



## COUNCIL POLICY

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**Policy Title:** Municipal Naming, Sponsorship and Naming Rights Policy  
**Policy Number:** Assigned number by Policy Coordinator  
**Report Number:** Report number as assigned for Reports going to Council  
**Approved by:** Council  
**Effective Date:** Date Council Approved the Policy  
**Business Unit:** Infrastructure and Information Services (IIS)

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### **BACKGROUND**

1. Since 1987, Council has utilized policies to govern the naming and Sponsorship of Municipal Assets. Infrastructure & Information Services (IIS) has the responsibility of Policy Steward and acts on behalf of Council.
2. In 2014, City Administration reviewed the *Municipal Naming Policy* (CS003), *Sponsorship Policy City-Owned, City Managed Assets* (CS011), and *Naming Rights Guidelines – City Owned, Civic Partner-Operated Facilities* (CSPS012) and determined that a new Municipal Naming, Sponsorship and Naming Rights Policy would be established to expand naming criteria, bring clarity to the naming, Sponsorship and Naming Rights processes, and address procedural and governance issues that existed in the previous policies.

### **PURPOSE**

3. The purpose of this policy is to create an authorizing environment for the existing practice of naming, Sponsorship and Naming Rights that aligns with City values and ultimately enhance the products and services provided to citizens.
4. The purpose of this policy is to also:
  - a. Protect The City from risk,
  - b. Provide guidelines and criteria required to reflect Calgary's heritage and further a sense of Community,
  - c. Provide employees with corporate guidelines and procedures based on best practices; and
  - d. Uphold The City's stewardship role to safeguard The City's Assets and interests



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### **SCOPE**

5. This policy applies to all City Departments, Business Units and its Partners.

### **DEFINITIONS**

6. In this policy:
- a. “Asset” means an item, object, or thing that has value to an organization;
  - b. “Asset Analysis” means a current professionally prepared comprehensive review of an Asset’s overall value including market valuation with supporting metrics as it relates to Sponsorship or Naming Rights opportunities or proposals;
  - c. “Asset Steward” means the Department and/or Business Unit that are ultimately responsible for the long-term sustainability of infrastructure. They make infrastructure and naming trade-off decisions, taking into account the triple bottom line and political considerations;
  - d. “Community” means a geographic area of between 5,000 and 20,000 residents, which was planned comprehensively and developed over a period of time. The boundaries of a Community are usually used to delineate Community associations and statistical data collection boundaries. This term also emphasizes the bonds that link residents to each other and to the Neighbourhood they call home, or to a group with which they share a common interest;
  - e. “Donation” means a solicited philanthropic contribution to The City for which there is no reciprocal commercial or marketing benefit expected or required from The City. As Donations do not involve a business relationship, they are separate and distinct from Sponsorship and Naming Rights;
  - f. “Gift” means an unsolicited philanthropic contribution to The City for which there is no reciprocal commercial or marketing benefit expected or required from The City. As Gifts are unsolicited and do not involve a business relationship, they are separate and distinct from Sponsorship and Naming Rights;
  - g. “Lease” means an agreement which gives an exclusive right to use and occupation of land;
  - h. “Licence of Occupation” means an agreement that gives the right to enter



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- upon and use land but does not give an exclusive right of possession;
- i. “Naming Rights” means a mutually beneficial business arrangement where an organization provides goods, services or financial support in return for access to the commercial and/or marketing potential associated with the public display of the organization's name or rename of the overarching name for the Asset. Naming Rights does not include Sponsorship.
  - j. “Naming Rights Agreement” means a mutually beneficial, contractual agreement for the exchange of Naming Rights between two organizations for a specified period of time;
  - k. “Neighbourhood” means a distinct part of a larger Community, containing up to 5,000 people. A Neighbourhood is typically considered as an area within walking distance of a local commercial area, school, park, transit station, etc. As “compact, pedestrian friendly and mixed use” areas, the Neighbourhood becomes the building block from which enduring settlements are formed;
  - l. “Partner” means an arms-length organization that has a formal and legal relationship to provide services, programs and/or manage and care for specific City Asset(s) in conjunction with, or on behalf of, The City;
  - m. “Policy Steward” means the Policy Steward acts on behalf of Council ensuring that the policy is adhered to and that policy procedures are followed;
  - n. “Sponsor” means an organization that enters into a Sponsorship Agreement with another organization and pays cash or value-in-kind in return for access to exploitable commercial potential associated with the opportunity;
  - o. “Sponsorship” means a mutually beneficial business arrangement between The City and a third party, wherein the third party provides cash and/or in-kind services to The City in return for access to the commercial marketing potential associated with The City. Sponsorship does not include Naming Rights. Sponsorships may include Sponsorship of one or more of The City’s suppliers, services, programs, projects, events, assets or activities;
  - p. “Sponsorship Agreement” means a mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between two organizations for a specified period of time.



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## **PROCEDURE**

7. The following are the documentation requirements and administrative procedures for the *Municipal Naming, Sponsorship and Naming Rights Policy*:
  - a. The City may request names be submitted for consideration or accept nominated names for the purpose of naming municipal owned Assets, communities and roadways, or the application of Sponsorship Agreements and Naming Rights Agreements. Names for municipal Assets are forwarded to the Policy Steward with the required information for the Asset and request type.
  - b. The City maintains the list of proposed and approved names used to identify locations and Assets.
  - c. Upon receipt of the proposed Asset name, the Policy Steward ensures the Sponsorship, naming and/or Naming Rights request complies with all defined criteria for the Asset and request type.
  - d. The Policy Steward circulates information to the appropriate Asset Steward and affected stakeholder groups.
  - e. The Policy Steward, when appropriate, provides further research on the historical significance of name and/or location.
  - f. The Policy Steward will co-ordinate feedback from Asset Stewards, stakeholders, and interested parties.
  - g. The Policy Steward will provide the originating department with comments to be included with the report.
  - h. The Asset Steward and/or the Policy Steward will finalize the report and forward it to the appropriate Council Committee for review. Excepting reports arising from Section 3.3.4.1(e), the Policy Steward shall take only those reports they recommend be approved to Council Committee and then Council, as follows:
    - i. Municipally Owned Assets: Priorities & Finance Committee (PFC)
    - ii. Community and Roadway: Calgary Planning Commission (CPC)

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- iii. Sponsorship Rights: Priorities & Finance Committee (PFC)
- iv. Naming Rights: Priorities & Finance Committee (PFC)
- i. The Council Committee shall consider the report, and forward it to City Council for decision.

