



RECREATION, PARKS AND COMMUNITY SUPPORT

TO:	Council		
DATE:	May 25, 2021	DIVISION:	4
FILE:	N/A	APPLICATION:	N/A
SUBJECT:	Proposed name change for Langdon Quad Diamonds		

POLICY DIRECTION:

Recreation Facility Naming Rights Policy C-329 governs Naming Rights Agreements for County Recreation Facilities. The scope of the policy is for community partners with a license of occupation to name or rename County owned facilities. The policy was developed:

- To pursue revenue opportunities needed for the financial sustainability of the facilities they develop and operate for public benefit and,
- For the sale of naming rights of facilities as a means for Licensees to generate revenue to offset the costs associated with developing and operating facilities.

As per the policy, Council approves recreation facility naming, and delegates to Administration the authority to negotiate a Facility Naming Agreement with a Licensee and Naming Entities.

EXECUTIVE SUMMARY:

Rocky View County constructed a quad diamond facility on the Langdon Joint Use Site owned by the County and Rocky View Schools. The transfer of the occupation is anticipated in early July of this year.

As the future operator of the site, the Langdon Community Association (LCA) is proposing to rename the Langdon Quad Diamonds. The generic name "Langdon Quad Diamonds" was assigned to this amenity as an opportunity for the future operator of the site to generate additional revenue through sponsorship and/or naming rights.

LCA has identified that little to no opportunity exists for sponsorship for naming rights of the diamonds and has also identified a similarity in naming with the ball diamonds in the Langdon park, which could cause confusion. The LCA is requesting Council consider renaming the Langdon Quad Diamonds to "Iron Horse Fields" as this name was selected as the favourite after a survey was conducted in the community.

Ms. Chrissy Craig, President of the Langdon Community Association will be sharing a short presentation with Council on the results of their survey.

ADMINISTRATION RECOMMENDATION:

Administration recommends approval, in accordance with Option #1.

BUDGET IMPLICATIONS:

There are no budget implications at this time.

Administration Resources

Sean Fontaine, Recreation, Parks and Community Support

OPTIONS:

- Option #1: THAT Administration be directed to proceed with a name change from Langdon Quad Diamonds to Iron Horse Fields.
- Option #2: THAT the name Langdon Quad Diamonds remain unchanged.
- Option #3: THAT alternative direction be provided.

Respectfully submitted,

Concurrence,

“Brock Beach”

“Kent Robinson”

Acting Executive Director
Community Development Services

Acting Chief Administrative Officer

SF/rp

ATTACHMENTS

ATTACHMENT ‘A’: Naming of Langdon Quad Baseball Facility Report