



Municipal Naming, Sponsorship and Naming Rights Policy Update

2023 June 1



Recommendation(s)

That Executive Committee recommend that Council:

1. 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.
2. Forward this update as urgent business to the June 6 Regular Council meeting.

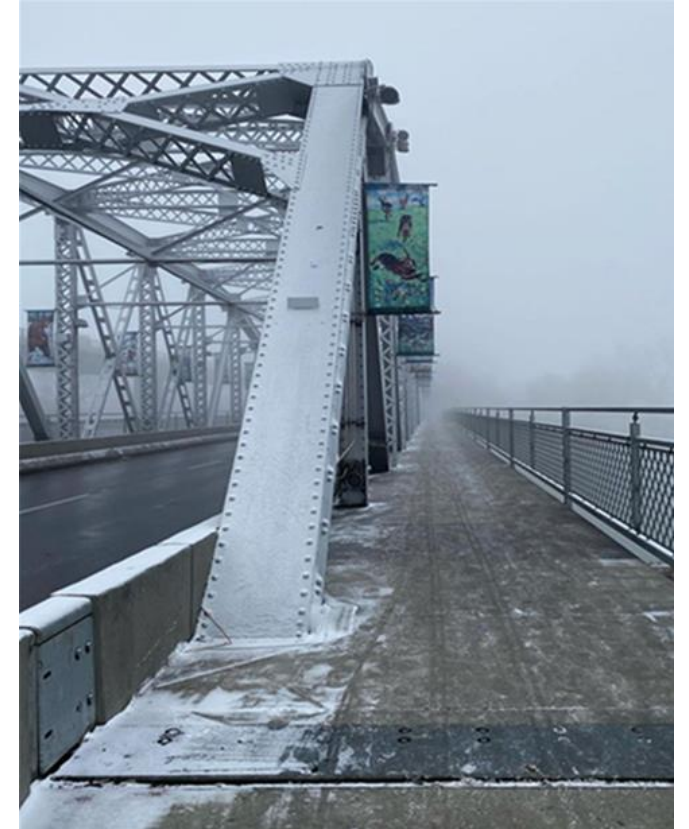
Previous Council Direction

Council Innovation Fund (CIF) Report Back - Heritage Calgary Naming, Renaming and Commemoration Process Design, EC2022-0574

That the Executive Committee recommend that Council defer reporting back on PFC2021-1342 Reporting on Re-examination of City Asset Names Process, from Q2 2022 to the end of Q2 2023.

Proposed Policy Changes

- Introduction of a renaming approach;
- Updated engagement standards on naming files;
- Deregulation of smaller sponsorship transactions;
- Improvement of policy clarity; and
- Removal of technical requirements from the policy.





Status of Work

Completed Work

Ongoing Work

Research

Consultation with
subject matter
experts (SMEs) and
impacted parties

Draft policy
developed

Engagement with
internal SME(s) and
impacted parties on
policy draft

Engagement with
major external
players on policy
draft



Indigenous
Nations

Civic Partners

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