### **AMENDMENTS**

#### New Policy

#### **Section 1.0 Naming Municipally Owned Assets**

##### **1.1 Identifying Asset Names**

###### **1.1.1 Policy Statement**

The City may request for submission or accept nominated names for the purpose of naming municipally owned Assets. For clarity, this Section does not apply to the sale of Naming Rights for City or Partner operated Assets.

###### **1.1.2 Policy Requirements**

1. Names are received or solicited by The City from Administration, any interested persons, groups or organizations, other levels of government, and developers.
2. In order to be considered, the following information shall be provided along with any naming request:
  - a. Name of individual(s) who has brought honor and/or has made a special contribution to The City and/or whose name(s) has been forwarded by individuals, groups or organizations who feel that a person is deserving of recognition.
  - b. Background and reasons why the name should be considered; if an individual, the person's field of endeavor e.g., civic affairs, parks, sports, etc. and a brief biography.
  - c. Names of historical sites, significant events, geographic features, or other basis for naming.
  - d. Biographical/background information if named for person or event, including historical significance of names and/or location where name is to be used.



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- e. Where appropriate, names nominated by the general public shall include a written consent from the nominee or his/her estate that use of the name is granted.
  - f. Proposed wording for signage or plaque related to Asset name.
  - g. Map noting location of Asset which is to be named.
  - h. Letters of support from recognized organizations in support of the naming request.
  - i. Letter from requester including identification of any associated costs and confirmation of funding source(s).
  - j. Thereafter, see procedure for naming as outlined in this policy document.
3. Nominations received by The City for use in identifying municipal owned Assets shall be forwarded to the Policy Steward.

### **1.1.3 Policy Responsibilities**

1. The Policy Steward shall ensure the tracking and compliance of nominated names for The City.

## **1.2 Listing of Approved and/or Proposed Names**

### **1.2.1 Policy Statement**

The City shall maintain a listing of approved and proposed names used to identify locations and Assets for the purpose of providing accurate information for mapping, The City operations and emergency response.

### **1.2.2 Policy Requirements**

1. Where a name is used to supplement the address for a property, the Asset Steward of the property shall inform the Policy Steward in writing of the name, including any revisions thereof.
2. The Policy Steward shall ensure there is an appropriate listing of all approved and proposed names.

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### **1.2.3 Policy Responsibilities**

1. The Policy Steward shall ensure the maintenance of approved and proposed Asset name listings for The City.
2. Asset Stewards shall inform the Policy Steward of Asset names to be included in listing.

### **1.3 Municipal Asset Naming, Classification and Criteria**

#### **1.3.1 Policy Statement**

Municipally-owned Assets shall be named in compliance with City Council approved requirements and their defined criteria.

#### **1.3.2 Policy Requirements**

The following requirements are evaluated by Administration as part of the approval process for any proposed name:

1. Names for municipally-owned Assets will be recommended by Administration in accordance with the requirements specified for each Asset.
2. When naming municipally-owned Assets, names applied to municipally-owned Assets should reflect Calgary's heritage and/or further a sense of Community.
3. Only major Assets in common use by the public should be specifically named.
4. The following criteria shall be evaluated to ensure conflicts do not arise due to Asset naming:
  - a. The extent to which the name may be regarded as offensive.
  - b. The degree to which the name may be precedent setting.
  - c. The extent to which the name is used elsewhere in Calgary.
  - d. The extent to which a name could be confused with another facility.
  - e. The topological appropriateness of the name to the Community (e.g. Falconridge Condominiums is located in Varsity not Falconridge).
  - f. The extent the name is problematic for dispatching emergency services



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personnel.

- g. The presence of the original name if the name is to be changed.
    - i. Does the name still exist? If it does, was/is the original name historically significant and worth retaining?
  - h. Consideration is to be given to the Asset's geographical and historical significance.
  - i. The degree to which the name coincides or conflicts with the historical significance/background of the location.
  - j. The extent that the proposed name poses a problem when/if a plaque/cairn/fountain, or some such, is created.
  - k. The opportunity for alternative means to recognize citizens' contributions other than naming a municipally-owned Asset.
    - i. Such as Calgary Awards Program or Parks Foundation, Calgary.
5. Nominators shall be able to demonstrate how the proposed naming shall withstand the test of time.
- a. When naming Assets after persons, the practice shall be to use names of persons retired and/or deceased and therefore no longer active in their field.
  - b. All Nominations shall be accompanied by a written explanation and supporting documentation which demonstrates alignment of the proposed name and the naming criteria set in this Policy.
6. Names selected shall meet one or more of the following criteria:
- a. Is related the geographical area in which the facility is located (e.g. to the Community).
  - b. Named after geological feature or landmark.
  - c. Named after an historical event.
  - d. Is related to the name of the historical site, owners of the land (e.g. Fort Calgary, or the pioneer such as Hawkwood).





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- e. Names of former elected representatives, departed/retired or deceased, of Calgary City Council, Members of Parliament (federal), Canadian Senate (federal), and Members of the Legislative Assembly (provincial).
  - f. Names of notable Calgarians, retired or deceased, and organizations in the field of sports, arts, culture, science, technology, education, religion, politics, environmental protection, philanthropy, humanitarian aid, or business.
  - g. Names of notable international individuals and organizations for their contributions to humanity.
  - h. Names of individuals who have displayed exemplary public or community service.
  - i. Names of individuals who have risked their lives to save or protect others.
  - j. An organization or individual who contributed significantly to the total costs, taking into account land, capital, and operating expenses as appropriate.
7. Assets, once named, shall not normally be renamed. Council may consider renaming an asset on an exceptional basis when new information regarding the effectiveness of that asset name becomes apparent.
8. City-owned work areas and Assets shall be named according to this Policy and as operational procedures require.
- a. Notwithstanding the above, exceptions may be made to honour a long time respected employee who was connected with the services being provided from that building or Asset.
  - b. Regional recreation facilities shall be made available for Sponsorship and Naming Rights.
    - i. Whereas regional recreation facilities can be unique in terms of Partners, design and components, each regional recreation facility team will develop its own Sponsorship and Naming Rights package for individual components.

