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# Municipal Naming, Sponsorship and Naming Rights Policy Update

Business Unit: Corporate  
Analytics & Innovation  
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CITY OF CALGARY  
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## Policy Mandate

The purpose of this Council policy is to:

- Streamline and outline the authorizing process and management of Municipal Naming, Sponsorship and Naming Rights to ensure a positive municipal image and enhance City products and services;
- Protect The City from risk;
- Provide naming guidelines and criteria that reflect Calgary's Heritage and/or further a sense of community;
- Provide corporate guidelines and procedures based on best practices; and
- Uphold The City's stewardship role to safeguard City Assets and interests.

## Policy Background

- Council passed this omnibus policy in April 2016 and rescinded the previously separate policies on Naming, Sponsorship and Naming Rights.
- Corporate Analytics and Innovation was requested to report to Council, after a one year period, with recommendations for improvements to the Policy.
- Council granted a deferral on the report, from Q1 2017 to Q1 2018, to allow for improved data and consultation time.





## Proposed Amendments

- Consultation with stakeholders in 2017 and 2018.
- Proposals represent no major changes in policy fundamentals.
- Proposed amendments primarily:
  - increase clarity of language
  - eliminate redundancy
  - remove a host of administrative procedures.
- Proposed amended Policy reduces the length of the current one by half.

## Proposed Amendments to Naming

### Some highlights:

- Remove official naming of neighbourhoods, developments, and subdivisions
- Allow community and roadway naming that have the same first syllable as others in the City
- Allow two and three word community and roadway names, bounded by 14 character maximum
- Dual naming of roadways limited to issues of keeping historical integrity
- Increase options/flexibility for community naming and the roadway naming themes within
- Remove roadway types (Drive, Court, Green, etc.), to reside with City administration
- Discourage naming duplication within boundaries of regional emergency services

## Proposed Amendments to Sponsorship and Naming Rights

Some highlights:

- Remove statements on deal authorizations
- Remove valuation requirements from low value sponsorships
- Refine sponsor engagement from a “competitive process” to the “public promotion” of the City’s available opportunities



## **Administration's Recommendations**

1. That the Priorities and Finance Committee receive the Municipal Naming, Sponsorship, and Naming Rights Policy Update Report; and,
2. Recommend that Council approve the proposed amendments to the Policy.



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**Questions?**