

DEFERRAL REPORT: MUNICIPAL NAMING, SPONSORSHIP AND NAMING RIGHTS POLICY

EXECUTIVE SUMMARY

As directed by Council on 2014 March 31, Administration is working on a review to establish an omnibus 'Municipal Naming, Sponsorship and Naming Rights Policy' for all City-owned infrastructure assets, lands and facilities as well as a response to Notice of Motion 2014-35. The proposed policy and accompanying report was approved by the Priorities and Finance Committee (PFC) with a request that Administration make changes to streamline and simplify the policy and return on 2016 February 22. A deferral is being requested of Council to accommodate additional time required to make these changes to the proposed policy.

ADMINISTRATION RECOMMENDATION(S)

That Council defers the proposed omnibus Municipal Naming, Sponsorship and Naming Rights Policy and direct Administration to return to Council no later than 2016 April 11.

PREVIOUS COUNCIL DIRECTION / POLICY

Administration brought the proposed Municipal Naming, Sponsorship and Naming Rights report and analysis to the PFC on 2015 December 15. At this meeting, members of the PFC identified edits to the policy document and a desire to streamline the flow of the policy. The PFC approved the policy with a request that Administration work with communication staff to make the necessary changes and bring the proposed policy for Council consideration on 2016 February 22.

BACKGROUND

Review and redrafting of the proposed omnibus policy and engagement of the various stakeholders is still underway.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Administration is requesting a deferral of the proposed omnibus policy and response to Notice of Motion 2014-35 no later than 2016 April 11 meeting of Council. This will allow Administration to work with policy staff to make document flow modifications that have been identified by key stakeholders.

Stakeholder Engagement, Research and Communication

Infrastructure & Information Services has consulted with numerous internal and external stakeholders and subject matter experts, including:

- City of Calgary employees (via the Municipal Naming Committee, Planning and Development Approvals and Community Services staff in Calgary Recreation, Customer Service & Communications, Calgary Neighbourhoods and Civic Partners);
- Impacted Senior Management Team (Planning, Development & Assessment, Transportation, Deputy City Manager's Office and Community Services) and members of Council;
- Civic Partner organizations and other operating partners via Community Services; and
- Other municipalities and external organizations (including the Urban Development Institute, Calgary Municipal Lands Corporation, Calgary Stampede and the Calgary Public Library).

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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)

No impact

Financial Capacity

Current and Future Operating Budget:

No impact

Current and Future Capital Budget:

No impact.

Risk Assessment

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

REASON(S) FOR RECOMMENDATION(S):

Administration requires additional time to improve the proposed policy's content and flow without making changes to the intent of the policy.

ATTACHMENTS

None