### **1.3.3 Policy Responsibilities**

1. City Council shall approve the naming of major Assets in use by the public.



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2. Priorities & Finance Committee (PFC) shall recommend municipally-owned Asset names for approval by Council.
3. The Policy Steward shall:
  - a. ensure the compliance of proposed Asset names with this Section.
  - b. provide guidance to all The City's departments regarding the interpretation and application of the policy.
  - c. provide assistance and information to support Asset stewards regarding Naming Rights activities.
  - d. ensure the maintenance of approved and proposed Asset name listings for The City.
4. Asset Stewards shall:
  - a. ensure selected Asset names are in compliance with this Section.
  - b. coordinate the writing of the naming report to Council regarding the naming of the specific City owned and operated Asset.
  - c. provide recommendation to Priorities & Finance Committee regarding the naming.

### **Section 2.0 Naming of Communities and Roadways**

#### **2.1 Community and Neighbourhood Naming**

##### **2.1.1 Policy Statement**

Community and Neighbourhood Names shall be named in compliance with City Council approved requirements and their defined criteria.

##### **2.1.2 Policy Requirements**

1. The area name should reflect Calgary's heritage and/or further a sense of Community.



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2. Community, Neighbourhood and subdivision names are to be unique within Calgary. Names suggested shall not resemble those of any other street and/or development name used elsewhere in Calgary. Where a development is located within a subdivision, that development may use the same name as the subdivision.
3. The first syllable (or syllables) of a suggested name are not to be in use as the first syllable (or syllables) of a subdivision name in another part of the city, unless the two subdivisions are adjacent and in the same sector.
4. Abbreviations in subdivision names should not be permitted (e.g. Varsity Est. for "Estates", Cambrian Hts. For "Heights", etc.)
5. Names containing a hyphen or apostrophe are considered acceptable for subdivision names. Approved names of this type are also considered legitimate if spelled without the hyphen or apostrophe.
6. Three-or-more word subdivision names are not permitted.

### 2.1.3 Policy Responsibilities

1. City Council shall approve Community, Neighbourhood or subdivision names.
2. Calgary Planning Commission (CPC) shall recommend Community, Neighbourhood or subdivision names to Council for approval.
3. The General Manager of Planning, Development & Assessment shall:
  - a. coordinate the writing of Community, Neighbourhood or subdivision naming reports to Calgary Planning Commission.
  - b. provide the Policy Steward with proposed and approved Community, Neighbourhood and subdivision names for tracking and reporting purposes.
4. The Policy Steward shall:
  - a. ensure the tracking of Community and Neighbourhood names.
  - b. validate whether the Community, Neighbourhood or subdivision and associated roadway names comply with this Policy.
  - c. provide the General Manager of Planning, Development & Assessment with a



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letter of compliance for the Community, Neighbourhood or subdivision and associated roadway names with recommendation of said names for consideration by CPC.

- d. Support the General Manager of Planning, Development & Assessment by presenting the proposed naming to CPC, as required.

5. Developers may propose Community, Neighbourhood or subdivision names.

### **2.2 Public Roadways**

#### **2.2.1 Policy Statement**

All public roadways shall meet defined criteria for the generation and application of road names and utilize valid street types.

#### **2.2.2 Policy Requirements**

##### **2.2.2.1 Generating Names**

1. Roadways shown on Area Structure Plans are to be named or numbered. Roadway names shall be historically significant for the region (vs. the Community), or selected from a list of candidate names maintained by the Policy Steward for such purposes.
2. Proposed street names selected for roadways are to be distinct from those used for street names elsewhere in Calgary, by not sharing similar syllables or pluralized forms.
3. Words used as street types (GREEN, PARK, VIEW, etc.) are not permitted for use in compound names selected as roadway names.
4. Street names shall not exceed 14 characters in length (NOTE: Street names currently exceeding 14 characters will not be changed to comply with this policy change). City computer systems will continue to recognize 16 characters for the street name portion of any address description. For streets that intersect freeways and expressways, the name of the street shall not exceed 9 characters. This limitation exists so that the street names can be adequately displayed with reasonable font size on existing and future overhead directional guide signage.
5. Prefixes and abbreviations within roadway names are not permitted

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6. Names that are hyphenated or contain an apostrophe are not permitted.
7. Two-worded roadway names are discouraged. Where two-worded names are used, the space between the two words shall be included as one of the characters in the 14 character limit.
8. Three-or-more word roadway names are not permitted.
9. The practice of dual name roadways is not permitted. The following exception types are permitted on approval by Council:
  - a. Naming for the purpose of historical integrity: If an opportunity exists in a Council approved policy such as Area Redevelopment Plans, Strategic or other Community Plans to retain historical integrity through dual naming this may be proposed as part of the policy process. Example; Mission ARP provided for dual naming of areas within the Community such as 4 St. S.W. formerly Broadway, 2 Street S.W. formerly Hamilton Street and 19 Avenue formerly St. Mary Street.
  - b. Naming for the purpose of recognition of international/national event or activity. Example; Olympic Way was named to recognize the 1988 Winter Olympics.
10. Alphabetic designations ONLY for street names: (e.g. "A Street", "B Street", etc.) shall not be permitted.
11. Naming of roadways using a defined theme will be permitted if proposed names meet the following requirements:
  - a. Themes must be simple and commonly understood unless reflecting a theme of Canadian national or local significance.
  - b. Where possible, theme names and those used in association with the theme, should represent individuals or events of importance and names that are generally well-known and/or respected.
  - c. Theme and names suggested should be able to withstand the test of time.
  - d. Suggested theme must not be used if there are roadway names already in use elsewhere in The City that may be perceived as being associated with the theme area.



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- e. When there are many names in use throughout Calgary that could be associated with a proposed theme, despite their location, theme naming will not be permitted.
- f. Names used for roadways must be clearly associated with the theme. Names should be ones easily recognized as being related to a given theme by individuals' not well-versed or regarded as 'expert' with respect to the theme.
- g. Where words used within a theme are not as easily recognized as being associated with the theme, prefixes or other qualifiers may be used.
- h. Differences in spelling (e.g. Wolfe vs. Woolf) are not sufficiently distinctive and would require some qualification (e.g. Thomas Wolfe vs. Virginia Woolf).

