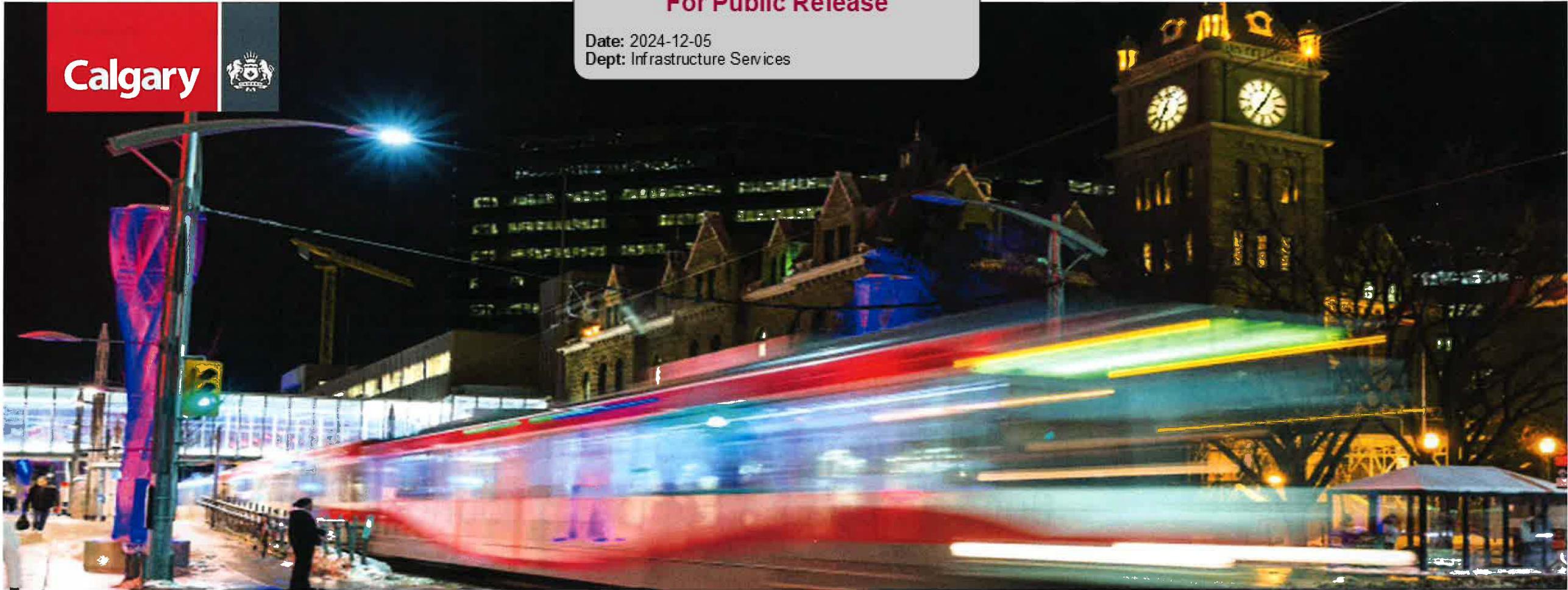


For Public Release
Date: 2024-12-05
Dept: Infrastructure Services



Municipal Naming, Sponsorship and Naming Rights Policy (verbal)

C2024-0118

January 16, 2024

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER
JAN 17 2024
ITEM: 9.2 - C2024-0118
CONFIDENTIAL Distrib- Presentation
CITY CLERK'S DEPARTMENT



Recommendation:

That Council direct the Closed Meeting Discussion remain confidential pursuant to Sections 24 (Advice from officials) of the Freedom of Information and Protection of Privacy Act to be reviewed by 2024 December 31.



Why do we have a policy?

Naming of Public Assets

- Easy/unique identification of locations and assists
- Navigation within the city of Calgary (emergency services, citizens)
- Opportunity for commemorative recognition

Naming policy contains clear and consistent guidelines for all parties involved in the naming and renaming of City of Calgary assets.

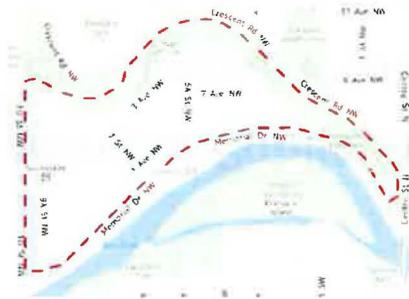


What assets can be named?

