Agenda – Council – May 25, 2011

Report – Executive Policy Committee – May 18, 2011

Item No. 3 Sponsor Winnipeg – Sale of Naming Rights – Children's Program Room, Henderson Library (North Kildonan Ward)

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 18, 2011, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submits the following to Council:

1. That the following naming rights opportunity be approved:

    A. To the Ackman/Shindleman families for the Children's Program Room at the Henderson Library.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Executive Policy Committee – May 18, 2011

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 18, 2011, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

ADMINISTRATIVE REPORT

Title: **Sponsor Winnipeg: Sale of Naming Rights**

Critical Path: **EPC/Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
James Allum, Office of the CAO	Alex Robinson Deputy CAO	M Geer A/CFO	M Ruta A/CAO

RECOMMENDATIONS

That the following naming right opportunity be approved:

- To the Ackman/Shindleman families for the Children's Program Room at the Henderson Library.

That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

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REASON FOR THE REPORT

The sale of naming rights to any City facility or asset requires Council approval. Sponsorships to support civic programs and services require only the approval of the Chief Administrative Officer.

IMPLICATIONS OF THE RECOMMENDATIONS

General Implications

There are no general, regulatory, environmental or human resource implications associated with this recommendation.

Financial Implications

The financial terms of the agreement with the sponsor are as follows:

- The Ackman/Shindleman families will pay $25,000 in 2011 for the naming rights to the children's program room at the Henderson Library. The room will be named the Akman/Shindleman Children's Program Room. The proceeds from Mr. Shindleman's donation will go to the Henderson Library.

HISTORY

- On November 21, 2007, Council approved the City of Winnipeg Sponsorship policy. The policy requires that Council approve the sale of naming rights to any civic facility or asset. Sponsorships to support civic programs and services require only the approval of the Chief Administrative Officer.
- In 2008, the City issued a Request for Proposals for the development of sponsorship opportunities and eventually awarded a contract to Chess Communications to develop and manage the program.
- In December 2009, the City launched Sponsor Winnipeg (sponsorwinnipeg.ca) to ensure that the program was transparent and accessible to all businesses, foundations and residents of, or doing business in, Winnipeg.
- Since the launch of Sponsor Winnipeg, the City has generated over $1.3 million to enhance civic programs and services including:
    - Ms. Susana Scott, CEO and President, Brematson & Associates Inc. donated $25,000 over 5 years for the Adapted Book Collection at the Millennium Library Children's Services.
    - BFI donated $1 million over ten years for enhanced programming at the North End Recreation Centre.
    - Zellers/Hudson's Bay Company donated $300,000 over three years for extended hours and enhanced programming at the Magnus Eliason Recreation Centre, for the provision of two community vans, and for the establishment of a children's Heritage program.
    - Project Echo donated over $3,000 to provide new computer equipment at the Millennium Library.
- The agreement with the Ackman/Shindleman families is the first naming right agreement to come before Council since the launch of Sponsor Winnipeg.

FINANCIAL IMPACT

Financial Impact Statement **Date:** May 13, 2011

Project Name: **First Year of Program** **2011**

Sponsor Winnipeg: Naming Rights

	2011	2012	2013	2014	2015
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ 28,750	$ -	$ -	$ -	$ -
Less: Incremental Revenue	25,000	-	-	-	-
Net Cost/(Benefit)	$ 3,750	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	3,750	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:

1. A 15% commission on Sponsorship Revenue is paid to Chess Communications as per contract for development and management of Sponsor Winnipeg Program.

2. This statement assumes that the benefiting department/Community Centre will receive proceeds from donations in full.The 15% commission is funded by Corporate Budget (Account 001-528110-120202-108) .

Orig. signed by B. Heckert f/ R. Abeysekera
Radhika Abeysekera
Manager of Finance - Campus Departments
Corporate Finance Department

CONSULTATION

In preparing this report there was consultation with:
Public Works
Legal Services
Community Services

SUBMITTED BY

Department: Office of the CAO
Division
Prepared by: James Allum, Office of the CAO
Date: May 5 2011
File No.