### **2.2.2.2 Applying the Name to the Roadway**

12. Freeways – Are given aboriginal names.

13. Expressways - Are given aboriginal names.

14. Major streets - Are named after prominent individuals or their geographic location.

- a. roadways of major status which serve more than one Community shall not bear the name of any of the communities through which they pass; and whenever possible, such roads shall be named for persons/events The City wishes to honor.
- b. where major streets cross an expressway or freeway, the name of the roadway should not change. This is necessary because changing names across these high level roadways can cause driver confusion and requires large and more complicated directional signage to differentiate between the two road names on either side of these Asset types.

15. Collector and Local Streets (numbered or named).

- a. Names may be either historically significant for the Community, or, thoroughfare names within a Community shall follow a theme. Names may also be considered from council approved names maintained by the Policy Steward.

16. Residential subdivision roads (less than collector) may bear the same name even

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across a Community collector, so long as the roads meet at the same intersection.

17. Roadways which incorporate slight separations for traffic flow or which are separated from the main roadway, shall not be named differently in name or in type from the designation given the main roadway.
18. Cul-de-sac street types are to be used solely for non-through streets with only one intersection (e.g. Bay, Place, etc.).
19. Where appropriate, all culs-de-sac accessible from the same through street share the same name as the through street
20. The practice of qualifying culs-de-sac sharing the same name and type (e.g. 100 James Place, 200 James Place, etc.) is endorsed and encouraged, where the culs-de-sac are accessed from the same roadway.
21. Where a road through-road terminates across an intersection and into a cul-de-sac, the roadway name of the cul-de-sac shall be different from the roadway name of the through road.
22. Where possible, streets designated as Crescent and/or Close will share the same name as that used for the intersecting roadway.
23. Street types are to be applied to roadway names, based on expected traffic flows, topography, design configuration and other geographic features (see details following in subsection on STREET TYPES).
24. Street types "Way" and "Bay" shall not be used with the same street name.
25. Street types "Road" and "Drive" shall not be used with the same street name.
26. The lettering of street types and numeric qualifiers on municipal street signs will be of equal size and style as street names, and street type information on signs will be lettered in full, or abbreviated as shown on the pages following (see subsection on Street Types).
27. Roadways within designated industrial areas will be named and/or numbered consistent with The City's street naming policy.
28. Grid numbered streets and avenues are not permitted to deviate significantly from their assigned alignments.



29. Where transportation requirements dictate a deviation of a thoroughfare from its theoretical grid alignment, the street will be named, as opposed to being numbered, commencing with a major intersection.
30. Roadways within new subdivisions are to be numbered only if the following conditions are met:
  - a. the roadway traverses a significant and meaningful distance along specified alignments with minimal deviations, and either
    - i. the roadway intersects with major roadways, or
    - ii. the roadway intersects with other numbered roadways of significant length.
31. Numbered roadways orientated in a north/south fashion shall bear the designations of "STREET" only, and numbered east/west roadways shall bear the designation of "AVENUE" only. "STREET" and "AVENUE" may also be used with named roads. Note: The Administration endeavours, wherever possible, to apply "STREET" to north/south roadways (named or numbered) and "AVENUE" to east/west roadways (named or numbered).
32. Street names in use and/or shown on plans of subdivision for areas annexed into the corporate limits of the City of Calgary shall be subject to conditions set forth in this policy.

### **2.2.2.3 Street Types**

1. Street types or suffixes are an important feature of the street naming system, in;
  - a. providing a sense of familiarity with the road configuration,
  - b. enabling one street name to be used for several thoroughfares, thus reducing the number of street names required for any given subdivision, and
  - c. reflecting the hierarchy of roadways in Calgary (as presented in the definition list following).
2. Each street type is descriptive of a particular road function or configuration. There may be several choices available for any given road configuration, only one type will be selected for use.





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3. The following is a list of all valid street types available in Calgary according to the typical configuration for which they are appropriate. The name in full or the abbreviated version is to be applied to signage and computer database applications. At the discretion of the approving authority within Transportation, additional street types may be approved for use.

Name	Abbreviation	Description
<b>High Speed, Limited Access Roadways</b>		
HIGHWAY	(HI)	Refers to federal or provincial designated roadways (e.g. Trans Canada Highway, Highway 22X, etc.)
TRAIL	(TR)	Applied to major transportation arteries which span more than one area of the city (e.g. Deerfoot TR, Blackfoot TR, Sarcee TR, Crowchild TR, Glenmore TR), and which are often assigned Aboriginal names.
<b>Major Streets and Collectors</b>		
AVENUE	(AV)	Used to describe numerically designated east-west roadways but not exclusive to numerically designated roadways.
BOULEVARD	(BV)	Applied to major streets which may or may not be contained within a single subdivision area (e.g. John Laurie BV., McKnight BV., Woodbine BV.)
DRIVE	(DR)	Applied to collector streets which most often intersect with boulevards, trails, or grid numbered streets and avenues. (e.g. Elbow DR, Fairmount DR, Canyon Meadows DR).
STREET	(ST)	Used to describe numerically designated north-south roadways but not exclusive to numerically designated roadways.
<b>Local Streets (non cul-de-sac)</b>		
ALLEY	(AL)	Generally, applied to narrow roadways, often private.
CENTRE	(CE)	This street type is not available for use but is provided to accommodate current addressing arrangements found on some existing development sites.
CIRCLE	(CI)	A minor or major roadway which completes a loop upon itself.
CLOSE	(CL)	A "P-shaped" or racquet-shaped minor roadway, with only one entry from another roadway.



