

Operational Services Report to
Executive Committee
2024 June 11

ISC: CONFIDENTIAL
EC2024-0691

Millennium Park Naming Sponsorship

PURPOSE

The purpose of this report is to secure Council's approval for the proposed naming sponsorship arrangement for Millennium Park. Since fall 2022, Parks & Open Spaces has been negotiating with Cowboys the terms of the sale of naming rights to Millennium Park (to be renamed "Cowboys Park" for the duration of the sponsorship arrangement), including booking rights to hold several events at the park annually.

PREVIOUS COUNCIL DIRECTION

None

RECOMMENDATIONS:

Review or Release (Subject to Exceptions Identified Below) by: 2024 August 15

1. That the Executive Committee recommend to Council:
 - Receive the confidential report and direct that closed meeting discussions be held confidential pursuant to Section 27 (Privileged Information) of the Freedom of Information and Protection of Privacy Act.
 - Approve the fundamental terms and conditions of the proposed sponsorship arrangement with Cowboys for Millennium Park as outlined in the Attachment 1. This includes naming rights ("Cowboys Park") for 10 years (with the renewal rights for another 10 years) and event booking rights as per negotiated terms.
 - Hold the Attachment 1 confidential in perpetuity pursuant to Section 16 (1) (Disclosure harmful to business interests of a third party) of the Freedom of Information and Protection of Privacy Act.
2. That the Executive Committee forward this report to the June 18th Regular Meeting of Council.

CHIEF ADMINISTRATION OFFICER/GENERAL MANAGER COMMENTS

The General Manager of Operational Service concurs with this report. This work represents innovative approaches to partnering with the private sector to bring community activation of public spaces.

HIGHLIGHTS

- In November 2022, Cowboys engaged The City looking for a naming sponsorship opportunity at Millennium Park.
- The previous park sponsor, Shaw, had notified The City in 2019 that they would not be renewing the naming agreement.
- Parks & Open Spaces and Cowboys have negotiated a sponsorship agreement that will benefit Calgarians. Under this agreement, sponsorship fees will fund park

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improvements, and the sponsor will be responsible for activating the site by hosting a predetermined number of events as outlined in the negotiation terms.

- This sponsorship arrangement presents a new and innovative approach to enhancing Millennium Park by collaborating with an organization that has an interest in increasing activities within downtown Calgary.
- A due diligence review of the proposed sponsorship arrangement has been completed by Business & Engineering Services and it has been confirmed to be in alignment with The City's *Sponsorship of City Assets Policy* requirements by the Policy Steward's team.

DISCUSSION

Millennium Park was previously named and recognized as Shaw Millennium Park, which commenced on July 7, 1999, and completed a twenty-year Naming Rights and Trademark Licence agreement on July 7, 2019.

Millennium Park has hosted national and international festivals and events drawing annual cumulative crowds of over 100,000 people for events such as Roundup Music Fest, Oxford Stomp and Blues Fest. Millennium Park is considered one of Calgary's premiere festival and event sites and is synonymous with sport and recreation, featuring Canada's largest free outdoor skate park. It was designated as a family activity park and special venue and has over 35,000 visitors a year. The park's capacity can accommodate a festival of up to 10,000 people at one given time.

In initial discussions, Cowboys discussed the desire to have activations all year round and partner with The City to create a true plug and play festival and event space. This discussion also included their interest in investing in infrastructure to enhance and upgrade this park. This work supports Council's guiding principles of:

- Downtown revitalization
- Hosting and hospitality
- Global positioning and reputation

In April 2023, Parks & Open Spaces put out a Request for Information for a Millennium Park Prospective Activation opportunity to market through Supply Management to ensure that any other prospective groups had an opportunity to show interest. The Request for Information and this opportunity was also publicized for two months on The City's website. The only proponent that submitted for the Request for Information was Cowboys.

The proposed sponsorship arrangement will see the name of the park change to "Cowboys Park". The term of the agreement is 10-years with an option for a renewal for an additional 10-years. Proceeds from the deal will be put into park upgrades that will lifecycle existing park amenities that have a lower than desired service level and add amenities that will support both Cowboys and other festivals and events.

The agreement also ensures Cowboys will put on three activations annually in the park, their traditional Stampede Music Festival and two other events during the year when the park is not

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typically already activated. Those events will have a public access component.

If this agreement is approved, a public announcement is being planned for the Cowboy's Stampede Breakfast on July 5th, 2024, at Millennium Park.

EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | |
|--|---|
| <input type="checkbox"/> Public engagement was undertaken | <input type="checkbox"/> Dialogue with interested parties was undertaken |
| <input type="checkbox"/> Public/interested parties were informed | <input checked="" type="checkbox"/> Public communication or engagement was not required |

Public engagement is not expected on sponsorship arrangements as they are confidential until approval.

IMPLICATIONS

Social

As part of this agreement there is a requirement for Cowboys to provide additional events at this site, a minimum of two additional events beyond their music festival. The goal of this agreement is to increase activations year-round which supports activating culturally vibrant areas and reinvigorating the city centre.

Through this work we hope other events, by Cowboys or other promoters, will also see the benefit of activating this space and with increased traffic, safety will also improve in this area.

Environmental

Not applicable.

Economic

This agreement and the relationship with Cowboys will elevate The City's economic priority of reviving Calgary's downtown and support the Downtown Strategy. With increased activations in this park, surrounding businesses will see a benefit of increased foot traffic. Overall, there is expected to be increased economic output through this agreement, it will also increase revenue for Parks & Open Spaces and provide greater connection through activations at Millennium Park.

Service and Financial Implications

Self-supported funding

This agreement will secure additional funding to enhance priority areas for Parks & Open Spaces for the benefit of all Calgarians.

RISK

There is a reputational risk that we have never hosted activations of this size (number of attendees and duration of time) at this location and adjacent community residents may feel impacted. Part of the agreement includes a community outreach plan that Cowboys will be responsible for.

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Parks & Open Spaces has actively been working with Arts and Culture on this agreement to ensure that events contemplated in the proposed sponsorship arrangement will still adhere to all standard event booking requirements. As well, we have notified potentially impacted events at Millennium Park for the 2025 season and will update this when a final agreement is reached.

Other identified risks include:

- Sponsor's requirement for large hardened flat surfaces in the park's amphitheatre to be delivered for 2025;
- Unfunded capital lifecycle improvement requirements contemplated within sponsorship agreement to make parks upgrades and aspects of the park that have aged out more safe;
- Festival and events space scarcity impact; and
- Financial risk to The City in the event The City is unable to deliver capital upgrades required by the Sponsor.

ATTACHMENTS

1. Fundamental Terms and Conditions (Confidential)
2. Presentation (Confidential)

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Kyle Ripley	Operational Services	Approve
Doug Morgan	Operational Services	Approve
Jeff Chase	Community Services	Inform
Ryan Vanderputten	Business & Engineering Services	Consult
Michael Thompson	Infrastructure Services	Inform

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