

MUNICIPAL NAMING, SPONSORSHIP AND NAMING RIGHTS POLICY**Background:**

The City of Calgary has policies that govern the naming of assets such as roadways, parks and communities. Currently there are three policies that relate to various naming opportunities and Council has directed these policies all be integrated into one Municipal Naming Policy. The policies are; Municipal Naming Policy (CS003), Sponsorship Policy City-Owned, City Managed Assets (CS011), and Naming Rights Guidelines – City Owned, Civic Partner-Operated Facilities (CSPS012).

Consolidation Process

Multiple internal and external stakeholder groups and individuals were consulted during the review and consolidation process. These groups include the Municipal Naming Committee, asset stewards, partners and their City liaisons as well as developers.

The following is a high level overview of the changes made to date through the consolidation of the policies:

- The existing policies were condensed into one omnibus Municipal Naming & Sponsorship Policy;
- The new Policy and its associated schedules were created for each of the impacted naming areas including the naming of City-Owned assets, Communities and Roadways, and Sponsorship and Naming Rights;
- Background, anecdotal, and redundant information along with operational processes were removed from the policy reducing overall content from 64 pages to 39 pages.

Policy

- Policy background and purpose statements were created to reflect the new omnibus policy's intent;
- Definitions were established including partner, sponsorship, community, neighbourhood, asset steward, and policy steward;
- Corporate Analytics & Innovation (CAI) was assigned as policy steward for the Municipal Naming & Sponsorship Policy;
- A consistent procedure for Municipal Naming and Sponsorship was defined including Council approval committees:
 - Priorities and Finance Committee (PFC) reviews City-owned asset naming; and,
 - Calgary Planning Commission (CPC) reviews community and roadway naming;
- Requirements and responsibilities were made consistent throughout the document;
- It was determined that community and roadway naming would be reviewed by the CPC and all other naming being reviewed by the PFC.

Naming of City-Owned Assets

- Material was consolidated from the existing Municipal Naming Policy (CS003);
- Duties previously managed by the Municipal Names Committee were assigned to the policy steward and asset steward and the Municipal Names Committee removed;
- Requirements for the identification of asset names, listing of approved and/or proposed names, and naming of Municipal assets were established;

Summary of Changes

- Additional criteria was added to allow for greater options when naming municipal assets including naming after former elected representatives, notable Calgarians, internationally recognized individuals and organizations for contributions to humanity and business.

Naming of Communities and Roadways

- Material was consolidated from the existing Municipal Naming Policy (CS003);
- Duties previously managed by the Municipal Names Committee were assigned to the policy steward, Planning & Development (PD), and Transportation;
- The requirements affecting communities were expanded to include the naming of neighbourhoods;
- Specific naming criteria for communities was removed, allowing for developers to name communities based on citizen feedback;
- Clause stating “The area should reflect Calgary’s heritage and/or further a sense of community” was added;
- Based on feedback received from the Urban Development Institute (UDI), a clause was added in section 2.2.2.3 to allow the addition of street types at the discretion of the “approving authority” to be determined by Administration;
- Determination that the General Manager (GM) of PD is responsible to provide recommendation to CPC regarding new community, neighbourhood and roadway names and includes process responsibility for circulating naming to various stakeholders (ex. Fire, Roads, addressing etc.).

Sponsorship and Naming Rights

- Material was consolidated from the existing Municipal Naming Policy (CS003), Sponsorship Policy City-Owned, City Managed Assets (CS011), and Naming Rights Guidelines – City Owned, Civic Partner-Operated Facilities (CSPS012);
- Duties previously managed by the Municipal Naming Committee and Customer Service & Communication (CSC) were assigned to the policy Steward and asset Steward;
- Sponsorship and Naming Rights were consolidated under one schedule with common authorization levels and thresholds applied (exact funding thresholds/authorization levels to be discussed at the Administration Leadership Team);
- This schedule covers the sponsorship of Municipally Owned and Operated Assets, City-Owned and Partner Operated, and an overview of The City’s role in Partner Owned and Operated facilities;
- Replaced “Civic Partner” throughout the policy with “Partner. As a result, the more generic terms expands the policy to ensure that all GM(s) receive Council approval for the sale of naming rights of any City owned, Partner operated asset;
- Better differentiation and separation between sponsorship and naming rights;
- Content updated to reflect current processes and was focused on bringing clarity to sponsorship requirements;
- Information that was informative about the practices of Partners was removed.
- In response to the Notice of Motion (City-Owned, Partner Operated Facilities), the process in which Naming Right Sponsorship is solicited was reviewed;
- Clarification of the accountability and responsibilities of City employees regarding the sale of naming rights for Partners;
- Confirmation that Council is the approving authority for naming of Partner assets;

Summary of Changes

Changes made to policy after Priorities and Finance Committee recommendation to Council:

- Changes to definitions to provide clarity (plain language), to better differentiate “naming rights” versus “sponsorship”, to define “program sponsor” and to better align definition of “gift” and “donation” to those of the Canada Revenue Agency;
- Changed applicability section to clarify that the policy applies to the Calgary Police Service and Calgary Parking Authority (which were already in scope) except for sponsorship and naming rights. Exempted libraries and public housing (already out of scope);
- Changed clause numbering format to align to new policy template;
- Extracted and consolidated procedural requirements that were in various places in the previous policy into one procedure section. This worked to improve document flow, to better explain the separate and distinct processes and helped to better explain the responsibilities of each stakeholder;
- Extracted and consolidated the requirements for the naming of assets, sponsorship and the sale of naming rights in to separate schedules to improve understandability and document flow;
- Changed the wording within Schedule D: “Requirements for naming public and private roadways,” section “Specific Naming Requirements,” clause 21.a.(formerly clause 2.2.2.2 of PFC approved policy) regarding the naming of Skeletal Roads as follows:

“Skeletal roads – Are named after historically significant individuals and/or historically significant cultural groups, including Aboriginal people and groups.”