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COMMON	(CM)	Generally, a minor roadway encircling a park or other open space. (See GREEN)
CRESCENT	(CR )	A “U-shaped” minor roadway, with structures on both sides, accessible at either end from the same street, and with no other intersections with through streets.
GARDENS	(GD)	Generally applied to private roadways, but also valid for other roadways, particularly where vegetation is noticeable.
GATE	(GA)	A short street giving access to a subdivision area from a major street.
GREEN	(GR)	A minor roadway adjacent to, or embracing, an open space area or where vegetation is noticeable.
GROVE	(GV)	A minor roadway adjacent to, or embracing, an open space area or where vegetation is noticeable.
HEATH	(HE)	A minor roadway adjacent to, or embracing, an open pace area or where vegetation is noticeable.
HEIGHTS	(HT)	Generally, applied to private roadways, but also valid for other roadways, particularly those located on hills or escarpments, culs-de-sac overlooking valleys, etc.
HILL	(HL)	For roadways located on escarpments or lands with a noticeable slope.
ISLAND	(IS)	Minor roadway surrounded by water.
LANE	(LN)	Generally, applied to narrow roadways, often private.
LINK	(LI)	A roadway joining two cells of a subdivision, or two points of one roadway to one another.
MANOR	(MR)	Generally, used for private roadways, but available for any minor roadway.
MOUNT	(MT)	A minor roadway or cul-de-sac with noticeable slope or escarpment. (See HILL, VIEW, RISE, POINT).
PARADE	(PR)	Generally for describing public areas or routes prone to promenades of large numbers of pedestrians.
PARK	(PA)	Generally for use in describing roadways encircling or giving access to open spaces or adorned with trees/shrubbery (See also GREEN, HEATH, GARDENS, GROVE)



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PASSAGE	(PS)	Generally for use in describing roadways or walkways used for transitional purposes providing crossing from one area to another or, to describe narrow roadways or walkways (See also LINK, GATE)
PATH	(PH)	Generally, used for describing pedestrian walkways.
PLAZA	(PZ)	Originally established to accommodate shopping centre names. Used instead of address descriptions. Or when - street type is no longer appropriate unless used for a minor roadway encircling or adjacent to an open square or market-place.
RISE	(RI)	For roadways which have a noticeable slope throughout most of their length. (See HILL).
ROAD	(RD)	A roadway which may change direction.
SQUARE	(SQ)	Generally for use in describing an open area at the meeting of streets, usually quadrilateral, planted with trees and surrounded by buildings or could be used to describe a roadway embracing an open space area or park.
TERRACE	(TC )	Generally, applied to private roadways, but also valid for other roadways, particularly those located on hills or escarpments, culs-de-sac overlooking valleys, etc.
VIEW	(VW)	For roadways located on escarpments or lands with a noticeable slope and which offer a "view".
VILLAS	(VI)	Generally, used for private roadways, but available for any minor roadway.
WALK/ WALKWAY	(WK)	Applied to pedestrian walkways.
WAY	(WY)	A roadway which may change direction. Local Streets (culs-de-sac).
<b>Local Streets (culs-de-sac)</b>		
BAY	(BA)	A cul-de-sac of relatively short length, generally applied, but not restricted to, roadways located near water.
CAPE	(CA)	Valid for cul-de-sac roadways near water.
CIRCLE	(CI)	A minor roadway which completes (also valid for major roadways) a loop upon itself
CLOSE	(CL)	A "P-shaped" or racquet-shaped minor roadway, with only one entry from another
COURT	(CO)	A cul-de-sac.



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COVE	(CV)	A cul-de-sac, generally applied to roadways located near water.
LANDING	(LD)	A cul-de-sac, generally located near water, or located on an escarpment overlooking a valley or ravine.
MEWS	(ME)	A cul-de-sac.
PLACE	(PL)	A minor roadway with no other intersecting streets.
POINT	(PT)	Valid for culs-de-sac near water, or located on escarpments/hills where a noticeable view is present.
ROW	(RO)	For use in describing culs-de-sac arranged in succession and accessible from the same roadway and numerically qualified (100, 200, 300,...,ROW, etc) or other minor roadways in succession in more or less a straight line

### 2.2.3 Policy Responsibilities

1. City Council shall approve roadway names within new or redeveloped Communities, Neighbourhoods or subdivisions; the naming of freeways, expressways, major streets as well as the ad hoc naming of street names.
2. Calgary Planning Commission (CPC) shall recommend roadway names within new or redeveloped Communities, Neighbourhoods or subdivisions to Council for approval.
3. The General Manager of Planning, Development & Assessment shall:
  - a. coordinate the writing of Community, Neighbourhood or subdivision roadway naming reports to Calgary Planning Commission.
  - b. provide the Policy Steward with proposed and approved Community, Neighbourhood and subdivision roadway names for tracking and reporting purposes.
4. The Policy Steward shall:
  - a. ensure the tracking of Community and Neighbourhood roadway names.
  - b. validate whether the Community, Neighbourhood or subdivision roadway names comply with this Policy.



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- c. provide the General Manager of Planning, Development & Assessment with a letter of compliance for the Community, Neighbourhood or subdivision roadway names with recommendation of said names for consideration by CPC.
  - d. Support the General Manager of Planning, Development & Assessment by presenting the proposed naming to CPC, as required.
5. The approving authority within the Transportation Department shall:
- a. be responsible for recommending the naming of freeways, expressways, major streets and ad-hoc street naming, as required.
  - b. be responsible for approval of street types for use per this policy.
6. Developers may propose new or redeveloped Community, Neighbourhood or subdivision roadway names.

### **2.3 Private Roadways**

#### **2.3.1 Policy Statement**

Where warranted, private roadways will be named to provide more meaningful address descriptions for structures located thereon. Private roadways should comply with all public roadway criteria.

#### **2.3.2 Policy Requirements**

1. Private roadway names shall be submitted by Developers to the Transportation Department in order to review compatibility with the public roadway system and compliance with the appropriate City policies, including public roadway naming.
2. Private roadway names may be appealed to the Calgary Planning Commission (CPC) if necessary. Otherwise, no formal approval or involvement by CPC or Council is required.
3. Roadway intersections will be signed by the developer/property owner in such a fashion as to ensure that individual sites thereon can be located easily.
4. The City will sign intersections where the private roadway intersects with the public roadway network.

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5. The City will also sign intersection locations within a development site if requested to do so by the property owner and upon payment of the requisite fee (usually cost of material and labour).
6. The manufacturing and installation of private street signs is the responsibility of The City at the cost of the Developer.
7. Street signs should be in place in advance of buildings being occupied.

### **2.3.3 Policy Responsibilities**

1. The Transportation Department shall:
  - a. review the compliance of private roadway names.
  - b. ensure manufacturing and installation of street signs at the cost of the Developer.
2. The Policy Steward shall ensure the tracking of private roadway names.
3. Developers may propose new private roadway names.

