Minute No. 75
Report "A" - Executive Policy Committee – November 28, 2012

Item No. 5 **Sponsorship Agreement with Bockstael Construction Limited for the Naming of a Single Dressing Room at Southdale Community Centre (St. Boniface Ward)**

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That a sponsorship with Bockstael Construction Limited be approved for the naming of a single dressing room at the Southdale Community Centre.

2. 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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DECISION MAKING HISTORY:

Moved by His Worship Mayor Katz,

That the recommendation of the Executive Policy Committee be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On November 28, 2012, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

ADMINISTRATIVE REPORT

Title: Sponsorship Agreement with Bockstael Construction Limited for the Naming of a Single Dressing Room at Southdale Community Centre.

Critical Path: EPC/Council

AUTHORIZATION

Author	Department Head	CFO	CAO
Maureen Purdy	D Joshi COO	M Ruta	D Joshi COO

RECOMMENDATIONS

1. That Council approve a sponsorship with Bockstael Construction Limited for the naming of a single dressing room at the Southdale Community Centre.

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

REASON FOR THE REPORT

The City of Winnipeg Sponsorship Policy requires that Council approve the naming rights to any civic facility or asset.

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:

Bockstael Construction Limited will pay a total of $24,000 ($6,000 per annum) payable over 4 years beginning in 2012 for the naming right of a single dressing room at Southdale Community Centre. The proceeds from Bockstael Construction Limited will go towards the maintenance of this dressing room at Southdale Community Centre.

HISTORY

- On November 21, 2007, Council approved the City of Winnipeg Sponsorship Policy. The policy requires that Council approve the 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 to ensure that the program was transparent and accessible to all businesses, foundations and residents of, or doing business in, Winnipeg.
- In the Spring of 2012, Sponsor Winnipeg in cooperation with the Community Services Department entered into discussions with Bockstael Construction Limited about potentially sponsoring the maintenance of a single dressing room at the Southdale Community Centre in exchange for the naming right to this dressing room.
- Bockstael Construction Limited has agreed to pay the City $24,000 ($6,000 per annum) payable over a 4 year period beginning in 2012.
- Proceeds from the sponsor will go towards the maintenance of the dressing room at the Southdale Community Centre.
- Signage will be place on the dressing room door acknowledging the sponsorship and will be consistent with City of Winnipeg standards.
- The naming rights agreement with Bockstael Construction Limited is the fourth naming rights agreement to come before Council since the launch of Sponsor Winnipeg.
- Since the launch of Sponsor Winnipeg, the City has generated just over $2 million to enhance civic programs and services.
- Sponsor Winnipeg supports this sponsorship with Bockstael Construction and recommends that this naming opportunity proceed to Council for approval.

FINANCIAL IMPACT

Financial Impact Statement **Date:** September 5, 2012

Project Name: **First Year of Program** **2012**

Sponsor Winnipeg: Naming Right

	2012	2013	2014	2015	2016
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 (Note 1)	$ 6,000	$ 6,000	$ 6,000	$ 6,000	
Less: Incremental Revenue	6,000	6,000	6,000	6,000	
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-				
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:

1. In 2012-2015, the Corporate Finance Department will receive $24,000 in Sponsorship Revenue from Bockstael Construction Ltd. in exchange for naming rights. These funds will be transferred to the Community Services Department for the maintenance of a dressing room at Southdale Community Centre.

2. 15% commission of $3,600 will be paid to Chess Communications from the Corporate Accounts.

Orginal signed by:
Radhika Abeysekera
Manager of Finance - Campus Departments
Corporate Finance Department

CONSULTATION

In preparing this report there was consultation with:
Legal Services (as to Legal Advice)
Community Services
Finance (Campus Division)

SUBMITTED BY

Department: Office of the CAO
Division
Prepared by: Maureen Purdy, for the Office of the CAO
Date: September 5, 2012
File No.