

Calgary



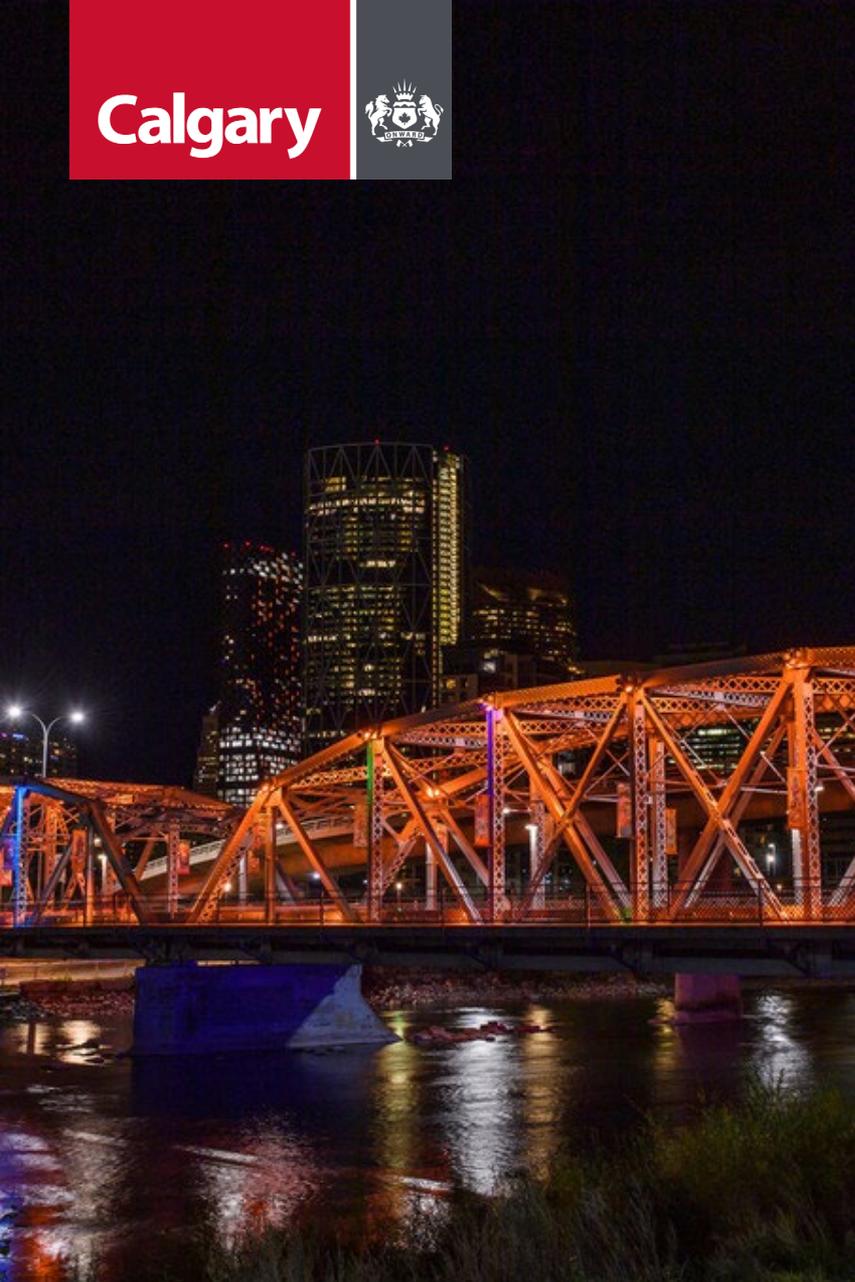
# Updated Policies for Naming and Sponsorship of City Assets

April 16, 2024

## Previous Council Direction

Municipal Naming, Sponsorship and Naming Rights Policy Work Update, EC2023-0506

Council directed Administration to return with an updated Municipal Naming, Sponsorship and Naming Rights Policy in 2024 to allow for additional time to finalize consultation with impacted parties.



Langevin Bridge renamed to Reconciliation Bridge in 2017

That Executive Committee recommend that Council:

- 1) Rescind the existing *Municipal Naming, Sponsorship and Naming Rights Policy*, Attachment 2;
- 2) Adopt the proposed *Naming of City Assets Policy*, Attachment 3; and
- 3) Adopt the proposed *Sponsorship of City Assets Policy*, Attachment 4.

## Why do we name City assets?



Aids to identify locations/places within the city

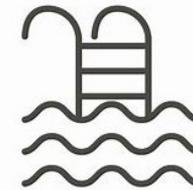


Assists with wayfinding



Enables recognition of cultures and heritage

## What are we trying to achieve through sponsorship arrangements?

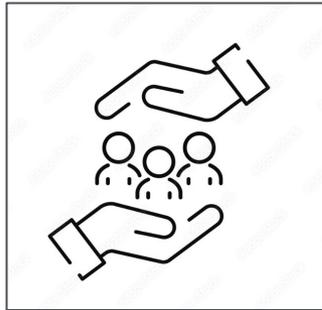


Generate revenue to enhance benefits for Calgarians



Enable strategic partnerships with local businesses and organizations

The City oversees naming and sponsorship through policy to:



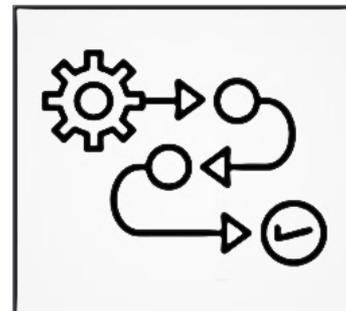
- Uphold municipal values
- Ensure public benefit
- Protect the community interests

What outcomes are we trying to achieve by updating the policy?