### **Section 3: Sponsorship and Naming Rights**

1. Section 3 does not apply to:
  - a. Independent foundations or registered charitable organizations that The City may receive benefit from. However, where Assets are owned and managed by The City or owned by The City and operated by an independent foundation, registered charitable organization, society or nonprofit organization under an agreement with The City, this policy shall apply unless otherwise approved by order of Council.
  - b. Gifts or Donations to The City.
  - c. Funding obtained from other orders of government through formal grant programs.
  - d. City Sponsorship support of external projects where The City provides funds to an outside organization.



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- e. Third parties who enter into market rate agreements including Leases for property of The City or hold permits with The City for activities or events.
- f. Calgary Police Service.
- g. Calgary Public Library as the Calgary Public Library Board has full management and control of the library including promotion [Section 7 of the *Libraries Act (Alberta)*].

### **3.1 Municipally Owned and Operated Asset(s) - Sponsorship**

#### **3.1.1 Policy Statement**

The City recognizes and supports Sponsorship as a revenue generating strategy that balances the benefit of entering into Sponsorship with The City for either sponsorship of City owned assets and/or programs. For clarity, Section 3.1 does not apply to the sale of Naming Rights.

#### **3.1.2 Policy Requirements**

1. The purpose of the policy requirements as outlined is to ensure that The City's Assets, programs and interests are safeguarded and protected from undue risk.
2. The City supports the ongoing practice of entering into Sponsorship Agreements with third parties (corporations) where such partnerships are mutually beneficial to both parties in a manner that is consistent with all applicable policies set by The City. Under the conditions of this policy, The City's staff may continue to solicit such Sponsorship.
3. Asset Stewards and program managers will conduct the necessary research prior to developing a Sponsorship opportunity to ensure that revenue for The City is maximized and that the Sponsorship offer is not in conflict with existing contractual obligations or strategy. Chief Financial Officer's Department (CFOD), Supply Management will be consulted for any potential conflict with preferred vendor agreements.
4. Concept approval for Sponsorship projects will be obtained from the General Manager before potential Sponsors are approached or agreements are made. If the agreement involves more than one Department, approval will be obtained from the General Managers of each department involved, including the General Manager of Corporate Services and CFOD.

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5. Solicitation and negotiation of Sponsorship will be conducted by City staff who are specifically designated by the Business Unit Director, or by outside contract as approved by the Business Unit Director. Directors are responsible for ensuring that staff understand the requirements of this policy and that they are provided with appropriate guidance &/or training related to Sponsorship practices. All Sponsorship Agreements will be negotiated in good faith and represent The City in a professional manner.
6. Sponsorship proposals should be in writing and outline the marketing benefits that will be exchanged between both parties. Pricing of Sponsorship over \$100,000 shall be done in conjunction with the Policy Steward to ensure an appropriate competitive process has been used along with the appropriate level of due diligence and market research has been conducted on behalf of The City.
7. Sponsorship Agreements will adhere to the following requirements:
  - a. Follow The City's existing accounting and financial management policy. The proposing Department shall work with Finance and Supply regarding the financial and tax implications of the Sponsorship Agreement.
  - b. Be confirmed in writing and notification of the agreement is to be sent to the Policy Steward.
  - c. Be signed by an authorized representative of both The City and the Sponsor.
  - d. Outline the term of the agreement. Terms for all agreements shall not exceed 5 years unless authorized by the General Managers of the impacted Department(s) and Corporate Services.
  - e. Include the details of the exchange of marketing benefits, including both what The City will receive from the Sponsor, and what benefits are to be provided to the Sponsor.
  - f. Use of templates prepared and approved by the City Solicitor for Sponsorship Agreements are recommended to minimize risks to The City and to create efficient internal practices for Sponsorship. If templates are not used, agreements should be reviewed by Law to ensure compliance to legislation, etc.
8. Authorization to enter into the Sponsorship Agreement is as follows:
  - a. Sponsorship Agreements valued up to \$25,000 will be authorized/approved





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- by the Manager of the affected business unit division.
- b. Sponsorship Agreements valued between \$25,000 and \$100,000 will be authorized/approved by the Director(s) of the business unit(s) impacted.
  - c. Sponsorship Agreements valued over \$100,000 will be authorized/approved by the Director(s) and General Manager(s) for the business unit(s) impacted including the General Manager of Corporate Services and approved by The City Solicitor.
9. Council Members will be advised annually by confidential memo, a summary of all Sponsorships, of over \$25,000. The City will only enter into agreements with Sponsors who are compatible with The City's values, mandate and policies. The City will not enter into agreements with organizations when the proposed agreement is in conflict with the provisions of any City collective agreement.
10. All bylaws of The City, including sign bylaws will be adhered to.
11. All provincial and federal laws governing Sponsorship will be adhered to.

### **3.1.3 Policy Responsibilities**

1. The Policy Steward shall:
  - a. track and report annually to Council Members all The City's Sponsorship Agreements valued over \$25,000.
  - b. provide guidance to all The City's Departments regarding the interpretation and application of this Section.
  - c. provide assistance and information to support Asset stewards regarding Sponsorship activities.
  - d. Support the Asset Steward.
2. Asset Steward shall:
  - a. provide concept approval for Sponsorship projects before Sponsors are approached or agreements are made.
  - b. authorize Sponsorship Agreements in accordance with guidelines.



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- c. provide details of Sponsorship Agreements valued over \$25,000 to the Policy Steward on an annual basis for the purpose of tracking.
- d. ensure that representatives of The City entering into Sponsorship Agreements are aware of, and act in accordance with this and all other applicable policies and administrative procedures.

### **3.2 Municipally Owned and Operated Assets – Naming Rights**

#### **3.2.1 Policy Statement**

The City recognizes and supports Naming Rights as a revenue generating strategy that balances the benefit of entering into Naming Rights Agreements with The City's role as steward of public Assets and interests.

#### **3.2.2 Policy Requirements**

The purpose of the policy requirements as outlined is to ensure that The City's Assets and interests are safeguarded and protected from undue risk.

