

Community Services Report to
Executive Committee
2022 March 15

ISC: UNRESTRICTED
EC2022-0277
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Honourary Naming of City of Calgary Arenas

RECOMMENDATIONS:

Review By: 2022 March 30.

That the Executive Committee recommend that Council:

1. Approve the naming of Max Bell Arena #2, located at 1221 Barlow Tr. S.E., the “Perry Cavanagh Arena”;
2. Approve the naming of Village Square Leisure Centre Arena #2, located at 2623 56th St. N.E., the “Wally Kozak Arena”; and
3. Direct that the report, attachments and presentation be held confidential pursuant to Section 23 (Local public body confidences) of the *Freedom of Information and Protection of Privacy Act* until Council rises and reports.

HIGHLIGHTS

- The hockey community led by Hockey Calgary has formally proposed recognizing Perry Cavanagh and Wally Kozak for their significant contributions to hockey and sport in Calgary through honourary naming at two City arenas: Max Bell Arena #2 and Village Square Arena #2, respectively. The request is timely following a \$14 million upgrade at Max Bell Centre in 2021 and marks the contributions of these important community figures. Per the Municipal Naming, Sponsorship and Naming Rights Policy (“the Policy”), Council approval is required to name the two arenas.
- **What does this mean to Calgarians?** Perry Cavanagh and Wally Kozak are public figures whose lifelong commitment to promoting fairness in hockey and advancing women and girl’s participation in the sport is recognized and celebrated by the Calgary hockey community. Facility naming recognizes these contributions and fosters a sense of connection and community belonging.
- **Why does this matter?** The Policy identifies municipal naming as “a method of commemorative recognition to honour individuals’ outstanding achievements, distinctive service or significant community contributions.” Honourary naming also elevates the relevance of these important community assets among the sports groups they serve most.
- Naming arenas after significant community leaders is a long-standing practice as demonstrated through similar examples (i.e., Norma Bush 1975, Father David Bauer 1985 and Ed Whalen Arena 2001).
- Due diligence has been undertaken to ensure proposed naming aligns with the Policy.
- Strategic Alignment to Council’s Citizen Priorities: A city of safe and inspiring neighbourhoods
- Background and Previous Council Direction is included as Attachment 1.

DISCUSSION

Hockey Calgary has made a request for honourary naming at two City arenas to honour the contributions of Perry Cavanagh and Wally Kozak. The Policy outlines the procedure for naming City assets after notable Calgarians who have displayed exemplary public or community service. The following steps were taken to evaluate the proposed naming:

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- circulating proposed naming to affected stakeholders;
- demonstrating public support (please see Attachment 2); and
- evaluating proposed naming and confirming compliance with Policy requirements via the Policy steward.

About the Proposed Naming Nominees

Perry Cavanagh and Wally Kozak are recognized throughout the hockey community for their contributions to advancing hockey in Calgary. Mr. Cavanagh pioneered *Respect in Sport*, a Hockey Calgary program designed to reinforce parents'/guardians' roles in encouraging positive sport behaviours among participants. Mr. Kozak has been instrumental in fostering the growth of women and girls hockey and served as the technical advisor to Girls Hockey Calgary. Please see Attachment 3 for complete biographies.

About the Arenas

The City operates 19 arenas (ice surfaces) at 13 properties throughout Calgary. Currently, 16 arenas host honorary naming. The arenas proposed for honorary naming in this report are Max Bell Arena #2 and Village Square Arena #2.

Max Bell Centre is Calgary Recreation's most used arena for ice sport. Hosting over 500,000 participants every year, it is the home of the Calgary Canucks and the primary venue for the Mac's AAA midget hockey tournament. Village Square Arena #2 is an NHL regulation sized rink hosting up to 50,000 participants per year.

If approved, The City will proceed with updating facility signage and other communication materials to reflect the honorary naming. In collaboration with Hockey Calgary, a public event will be considered.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder or customer dialogue/relations were undertaken

As steward of the arenas, Calgary Recreation worked with The City's Policy steward to conduct due diligence for the proposed naming, including engaging with facility user groups, the hockey community, ward Councillors (Wards 9 and 10) and the Cavanagh and Kozak families.

Strategic Alignment

CP2016-01 Municipal Naming, Sponsorship and Naming Rights Policy

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IMPLICATIONS

Social

Naming facilities and spaces after impactful Calgarians provides citizens with a greater connection to their surroundings and a sense of community belonging.

Environmental

Not Applicable

Economic

Not Applicable

Service and Financial Implications

Existing operating funding - One-time

Facility signage costs are identified in the 2022 Calgary Recreation operating budget (<\$10k).

RISK

Administration is aware not all members of the public engage with municipal government in the same way and there is a risk historical application of the Policy may result in honorary naming that is not representative of Calgary's diverse community. To mitigate this risk in the future, Calgary Recreation will take action to ensure honorary naming through the Policy is equitable and accessible to diverse community stakeholders. Calgary Recreation will align its exploration with work currently being conducted by the Calgary Heritage Authority to explore a new process to guide naming, renaming and commemoration to support an inclusive, vibrant and diverse community.

ATTACHMENTS

1. Previous Council Direction, Background (Confidential)
2. Evidence of Support (Confidential)
3. Biographies (Confidential)

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Bruce Cullen, Director, Calgary Analytics and Innovation	Deputy City Manager's Office	Inform