

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

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### **EXECUTIVE SUMMARY**

As directed by Council on 2014 March 31 Administration is undertaking a review to establish an omnibus 'Municipal Asset Naming and Sponsorship 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 2014 December.

### **ADMINISTRATION RECOMMENDATION(S)**

That the Priorities and Finance Committee recommend that Council defer the proposed omnibus Municipal Naming and Sponsorship Policy and the analysis and options related to Notice of Motion 2014-35 until the 2015 March 17 meeting of the Priorities and Finance Committee.

### **RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2014 DECEMBER 09:**

That the Administration Recommendation contained in Report PFC2014-0635 be approved.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

As related to community naming, on 2013 May 6, Council adopted as amended, moved by Councilor Keating's motion, that the Calgary Planning Commission recommendations contained in Report CPC2013-050 be adopted, as follows:

That Council:

DIRECT Administration to review and revamp the Municipal Naming Policy in light of the issues we have seen in 3 recent applications, as well as others in the past to:

- better define information requirements to reduce subjective or opinion based recommendations;
- review naming criteria to allow for the recognition of notable citizens who may not have homesteaded a particular development area; and
- better define "neighbourhood" and "community" to reduce conflict between applicants and the Authority.

And further, with a report to the Priorities and Finance Committee no later than 2014 December.

At the Combined Council Meeting 2014 January 13, Council adopted the Priorities and Finance Committee recommendations that the results of the review and revamp of the Municipal Naming Policy be deferred to the Priorities and Finance Committee no later than the end of 2014 March.

Administration presented its findings to the Priorities and Finance Committee in 2014 March (PFC2014-0186) and this was approved by Council on 2014 March 31. This report directed

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Administration to return to Priorities and Finance Committee with a new omnibus Municipal Naming and Sponsorship Policy and associated implementation plan no later than 2014 September 30.

On 2014 July 21, Council approved Councilor Colley-Urquhart's Notice of Motion 2014-35 Re: Competitive Naming Rights for City Owned, Partner Operated Facilities directed Administration to investigate:

- Best naming rights practices of other applicable entities (industry, government etc.);
- The risks and opportunities of implementing a competitive naming process for the sponsorship of City owned / partner operated facilities to ensure the best value for citizens, and
- Provide all options for Council to consider.

On the floor of Council, it was agreed that Administration could bring the findings related to this Notice of Motion along with the items approved by Council in report PFC2014-0186 to the Priorities and Finance Committee no later than end of December 2014.

### **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), and
- 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 is ongoing.

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

Administration presented a draft policy and findings to the Administrative Leadership Team (ALT) on 2014 November 18 and was directed to return to ALT at a future date upon the completion of further analysis and recommendations. As a result, Administration is requesting a deferral of the proposed omnibus policy and response to Notice of Motion 2014-35 to Council no later than 2015 March 31.

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

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

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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, Transportation, Corporate Services and Community Services & Protective Services) and members of Council.

The feedback is currently being reviewed and discussed within Administration. 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 Policy.

### REASON(S) FOR RECOMMENDATION(S):

Administration requires additional time to undertake further review of the proposed policy changes.

### ATTACHMENT

None