1. The City supports the ongoing practice of entering into Naming Rights Agreements with third parties (corporations) where such partnerships are mutually beneficial to both parties in a manner that is consistent with all applicable policies set by The City. Under the conditions of this policy, The City's staff may continue to solicit such agreements in accordance with the following principles:
  - a. High quality, sustainable Community, cultural and recreational programs and facilities are desirable.
  - b. The City supports revenue generation from Naming Rights and Sponsorship arrangements when these arrangements directly benefit the Community and The City.
  - c. Decisions that flow from these principles shall be considered and made within the context of prudent business practices and maximize revenue from the Asset.
  - d. In the interest of maintaining public trust and civic pride, transactions covered by these principles are to uphold and support the image and values of the Community and The City.
  - e. Negative impacts to citizens, program users, and The City are to be minimized.



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2. Asset Stewards will conduct the necessary research prior to developing a Naming Rights opportunity to ensure that revenue for The City is maximized and that the Naming Rights offer is not in conflict with existing contractual obligations or strategy. Chief Financial Officer's Department (CFOD), Supply Management will be consulted for any potential conflict with preferred vendor agreements.
3. Concept approval for Naming Rights projects will be obtained from the General Manager before potential third parties are approached or agreements are made. If the agreement involves more than one Department, approval will be obtained from the General Managers of each department involved, including the General Manager of Corporate Services and CFOD.
4. Solicitation and negotiation of Naming Rights sales will be conducted by City staff who are specifically designated by the Business Unit Director, or by outside contract as approved by the Business Unit Director. Directors are responsible for ensuring that staff understand the requirements of this policy and that they are provided with appropriate guidance &/or training related to Naming Rights practices. All Naming Rights Agreements will be negotiated in good faith and represent The City in a professional manner.
5. Naming Rights proposals should be in writing and outline the marketing benefits that will be exchanged between both parties. Consideration of Naming Rights Agreements over \$100,000 shall be done in conjunction with the Policy Steward to ensure the appropriate due diligence and market research has been conducted on behalf of The City.
6. Naming Rights Agreements will adhere to the following requirements:
  - a. Follow The City's existing accounting and financial management policy. The proposing Department shall work with Finance and Supply regarding the financial and tax implications of the Naming Rights Agreement.
  - b. Be confirmed in writing and notification of the agreement is to be sent to the Policy Steward.
  - c. Be signed by an authorized representative of both The City and the Sponsor.
  - d. Outline the term of the agreement.
  - e. Include the details of the exchange of marketing benefits, including both what The City will receive from the Sponsor, and what benefits are to be provided



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to the Sponsor.

- f. Use of templates prepared and approved by the City Solicitor for Sponsorship Agreements are recommended to minimize risks to The City and to create efficient internal practices for Sponsorship. If templates are not used, agreements should be reviewed by Law to ensure compliance to legislation, etc.
  - g. All bylaws of The City, including sign bylaws will be adhered to.
  - h. All provincial and federal laws governing Sponsorship will be adhered to.
7. The following specific guidelines shall be applied when entering into a Naming Rights Agreement for municipally-owned, City-operated Assets. Prior to acceptance of any Naming Rights proposal, the following requirements, based on best practices, must be followed in Naming Rights decisions:
- a. An Asset Analysis that provides the financial value of the Naming Rights is equivalent to a Naming Rights asset valuation including the time value of money, as conducted by an independent third party, or The City for the Asset being named.;
  - b. A risk/benefit analysis that supports the naming or renaming and associated term;
  - c. There is demonstrated public support for the Naming Rights and term;
  - d. Proposed Naming Rights purchaser must support the image and values of The City and the Community;
  - e. The City shall not relinquish to the Naming Rights purchaser any aspect of The City's right to manage and control The City's Assets, facilities, or programs;
  - f. Proceeds received by The City for the Naming Rights Agreement are to be used for :
    - i. the enhancement and maintenance of the named Asset;
    - ii. the provision of programs and services directly related to the mandate of the property;



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- iii. investments whose proceeds contribute to the delivery of City services;
  - g. Signage, branding, publicity and advertising shall conform to all applicable federal and provincial statutes, and to all applicable municipal bylaws and policies.
  - h. The City will publicly promote the Naming Rights opportunity, for a minimum two month period, and hold discovery meetings with organizations interested in purchasing Naming Rights.
  - i. The name should advise the purpose of the Asset;
  - j. The name includes the Community name or quadrant location, and considers Community and historical significance;
  - k. Costs for promotion of the naming or renaming of an Asset shall be incorporated into the Naming Rights Agreement and not The City's annual operating budget;
8. The Asset Steward will forward a report with recommendations to Council regarding the Naming Rights opportunity. The report process will be led by Policy Steward with participation from all business units affected;
9. For the purpose of the sale of Naming Rights of City Owned and City operated Assets, the Director(s) for the Business Unit(s) Assets impacted is to be considered the Asset Steward.
10. The sale of Naming Rights of municipally-owned and operated Assets shall be recommended by the Director(s) for the business unit(s) impacted and approved by Council.
11. Use of templates prepared and approved by the City Solicitor for Naming Rights Agreements are recommended to minimize risks to The City and to create efficient internal practices for Naming Rights. If templates are not used, agreements should be reviewed by Law to ensure compliance to legislation, etc.
12. The Asset Steward(s), in consultation, with the Policy Steward may develop guidelines to contribute to the overall direction and priorities set out by Council as well as clarify the implementation and administration for Naming Rights.

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### **3.2.3 Policy Responsibilities**

1. City Council shall approve the fundamental terms and conditions for the Naming Rights for a City owned and operated Assets.
2. Priorities & Finance Committee (PFC) shall recommend the fundamental terms and conditions for the Naming Rights for Council approval.
3. The Policy Steward shall:
  - a. provide guidance to all The City's departments regarding the interpretation and application of the policy.
  - b. provide assistance and information to support Asset Stewards regarding Naming Rights activities.
  - c. maintain a list of all Naming Rights Agreements over \$100,000 for City Assets for the purpose of annual reporting to Council.
4. Asset Steward shall:
  - a. conduct Asset valuation in conjunction with the Policy Steward prior to Naming Rights approval.
  - b. coordinate the writing of the naming report to Council regarding the sale of Naming Rights of any specific City owned and operated Asset(s).
  - c. provide recommendation to Priorities & Finance Committee regarding the sale of Naming Rights for a specific City Asset(s).
  - d. ensure that representatives of The City entering into Naming Rights Agreements are aware of, and act in accordance with this policy and administrative procedures.
  - e. provide details of Naming Rights Agreements valued over \$100,000 to the Policy Steward on an annual basis for the purpose of tracking.



