and the appropriate modifications have been incorporated into the new proposed policy. This includes the more consistent use of asset valuation practices to ensure The City maximizes revenue from the sale of naming rights.

As requested by the ALT at their meeting of 2014 November 18, additional work on the policy has been undertaken by the Administration, including:

- the General Manager (GM) of Planning & Development (PD) has been assigned responsibility for coordinating the writing of reports regarding new community and roadway naming to CPC and the Policy Steward (CAI) will provide a report to the GM of PD outlining compliance to the policy with recommendation(s) to CPC for said names;
- further streamlining of the policy in the area of sponsorship and sale of naming rights for City and non-city operated assets;
- modification of definitions in the policy, including "Civic Partners" to "Partners;"
- confirmation of Council's approving authority for the sale of naming rights for Partner operated facilities.

The ALT endorsed this proposed Council policy at their 2015 March 03 meeting. At this meeting, the ALT also requested that Council direct Administration to monitor the implementation of the policy and report back to Council, via the PFC no later than the end of 2016 with recommended amendments if any.

Stakeholder Engagement, Research and Communication

Administration has consulted with numerous internal and external subject matter experts, including:

- City of Calgary employees (via the Municipal Naming Committee, PD and CS staff in Calgary Recreation, Calgary Neighbourhoods and Civic Partners);
- other municipalities, including Winnipeg and Edmonton;
- external organizations (including the Urban Development Institute, Calgary Municipal Lands Corporation, Calgary Stampede and the Calgary Public Library); and,
- impacted Senior Management Team (PD, Transportation, Deputy City Manager's Office and CS).

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This feedback has been considered and incorporated where relevant and appropriate. Civic Partner organizations and other operating partners were also actively engaged during this review via CS.

The Urban Development Institute has provided a letter of endorsement for the proposed policy changes, including the disbanding of the Municipal Naming Committee and the reduction of the community and roadway naming criteria. This letter is available upon request.

Strategic Alignment

The new policy aligns with Council direction to invest in great communities and a vibrant urban fabric. It also aligns with the Mayor's "Cut Red Tape" initiative by streamlining and simplifying administrative process.

Social, Environmental, Economic (External)

The new policy aligns with Sustainability Direction 2020 in the areas of Community-Well Being with a healthy and active city, and Smart Growth and Mobility Choices by supporting affordable public infrastructure.

Careful selection of a neighbourhood name that is distinct and honourable will provide residents and businesses with identity and branding as well as a sense of culture, history, affiliation, and belonging. Sponsorship sale of naming rights are considered in a commercial context where the naming right is sold or exchanged for significant cash or other revenue support.

Financial Capacity

Current and Future Operating Budget:

As a result of this analysis and policy review, there is opportunity for The City to increase its operating revenue via sponsorship and sale of naming rights of certain assets.

Current and Future Capital Budget:

None.

Risk Assessment

No risks have been identified with respect to this policy review and request for revamp. Governance and operating protocol revisions and alignments have been addressed during the development of the new Municipal Naming & Sponsorship Policy.

REASON(S) FOR RECOMMENDATION(S):

The three current Council Policies regarding the naming of municipal assets are often redundant and in conflict. Replacing these with a new Municipal Naming and Sponsorship Policy will clarify governance, accountability and authority as well as streamline the administrative process protocols.

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ATTACHMENT(S)

1. Municipal Naming, Sponsorship and Naming Rights Policy (proposed)
2. Summary of Changes
3. Policy Implementation Plan
4. Naming Rights Practice Analysis and Options (Response to NM2014-35)
5. Municipal Naming Policy (CS003)
6. Naming Rights Guidelines, City Owned, Civic Partner Operated Facilities (CSPS012)
7. Sponsorship Policy, City-Owned, City-Managed Assets (CS011)