Agenda – Executive Policy Committee – July 13, 2011

REPORTS

Item No. 7 Sponsor Winnipeg – Sale of Naming Rights – Southdale Community Centre

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

That the following naming right opportunities be approved:

- To Mr. Tod Niblock for baseball diamond #2 at the Southdale Community Centre;
- To Qualico for the pleasure rink at the Southdale Community Centre;

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

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	Mike Ruta CFO	Phil Sheegl CAO

RECOMMENDATIONS

That the following naming right opportunities be approved:

- To Mr. Tod Niblock for baseball diamond #2 at the Southdale Community Centre;
- To Qualico for the pleasure rink at the Southdale Community Centre;

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 agreements with the sponsors are as follows:

- Mr. Tod Niblock will pay a total of $30,000 over 5 years for the naming rights to baseball diamond #2 at Southdale Community Centre. The diamond will be

named the Tod Niblock Baseball Diamond. The proceeds from Mr. Niblock's donation will go to the Southdale Community Centre Expansion Capital Campaign.

- Qualico will pay a total of $300,000 over 5 years for the naming rights to the pleasure rink at Southdale Community Centre. The rink will be named the Sage Creek Leisure Ice. The proceeds from Qualico's donation will go to the Southdale Community Centre Expansion Capital Campaign.

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.
- With the addition of the Niblock and Qualico agreements, the Sponsor Winnipeg program has generated nearly $1.8 million to enhance civic programs and services including:
    - The Winnipeg Sun donated $125,000 in return for exclusive access to up to 25 transit stops in Winnipeg.
    - The Akman-Shindleman families donated $25,000 in return for naming rights to the children's reading room at Henderson library.
    - 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 agreements with Mr. Niblock and Qualico are the second and third naming rights agreements to come before Council since the launch of Sponsor Winnipeg.

FINANCIAL IMPACT

Financial Impact Statement

Date: May 9, 2011

Project Name:

Sponsor Winnipeg: Naming Rights

First Year of Program **2011**

	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	$ 75,900	$ 75,900	$ 75,900	$ 75,900	$ 75,900
Less: Incremental Revenue	66,000	66,000	66,000	66,000	66,000
Net Cost/(Benefit)	$ 9,900	$ 9,900	$ 9,900	$ 9,900	$ 9,900
Less: Existing Budget Amounts	9,900	9,900	9,900	9,900	9,900
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.