Aligning with Citizen Expectations



Strengthening the Naming System



## What led to Policy redevelopment?

2020

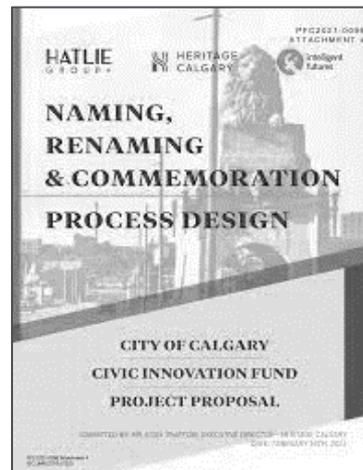
Renaming Process



James Short Park renamed to Harmony Park in 2022

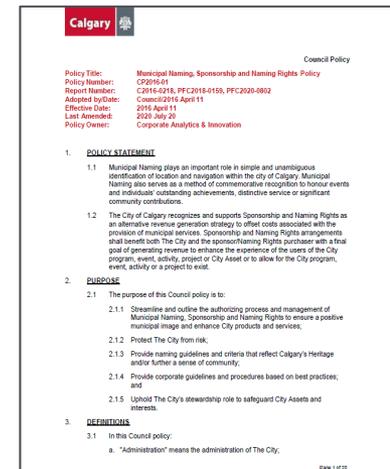
2022

Heritage Calgary  
Naming, Renaming, and  
Commemoration Report



2018-2024

Policy Gaps





## Who was engaged on new policy development?

Anti-Racism Action  
Committee



Civic Partners



Indigenous Relations  
Office



## What is changing?

### Naming of City Assets Policy

- Overarching naming principles
  - Distinct
  - Local
  - Inclusive
  - Enduring
- Renaming process
- Increased public engagement standards
- Streamlined naming procedures and requirements

Full list of the proposed policy changes is included in Attachment 5

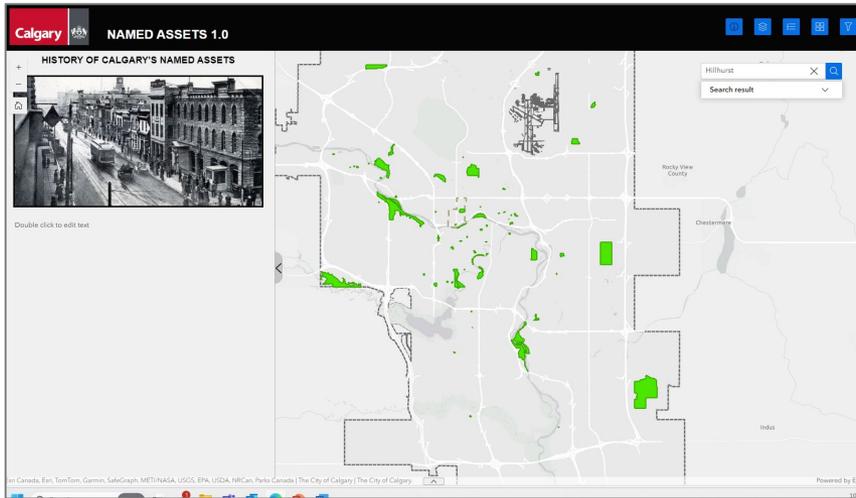
## What is changing?

### Sponsorship of City Assets Policy

- Overarching sponsorship principles
  - Appropriateness
  - Public Benefit
  - Transparency and Accountability
  - Valuation-Based
  - Temporary
  - Alignment to Governing Partner Agreements
- Streamlined sponsorship procedures and requirements

Full list of the proposed policy changes is included in Attachment 5

## Map of Formally Named City Assets



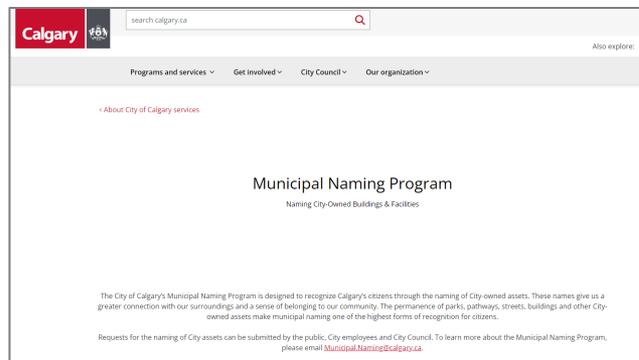
## Naming in Honour of Public Servants Framework



Legacy of Service:  
Review of City of Calgary Assets Named  
in Honour of Public Servants

April 2024

## Naming Portal



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