



Community Services

Community Recreation and Culture

Edmonton

Concept Approval - Facility Name and Internal Asset Sales

City Council 05.21.2025 / 05.23.2025

CS02751

Recommendation

- That Council provide **concept** approval to pursue name sale opportunities at all City-owned and operated sport and recreation facilities, including amenities within the facilities.
- Approval:
 - eliminates one procedural step from the Facility Name Sale Policy - C477A
 - improves administrative efficiency and supports exploration of revenue generating opportunities
 - does not change Council's ability to authorize and approve any name sale.
 - aligns with work approved by Council outlined in The Fiscal Gap Strategies Work Plan
- If approved, Council continues to retain approval for all negotiated agreements.

Addressing the City's Fiscal Gap: An Opportunity

Fiscal Gap Strategies Work Plan (FCS02746) accepted for information at March 5, 2025 Executive Committee presented a number of strategies (page 6).

Strategy 2: Evaluate City-controlled revenue streams: Evaluate all City-controlled revenue streams for opportunities to grow non-tax revenues, including opportunities to increase or introduce fees for services where insufficient or no cost is recovered from service consumers or directly benefiting parties. Revenue streams to be evaluated include, but are not limited to user fees; permits, licences and allowances; off-site levies and franchise fees.

Opportunities:

To explore potential untapped revenue areas, for example facility name sales and sponsorships.

Current Context

- Sport and Recreation facilities are seeing increasing operating costs, with potential to widen the fiscal gap if strategic measures are not enacted
- Available levers to address fiscal gap:
 - Increase user fees
 - Adjust service levels
 - Increase tax levy
 - Identify and carve out new revenue streams

Benefits - Revenue Generation

- \$21 million in total cumulative revenue over next 10 years
 - \$4 million / year each year after that
 - Equivalent to 1% tax levy offset
- Helps mitigate impacts to service level adjustments, user fee increases, tax burden increase

Proven Model with Shared Benefit

- Common practice in other municipalities, including the surrounding communities of St. Albert, Sherwood Park, Spruce Grove etc.
- Companies with shared values invest in the local community
- City generates new income streams that help offset costs and maintain affordability of services
- Help to reduce impacts of other lever such as:
 - service reductions
 - tax levy increases
 - user fee increases

Community Support

- Public engagement in 2020 and 2024 indicates strong community support
- Investment by business in local community viewed as “giving back”
- Appreciation for investment of the business community into local communities to support service delivery

Reputation and Brand

Potential partners are rigorously reviewed according to criteria in Policy C477A 4.01 which includes evaluation of the sponsor's:

- Compatibility of products, customers and promotional goal
- Record of involvement in community projects, events
- Desirability of association
- Environmental commitments and impact
- Commitment to racial equality
- Commitment to industrial relations with employees

Public engagement will be considered for each individual sponsor to ensure that there is community support for the proposed sponsor and individual name sale



Council Oversight

- Approval today is a procedural requirement of City Policy C477A - Facility Naming Rights
- Approval reduces Administrative burden to negotiate with potential sponsors across the current sport and recreation facility asset inventory
- Each negotiated agreement will be advanced to Council for consideration and approval



Thank you