

Letter of Support from BILD Calgary Region



March 7, 2018

Priorities & Finance Committee
The City of Calgary
PO Box 2100, Station M
Calgary, AB T2P 2M5

Dear Members of the Priorities & Finance Committee:

RE: 2018 March 22 - Municipal Naming, Sponsorship and Naming Rights Policy

BILD Calgary Region (BILD) appreciates Administration's efforts in working collaboratively with industry during the policy review process. In particular, we would like to recognize and thank Steve Wyton and his team for their dedication to ensuring that industry's concerns were heard and addressed proactively.

For example, when BILD members raised their concern regarding section 2.1.3, understanding that in some cases it may not be possible to meet the naming criteria itemized in the section, Administration provided reassurance the intent of the section is to meet criteria wherever reasonable however, as a 'should' statement, there may be exceptions.

Accordingly, BILD generally supports Administration's report on policy implementation and recommended amendments that will be brought forward to the Priorities and Finance Committee on March 22, 2018, and later to Council.

Respectfully,

BILD Calgary Region

Beverly Jarvis
Director, Policy and Government Relations

c.c. Steve Wyton, Manager, Corporate Project & Asset Management
The City of Calgary