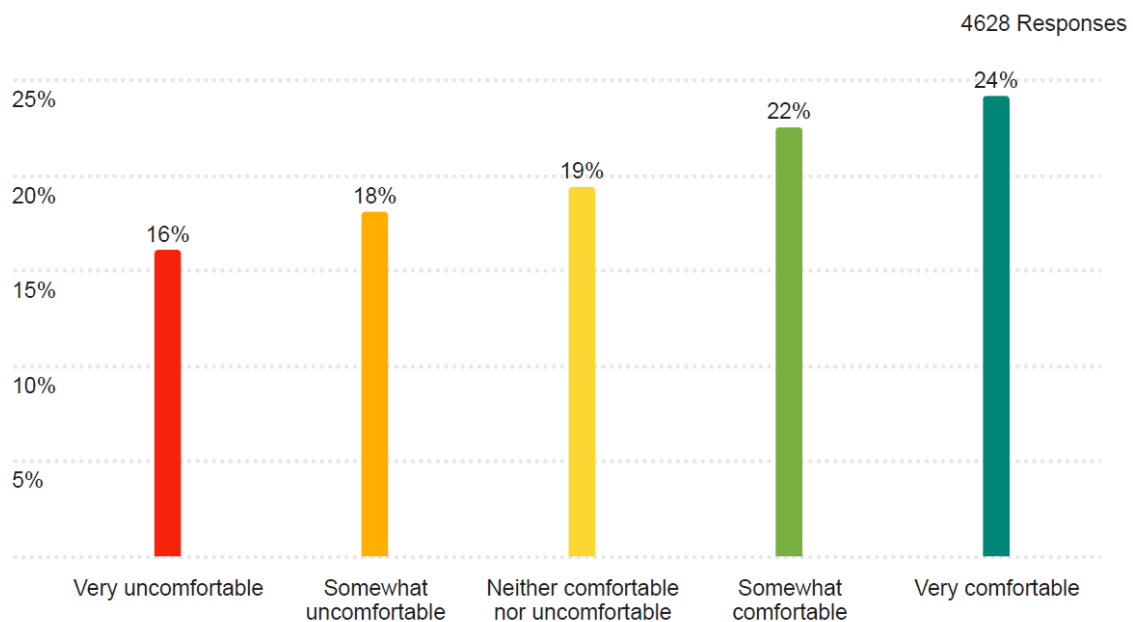


November 2024 Mixed-Topic Survey Report

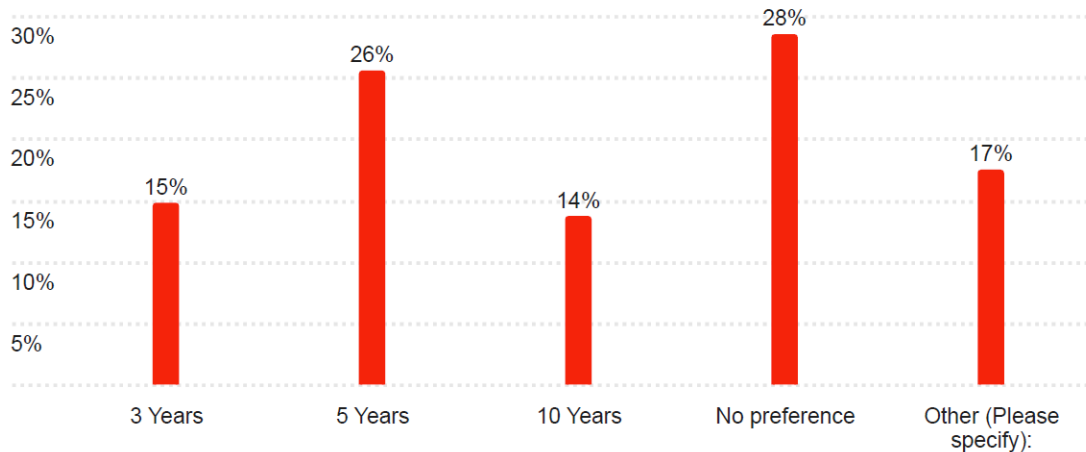
Q1 Naming - Changing it up.... City of Edmonton Facility Naming Rights The City of Edmonton is asking some questions to better understand your views on its pursuit of the sale and temporary naming for City-owned and operated facilities, including recreation and sport facilities. Your feedback will help direct sponsorships and naming activities. The City's goal in pursuing time limited name sales is to offset operating costs of City assets while balancing alignment between potential sponsors, the City's values and obligations to community members. How comfortable are you with the sale and temporary naming of City-owned and operated facilities, including recreation and sport facilities?



Attachment 4

Q2 Naming - In your opinion, what is a reasonable period of time (term) for individual naming rights agreements? i.e. For what period should the City of Edmonton sell the naming rights to a city facility?

4628 Responses



Q3 Naming - Do you have anything else to share with us about facility naming rights?

Very comfortable - 24%

These comments generally express support for the idea, often citing the potential for increased revenue and offsetting costs.

- "if it brings in money I'm fine"
- "A good way to make money."
- "Any legal way that the city can make more money they should do it. Property taxes are getting completely out of control in this city."
- "Anything that helps keep the City's costs lower gets my vote!"
- "Bring in the \$ and help out us taxpayers, please."

Somewhat comfortable - 22%

These comments express a conditional acceptance or acknowledge potential benefits while also raising concerns or reservations.

- "It seems like the first step to privatization. Who decides on the naming? What if an egregious person or entity has the highest bid? Does this make spaces less welcoming for vulnerable citizens?"
- "- any funded raised from these naming right must go back into providing recreational opportunities and improvements to the facilities, perhaps reducing the cost of usage?"
- "- Checking background of companies or institutions is very important. I think whoever is sponsoring should have the values similar to us, citizens."
- "Affected neighbourhoods should have input / opinions heard when naming rights are being considered for taxpayer/local facilities."
- "Although i understand the intention, i do feel that having sponsored names on city facilities feels a little bit, well tacky."

Neither comfortable nor uncomfortable - 19%

These comments are neutral, often indicating a lack of strong opinion, a need for more information, or a focus on other aspects.

- "A very confusing plan."
- "Acronyms for companies may be a thing... BJ Recreation Centre..."
- "Are the naming rights paid for by the person/organization name that is used? If so, where does this money go."
- "As long as operations remain the same, the name really does not matter."

Somewhat uncomfortable - 18%

These comments express a degree of unease or mild opposition, often citing concerns about the impact on community identity or the nature of corporate influence.

- "- signage looks tacky - corporate/business names on City facilities makes it seem that the City can't afford to keep their own buildings in operating order"
- ""the sale and temporary naming of City-owned and operated facilities" made it sound like the facility itself is becoming my sold"
- "As a city, it is our city and/ or community name that should be on city facilities"
- "As long as it's not some name that nobody can pronounce as seems to be the trend in this city."

- "Buildings should have proper names not advertising type names - these would be names that stay with the life of the building"

Very uncomfortable - 16%

These comments express strong opposition to the sale of naming rights, often viewing it as a negative commercialization of public spaces and a detriment to the community.

- "It seems like the first step to privatization."
- "A terrible idea. We lose our identity. These facilities are paid for by the citizens of Edmonton, and EDMONTON should appear in the name."
- "After the taxpayer paid for it.. you now want to give naming rights to some third party. NO! Leave it named after those that paid for it.... "Paid for by taxpayers""
- "All naming rights do is continue to throw in our face every day how beholden to, and controlled by, the rich people and companies this city's government is."

* Summary analysis provided via Gemini Advanced AI (Based on n=1,703 comments)