Minute No. 153
Report "A" – Executive Policy Committee – January 23, 2013

Item No. 2 **Sponsorship with the Toronto-Dominion Bank for a Naming Opportunity of the New & Noted Area at the Millennium Library (Fort Rouge-East Fort Garry Ward)**

COUNCIL DECISION:

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

1. That a sponsorship opportunity with The Toronto-Dominion Bank for the naming of the New & Noted area at the Millennium Library be approved.

2. That subject to the approval of Recommendation #1, the 2012 Council approved Renovate and Refurbish Existing Library Branches capital budget be increased from $500,000 to $650,000 to reflect the approval of $150,000 in sponsorship funding from The Toronto-Dominion Bank.

3. 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 January 23, 2013, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

ADMINISTRATIVE REPORT

Title: **Sponsorship with the Toronto-Dominion Bank: Naming Opportunity of the New & Noted Area at the Millennium Library**

Critical Path: **EPC/Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
Maureen Purdy	Deepak Joshi COO	M. Ruta, CFO	Deepak Joshi COO

RECOMMENDATIONS

1. That Council approve a sponsorship opportunity with The Toronto-Dominion Bank for the naming of the New & Noted area at the Millennium Library.

2. Subject to the approval of Recommendation #1, that the 2012 Council approved Renovate and Refurbish Existing Library Branches capital budget be increased from $500,000 to $650,000 to reflect the approval of $150,000 in sponsorship funding from The Toronto-Dominion Bank.

3. 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. Additionally, Council approval is required to amend capital budgets.

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 Toronto-Dominion Bank will pay a total of $150,000 for the naming rights to the New & Noted area at the Millennium Library. The funds will be used to expand the New and Noted area at the Millennium Library and assist with the creation of a new entrance to the new Millennium Library Park adjacent to this area.
- No additional funding is being requested as this report simply recommends an increase to the Council approved budget for the incremental funding resulting from the Sponsorship.

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 May 2011, Sponsor Winnipeg, in cooperation with the Library Services Division, entered into discussions with The Toronto-Dominion Bank about potentially sponsoring some expansion and enhancement of the New & Noted area at the Millennium Library in exchange for the naming rights to the area.
- The Toronto-Dominion Bank has agreed to pay the City $150,000 for this naming opportunity.
- The funds will be used to expand the New and Noted area at the Millennium Library and support a new entrance to the new Millennium Library Park adjacent to this area.
- The project budget to expand the New and Noted area at the Millennium Library, including a new entrance, is $336,000 with $186,000 of funding included in the 2012 Council approved Renovate and Refurbish Existing Library Branches capital budget. Increasing the capital budget

by $150,000 for the funds secured through Sponsor Winnipeg will enhance capital reporting and more accurately reflect actual cost of the project.

- Appropriate signage to designate the area will be included in the project.
- The naming rights agreement with The Toronto-Dominion Bank is the fifth 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 The Toronto-Dominion Bank and recommends that this naming opportunity proceed to Council for approval.

FINANCIAL IMPACT

Financial Impact Statement

Date: November 20, 2012

Project Name:

Sponsor Winnipeg: Naming Rights

First Year of Program **2012**

	2012	2013	2014	2015	2016
Capital					
Capital Expenditures Required	$ 336,000	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	186,000	-	-	-	-
Additional Capital Budget Required	$ 150,000	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ 186,000	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Sponsorship	150,000	-	-	-	-
Total Funding	$ 336,000	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ 150,000				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Sponsorship Funds transfer to Capital	$ 150,000				
Less: Incremental Revenue	150,000				
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts					
Net Budget Adjustment Required	$ -	$ -		$ -	$ -

Additional Comments:

1. In 2012, the Corporate Finance Department will receive $150,000 in Sponsorship Revenue from TD Financial Group in exchange for naming rights. These funds will be transferred from operating to the Community Services Capital Budget to expand the New and Noted area at the Millennium Library and support a new entrance to the new Millenium Library Park adjacent to this area. The 2012 Renovate and Refurbish Existing Library Branches capital budget will be increased $150,000 to support the total budgeted cost of the project.

2. 15% commission will be paid to Chess Communications from the Corporate Accounts.

original 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 Department
Finance (Campus Division)

SUBMITTED BY

Department: Office of the CAO
Division:
Prepared by: Maureen Purdy, for the Office of the CAO
Date: November 20, 2012
File No.