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### **3.3 Municipally Owned and Partner Operated Assets – Naming Rights**

#### **3.3.1 Purpose and Principles**

1. This Section applies to Partners seeking to name or rename Municipally-owned Assets under their control and operation. It is premised on an effort to balance The City's stewardship and fiduciary responsibilities with the provision of an enabling environment for its Partners to pursue revenues they deem necessary for financial sustainability related to City-owned Assets they operate. The City similarly acknowledges its own stewardship responsibility and interest in protecting City property, creating public value, and ensuring revenue for an Asset is maximized.
2. The policy applies to Naming Rights for the public display of an organization's name or rename of the overarching name for the Asset not Sponsorship of one or more of the Partner's services, programs, projects, events, interior assets or activities. Sponsorship of components within an Asset remain the authority of the Partner.
3. The following principles must be reflected in any Naming Rights approved under this policy:
  - a. High quality, sustainable Community, cultural and recreational programs and facilities are desirable.
  - b. The City supports revenue generation from Naming Rights and Sponsorship arrangements when these arrangements directly benefit the Partner, Community and The City.
  - c. Decisions that flow from these principles shall be considered and made within the context of prudent business practices and maximize revenue from the Asset.
  - d. In the interest of maintaining public trust and civic pride, transactions covered by these principles are to uphold and support the image and values of the Partner, Community and The City.
  - e. Negative impacts to citizens, program users, and The City are to be minimized.

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### **3.3.2 Roles and Responsibilities**

1. For the purpose of the sale of Naming Rights of Municipally Owned and Partner Operated Assets, the Director for the Business Unit(s) responsible for the Asset is to be considered the Asset Steward.
2. City Council will approve fundamental terms and conditions for proposed Naming Rights.
3. Administration will include the requirement to comply with this policy in any Lease, License of Occupation and other applicable agreement with a Partner.

### **3.3.3 Policy Provisions**

1. The Asset Steward will recommend to Council approval for a naming or re-naming for a fixed term when the following provisions are met by the Partner in the application for Naming Rights:
  - a. The Purpose and Principles set out in Section 3.3.1 above are met.
  - b. The City, as the owner of the Asset is permanently identified and displayed in accordance with The City of Calgary branding guidelines, at the Asset, for the duration of the term.
  - c. The name includes the Community name or quadrant location, and considers Community and historical significance.
  - d. Proceeds received by the Partner for the Naming Rights are declared to be used for the named Asset only as follows:
    - i. enhancement and maintenance of the named Asset;
    - ii. provision of programs and services directly related to the Partner's mandate; and
    - iii. investments whose proceeds contribute to the delivery of the Partner's mandated services.
  - e. There is demonstrated public support for the Naming Rights and term.
  - f. The Asset Analysis that provides the financial value of the Naming Rights to the Partner is equivalent to a Naming Rights' asset valuation including the time value of money, as conducted by an independent third party, or The City, for the Asset being named.





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- g. The Partner must publicly promote the Naming Rights opportunity, for a minimum two month period, and hold discovery meetings with organizations interested in purchasing Naming Rights.
- h. Demonstration that the organization purchasing the Naming Rights supports the image and values of the Partner organization, The City, and Community.
- i. The Partner does not relinquish to the organization purchasing the Naming Rights any of the Partner's rights to manage and control the Asset.
- j. A risk/benefit analysis that supports the naming or re-naming, and associated term.
- k. The Partner shall fund all Naming Rights for naming or renaming and Sponsorship activities and Naming Rights must not result in additional costs to The City.
- l. All associated activity and transactions must conform to applicable federal and provincial statutes, and to all applicable municipal bylaws and policies.

### **3.3.4 Naming Application, Review and Evaluation Process**

1. Process for Naming Municipally Owned and Partner Operated Assets must adhere to Section 7 Procedures of this policy and the following requirements:
  - a. The Partner will submit to the Asset Steward an application for Naming Rights, in a form prescribed by the Asset Steward, for Naming Rights. The application form must provide for required information to be submitted, such that the naming or renaming proposal can be evaluated by the Asset Steward.
  - b. The Asset Steward shall coordinate The City's process with the Partner in accordance with this policy, and all required follow-through, in response to an application for Naming Rights from a Partner to The City and ensure that representatives of The City are aware of, and act in accordance with this policy.
  - c. The Asset Steward will evaluate the application, ensure Naming Rights meets the provisions set out in this policy and requests additional information from the Partner as necessary.
  - d. The Asset Steward will coordinate the writing of the Administration Report to the Priorities and Finance Committee for a recommendation to Council regarding the sale of Naming Rights of any specific Municipality Owned and Partner



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Operated Asset(s) including the fundamental terms and conditions under which the Naming Rights proposal is recommended be approved, any conditions associated with the recommended approval and whether the Policy Provisions have been met by the Partner.

- e. In the event the Policy Requirements are not met, the Asset Steward and Partner will meet to attempt resolve the matter. If the matter cannot be resolved between the Partner and Administration, the Asset Steward will report to Council with a recommendation.
- f. Upon approval of the fundamental terms and conditions for the Naming Rights, the Partner will enter into a Naming Rights Agreement with the organization purchasing the Naming Rights. That Naming Rights Agreement must adhere to the fundamental terms and conditions prescribed by Council. The Partner may not relinquish to the organization any aspect of the Partner's right to manage and control the Asset(s) or provide any further rights to the organization than those provided by The City in the approved fundamental terms and conditions or any other agreement with The City.
- g. Only for The City's records, the Partner will submit to the Asset Steward the authorized Naming Rights Agreement between the Partner and organization purchasing the Naming Rights.
- h. The Asset Steward will provide details of Naming Rights of Municipally Owned and Partner Operated Asset to the Policy Steward.
- i. The Policy Steward will provide guidance to all the City's Departments regarding the interpretation and application of this policy.
- j. The Policy Steward will ensure the tracking and annual reporting of Asset Names for Municipality Owned and Partner Operated Assets to Council
- k. The Asset Steward(s), in consultation, with the Policy Steward may develop guidelines to contribute to the overall direction and priorities set out by Council as well as clarify the implementation and administration for Naming Rights, including the application for Naming Rights.