Implications of the proposed policy changes:

- Responsibility of naming passed to asset and policy stewards from Municipal Naming Committee (which has been disbanded);
- Business Units to circulate naming internally to ensure uniqueness and way finding, with assistance from CAI;
- Responsibility of coordinating naming reports for communities and associated roadways assigned to PD from Municipal Naming Committee. Support will be provided by CAI in terms of the compliance of proposed naming with policy criteria. Council approves all community and roadway naming with recommendation from CPC;
- Roads has been identified as approving street types and streamlining process with developers and PD;
- Roads recommending road names for ad hoc naming but PD should circulate them on community naming for information;
- Affected GM’s are responsible for coordination of the naming report to PFC with support from CAI on valuation as required and research on request and to maintain list of agreements;
- Manager, Directors and GM’s will need to understand their requirements for signing off and reporting sponsorship agreements;
- GM’s may consider the need for additional resourcing to support the sale of naming rights by providing resourcing for asset valuation and/or oversight of Partner asset valuation activities;
- The change from “Civic Partner” to “Partner” means that all GM’s are now required to follow the policy where a third party partner, including a Private Public Partnership (P3) or otherwise, operates a facility and wishes to name it after their company;
- Council will have authority for naming all City and Partner operated assets.

Summary of Changes

Municipal Naming, Sponsorship and Naming Rights Policy Accountabilities and Responsibilities Spreadsheet

	Asset Types (by example only)	Asset Steward	Responsibility of Asset Steward	Approver	Change (from past)
Naming City-Owned Assets Overview: Approval of naming of municipal assets for philanthropic or community recognition	Parks, playgrounds, pathways, public open spaces, parks depots & facilities, cemeteries	Calgary Parks Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte Recommend, Council approve
	City operated facilities (with multiple BU tenants), occupational workplace centres	FM Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	Bridges, roads depots & facilities	Roads Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	LRT stations and lines, bus stations, garages facilities	Transit Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	City operated Rec Facilities, Leisure Centres, cultural Centres, Swimming pools, public golf courses	Calgary Recreation Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	Water and wastewater treatment plants, reservoirs, dams, pump stations, standalone water and wastewater depots and facilities	Water Services Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	Fire halls and stations	Fire Chief	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	Police District offices	Police Chief	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	Landfills, material recycling facilities	W&RS Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
Community and Roadway naming Overview: Approval of communities & neighbourhoods (new or redeveloped) and roadways (via community development or ad hoc roadway naming)	Community, neighbourhood and subdivision naming, including subdivision road naming	GM of PD	Coordinate report writing to CPC, policy steward check for policy alignment.	Council (via CPC)	Naming Cmte recommend, Council approve
	Residential roads within new or redeveloped communities, neighbourhoods and subdivisions, including subdivision road naming	GM of PD	Coordinate report writing to CPC, policy steward check for policy alignment	Council (via CPC)	Naming Cmte recommend, Council approve
	Roads, including Expressways, Arterials and Majors and ad hoc (one off) road collector/local street/subdivision roads and/or lane naming	Roads Director	Recommend name for approval, coordinate report writing to PFC	Council (via PFC)	Naming Cmte recommend, Council approve
	Street Types	Roads Director	Approve Street Types, inform Council	Roads Director	Naming Cmte recommend, Council approve
	Private road naming	Transportation	Review private roadway names, provide signage/install		Naming Cmte recommend, Transportation approve
Sponsorship and Naming Rights					
Sponsorship -identifies sponsorship rules for City run assets and/or programs.	All City owned & operated assets and programs	Affected Business Unit(s)	approval of sponsorship agreement, report to policy steward	Manager <\$25k, Director = \$25-\$100k, GM >\$100k, multiple GM's as req'd.	Manager <\$25k, Director = \$25-\$100k, GM >\$100k, multiple GM's as req'd.
Ensuring value for money for the sale of naming rights of City owned, City operated facilities	All City owned & operated assets	Affected Business Unit(s)	undertake due diligence, recommend naming approval, coordinate report writing to PFC	Council approval, GM recommend via PFC	Naming Cmte recommend, Council approve
Ensuring value for money for the sale of naming rights of ALL City owned, Partner operated facilities	All City owned & partner operated assets (not just limited to former Civic Partner, but includes all third party operated facilities)	Affected Business Unit(s)	undertake due diligence, recommend naming approval, coordinate report writing to PFC	Council approval, Asset Steward via PFC recommend	GM of CS approve