Streets



Communities



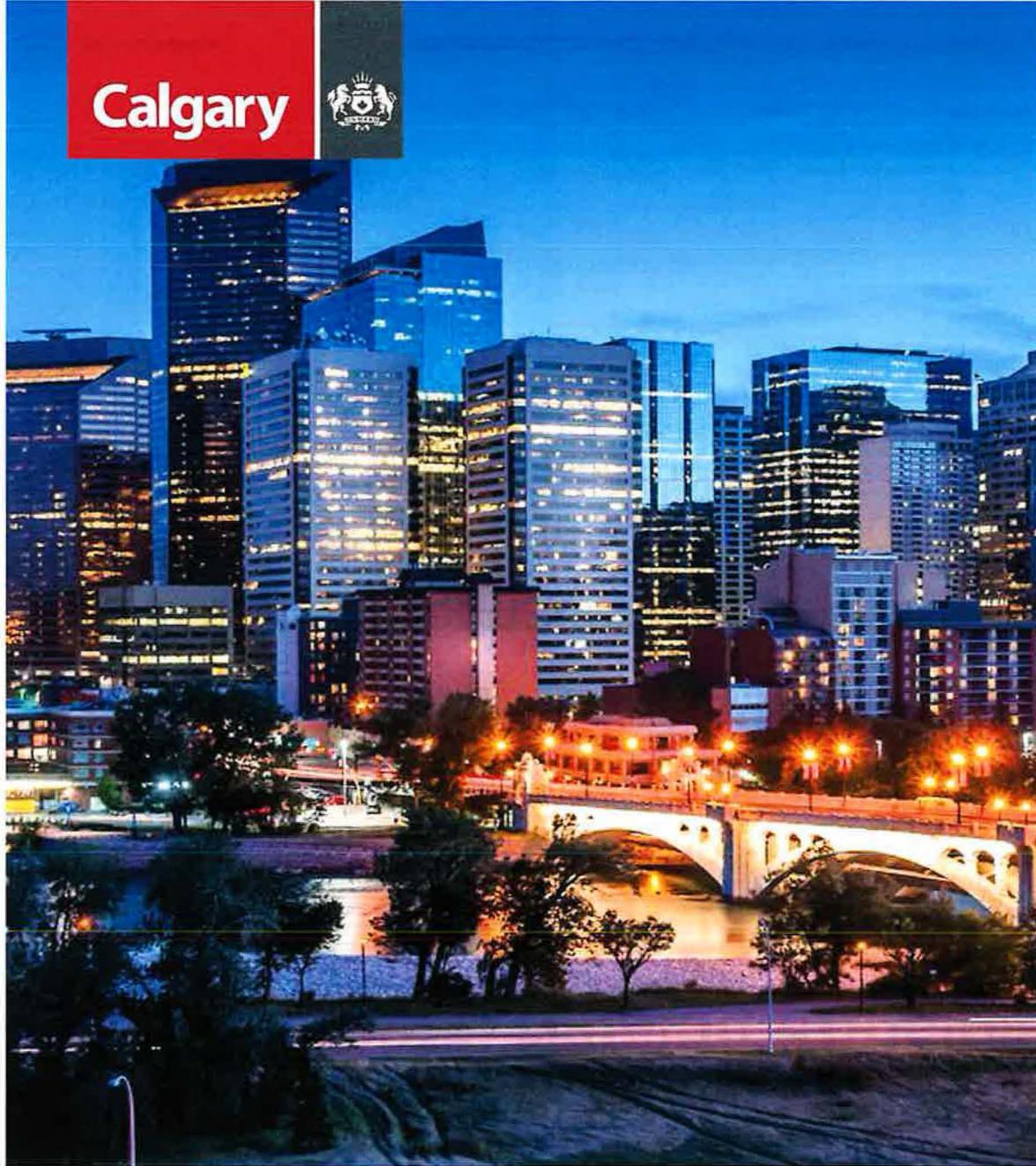
Other City Assets (Parks, Bridges, Buildings, LRT Stations, etc.)



Fundamental Naming Principles

- Distinct
- Local relevance
- Inclusive
- Enduring/Permanent
- Recognition-based (when naming after individuals)





Policy Update

Why are we updating the policy?

- Aligning with Citizen Expectations
- Strengthening the Naming System
- Community-oriented Sponsorship Arrangements

Updated policy will be coming to Executive Committee and Council in March 2024.

Recommendation:

That Council direct the Closed Meeting Discussion remain confidential pursuant to Sections 24 (Advice from officials) of the Freedom of Information and Protection of Privacy Act to be reviewed by 2024 December 31.