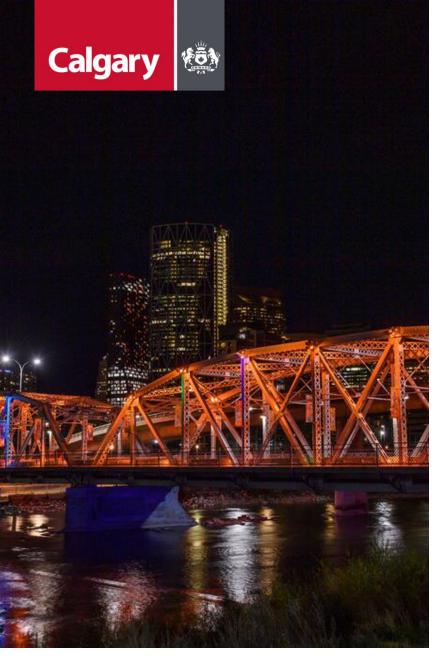


Updated Policies for Naming and Sponsorship of City Assets

April 16, 2024



EC2024-0012 Attachment 9

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.



EC2024-0012 Attachment 9

Why do we name City assets?

What are we trying to achieve through sponsorship

arrangements?







Generate revenue to enhance benefits for Calgarians



Enable strategic partnerships with local businesses and

organizations



Aids to identify locations/places within the

city



Assists with wayfinding

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Enables recognition of cultures

and heritage



Naming and Sponsorship Oversight

The City oversees naming and sponsorship through policy to:

.

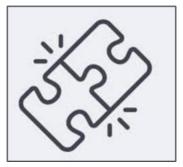


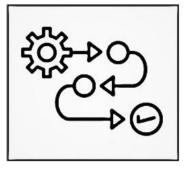
- Uphold municipal values
- Ensure public benefit
- Protect the community interests

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

Aligning with Citizen Expectations

Strengthening the Naming System





ISC: UNRESTRICTED



What led to Policy redevelopment?

2020

2022

Renaming Process

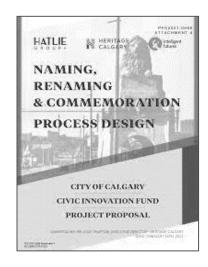
Heritage Calgary Naming, Renaming, and Commemoration Report

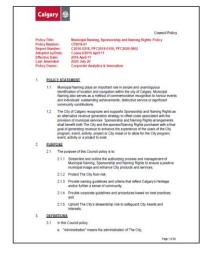
2018-2024

Policy Gaps



James Short Park renamed to Harmony Park in 2022





EC2024-0012

Attachment 9

ISC: UNRESTRICTED



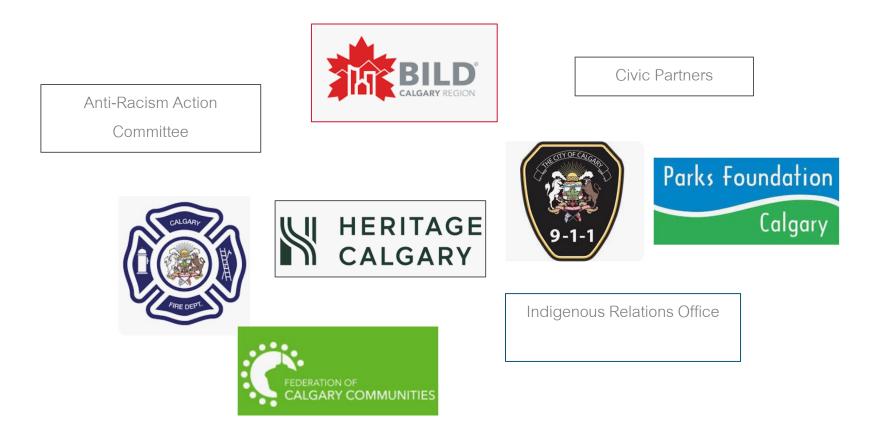
Policy Engagement

Who was engaged on new policy development?

EC2024-0012

Attachment 9

7





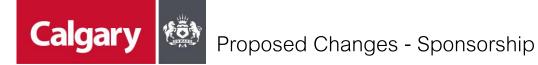
8

What is changing?

Naming of City Assets Policy

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

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



Future Initiatives Pending Policy Approval

EC2024-0012 Attachment 9

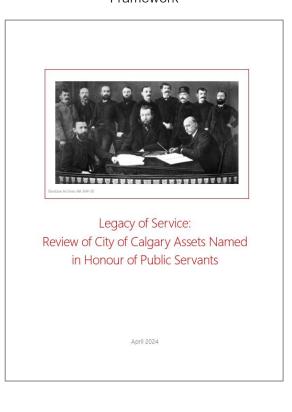
Map of Formally Named City Assets



Naming Portal

ſ	Calgary 🐏	
l	Also Also	explore:
	Programs and services \vee Get involved \vee City Council \vee Our organization \vee	
	+ About City of Calgary services	
l	Municipal Naming Program	
l	Naming City-Owned Buildings & Facilities	
l		
l		
l		
	The City of Calperys Municipal Naming Program is designed to recognize Calperys Catterns through the naming of City-owned assets. These names give us a greater connection with our summaring and a series of belonging to our community. The permanence of parks pathway, streets, buildings and other City- owned assets make municipal naming our of the highest form or related buildings.	
	Requests for the naming of City assets can be submitted by the public, City employees and City Couroil. To learn more about the Municipal Naming Program, please email <u>Municipal Naming@Calpary.ca</u> .	

Naming in Honour of Public Servants Framework





That Executive Committee recommend that Council:

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