

**DEFERRAL REPORT: MUNICIPAL NAMING, SPONSORSHIP & NAMING RIGHTS  
POLICY**

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**EXECUTIVE SUMMARY**

As directed by Council on 2014 March 31, Administration has completed a review to establish an omnibus 'Municipal Naming, Sponsorship and Naming Rights Policy' for all City-owned infrastructure assets, lands and facilities. In addition to the this original review, Administration was directed by Council on 2014 July 21 with the approval of Notice of Motion 2014-35 Re: Competitive Naming Rights for City Owned, Partner Operated Facilities to investigate and report options back to the Priorities and Finance Committee by the 2015 March 17 of the Priorities and Finance Committee.

**ADMINISTRATION RECOMMENDATION(S)**

That the Priorities and Finance Committee recommend that Council defer the proposed omnibus Municipal Naming, Sponsorship and Naming Rights Policy and the analysis and options related to Notice of Motion 2014-35 until no later than the 2015 December 15 meeting of the Priorities and Finance Committee.

**RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED  
2015 MARCH 17:**

That the Administration Recommendation contained in Report PFC2015-0145 be approved.

**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 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.

Infrastructure & Information Services (IIS), 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.

IIS returned to the Priorities and Finance Committee on 2014 March 31 with its preliminary findings in report PFC2014-0186, 'Municipal Naming Policy Review Detailed Analysis and Suggested Amendments' report. These findings were approved by Council and IIS was directed to return with the proposed policy no later than end of October 2014.

## **DEFERRAL REPORT: MUNICIPAL NAMING, SPONSORSHIP & NAMING RIGHTS POLICY**

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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 Priorities and Finance Committee 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. Council subsequently approved the deferral of this item until the 2015 March 17 meeting of the Priorities and Finance Committee.

The review and creation of the proposed Municipal Naming, Sponsorship and Naming Rights policy and response to Notice of Motion 2014-35 has been completed by Administration.

### **BACKGROUND**

Currently, there are three Council policies related to the naming and sponsorship of assets, specifically:

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

During the Spring of 2013, Administration started discussions to seek policy coordination and process improvements between the three Council policy statements on asset naming and sponsorship.

Review and redrafting of the proposed omnibus policy and engagement of the various stakeholders has been completed.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

Administration is requesting a deferral of the proposed omnibus policy and response to Notice of Motion 2014-35 to Council no later than the 2015 December 15 meeting of the Priorities and Finance Committee due to scheduling conflicts with the 2015 Priorities and Finance Committee agenda.

### **Stakeholder Engagement, Research and Communication**

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

- City of Calgary employees (via the Municipal Naming Committee, Planning and Development Approvals and Community Services & Protective Services staff in Recreation, Customer Service and Communications, Community and Neighbourhood Services and Civic Partners),
- other municipalities,
- external organizations (including the Urban Development Institute, Calgary Municipal Lands Corporation, Calgary Stampede and the Calgary Public Library), and
- impacted Senior Management Team (Planning Development & Assessment,

Approval(s): Stevens, Brad concurs with this report. Author: Wyton, Steve  
City Clerk's: J. Dubetz

**DEFERRAL REPORT: MUNICIPAL NAMING, SPONSORSHIP & NAMING RIGHTS  
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Transportation, Corporate Services and Community Services & Protective Services) and members of Council.

Civic Partner organizations and other operating partners have been actively engaged during this review via Community Services & Protective Services.

**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 and request for revamp. Governance and operating protocol revisions and alignments have been addressed during the development of the new Municipal Naming, Sponsorship & Naming Rights Policy.

**REASON(S) FOR RECOMMENDATION(S):**

Administration requires additional time to reconcile scheduling conflicts between this initiative and that of the Priorities and Finance Committee.

**ATTACHMENTS**

None