

Municipal Naming, Sponsorship and Naming Rights Policy Work Update

RECOMMENDATION(S):

That the Executive Committee:

1. Forward this report to the 2023 June 6 Regular Meeting of Council as an Item of Urgent Business; and
2. Recommend that Council direct Administration to return with an updated Municipal Naming, Sponsorship, and Naming Rights Policy by end of Q1 2024 to allow for additional time to finalize consultation with impacted parties.

HIGHLIGHTS

Administration was tasked by Council to develop a renaming process for City assets and to report back to Council on this process by Q2, 2023 (EC2022-0574). The main areas the new policy will address relate to renaming of municipal assets, public engagement standards (including a process for Indigenous engagement) and deregulation of smaller sponsorship transactions. It will reflect aspects of Heritage Calgary's Council Innovation Fund report on naming, renaming and commemoration (EC2022-0574), and will incorporate other policy improvements informed by lessons learned on naming and sponsorship files since the last major policy review in 2018. Administration is requesting to return to Council with a final report by the end of Q1 2024, with the additional time needed for meaningful engagement to be completed with parties impacted by the proposed changes. Further engagement will occur with BILD, Parks Foundation Calgary, Indigenous Nations and Civic Partners.

What does this mean to Calgarians? The update to this policy will provide clarity to Calgarians around the process and requirements for both naming and renaming of City assets, and our business partners will benefit from simplified procedure and requirements for smaller sponsorships.

Why does this matter? Additional time is needed to finalize policy work to reduce the gap between the needs and expectations of those to whom the policy applies and current policy guidelines. Work continues to make the policy more user friendly, creating a thoughtful and sensitive renaming process for handling highly controversial and complex renaming requests. Sponsorship requirements for smaller arrangements will also be relaxed allowing these partnerships to thrive and benefit Calgarians through sponsorship funding investment into programs, services, and facilities.

Previous Council Direction is included as Attachment 1.

DISCUSSION

At present, a preliminary draft of the new naming and sponsorship policy has been completed and is in circulation to internal and external parties that are impacted by the policy. The main areas that this new policy is trying to address relate to the renaming of municipal assets, public engagement standards, and deregulation of small sponsorship transactions.

Research has been completed around renaming practices, including review of renaming practices among public entities worldwide, a Councillors survey, and consultation with subject

Municipal Naming, Sponsorship and Naming Rights Policy Work Update

matter experts. This led to the development of a separate model for when and how to rename municipal assets. The sponsorship sections of the policy for small assets have been revised to make the process easier for potential sponsors to navigate. For smaller sponsorship arrangements, there will be fewer requirements and a simplified approval process. This will stimulate sponsorship activity enabling additional funding to The City without compromising on the basic sponsorship principles. These changes are currently under review with impacted teams within The City and discussions have started or are planned with the major external players as BILD, Parks Foundation Calgary, Indigenous Nations and Civic Partners.

We are continuing to work and collaborate with the City's Engage team on analyzing existing public engagement practice on naming files and proposing language for an updated policy that would enable new public engagement standards. In addition, work is ongoing with The City's Equity, Diversity, Inclusion, and Belonging team to assess the policy from an equity and inclusivity lens and perspective. We will also be engaging The City's Indigenous Relations Office.

Due to the extent of the necessary updates to the policy that are currently being made, a new policy is being created, and will not be comparable to the existing policy. Therefore, additional time is required to complete further consultations with the impacted parties.

EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | | | |
|-------------------------------------|---|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Public engagement was undertaken | <input checked="" type="checkbox"/> | Dialogue with interested parties was undertaken |
| <input type="checkbox"/> | Public/interested parties were informed | <input type="checkbox"/> | Public communication or engagement was not required |

Proposed policy changes are informed through City's interactions with developers, other naming applicants, partners, processing teams and decision makers during 2018-2023. However, additional time is needed to obtain a formal endorsement of the proposed policy changes from the entities representing policy users, or user groups, such as BILD, Parks Foundation Calgary and Civic Partners.

IMPLICATIONS

Social

Not Applicable

Environmental

Not Applicable

Economic

Not Applicable

Municipal Naming, Sponsorship and Naming Rights Policy Work Update

Service and Financial Implications

No anticipated financial impact

RISK

Allowing additional timing for fulsome and meaningful engagement with impacted parties around the proposed policy changes enhances transparency, fosters stronger relationships between The City and its Partners and reduces risks of potential negative impacts on those parties.

ATTACHMENT(S)

1. Previous Council Direction
2. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Ryan Vanderputten	Infrastructure Services	Approve
Michael Thompson	Infrastructure Services	Approve