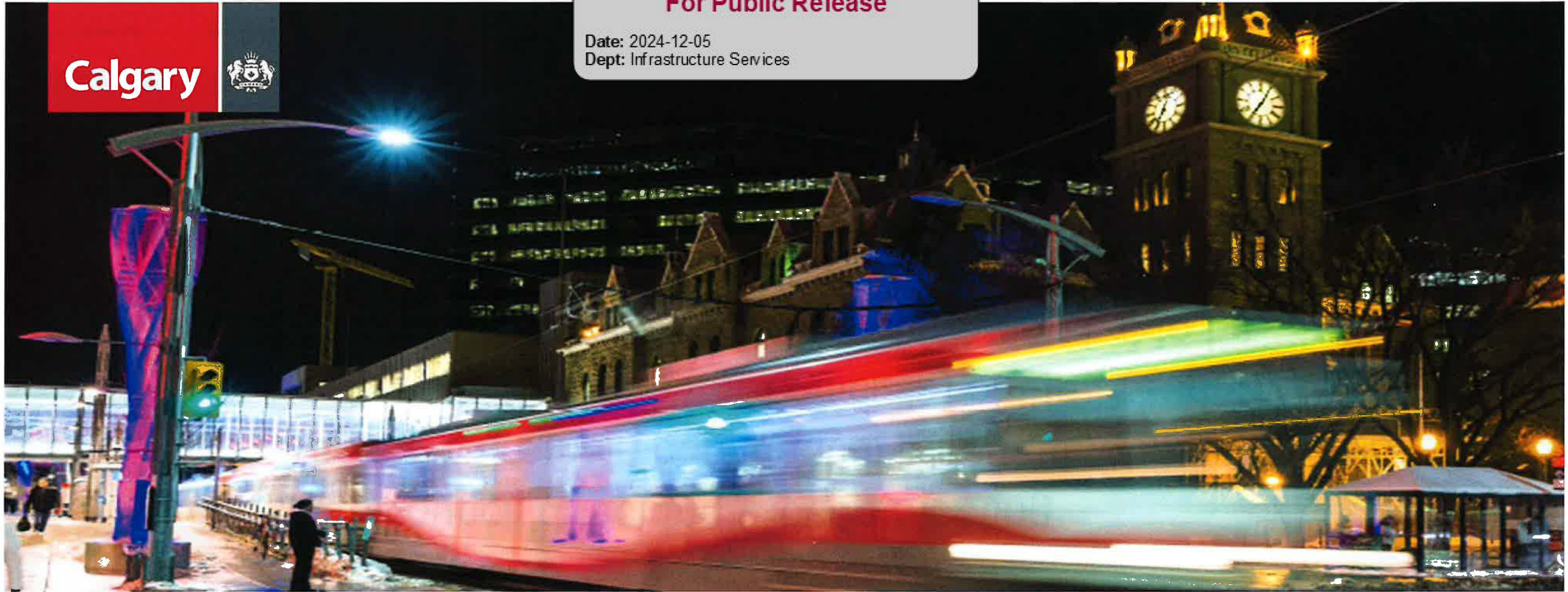


Calgary



For Public Release

Date: 2024-12-05
Dept: Infrastructure Services



Municipal Naming, Sponsorship and Naming Rights Policy (verbal)

C2024-0118

January 16, 2024

ISC: Confidential

Municipal Naming, Sponsorship and Naming Rights Policy (Verbal) – C2024-0118



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.

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.