Minute No. 640
Report "A" – Executive Policy Committee – July 2, 2014

Item No. 3 Sponsorship Agreement with The University of Winnipeg – Naming of Saigon Park Community Stage to Axworthy Community Stage (Daniel McIntyre Ward)

COUNCIL DECISION:

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

1. That a sponsorship be approved with The University of Winnipeg for the naming right of the city-owned Saigon Park Community Stage in Saigon Park to the "Axworthy Community Stage".

2. That further to the above recommendation, the following be approved:

   A. That the University of Winnipeg install at their own cost a tall stanchion with banner as signage; banner to read "Axworthy Community Stage".
   B. That the University of Winnipeg be permitted to install a piece of Tyndall Stone complete with a brass plaque adjacent to the community stage outlining Dr. Axworthy's contributions to the University and the community.
   C. That the City of Winnipeg approve the design and text for the banner and bronze plaque prior to the installation of these items.
   D. That the sponsorship funds received from the University of Winnipeg for the naming right be used for the maintenance of the stage, associated electrical and lighting, and to address graffiti issues in Saigon Park.

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 July 2, 2014, 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 The University of Winnipeg for the Naming of the Saigon Park Community Stage to the Axworthy Community Stage.

Critical Path: EPC/Council

AUTHORIZATION

Author	Department Head	CFO	CAO
Maureen Purdy	Michael Jack A/COO	Mike Ruta CFO	Deepak Joshi A/CAO

RECOMMENDATIONS

1. That Council approve a sponsorship with The University of Winnipeg for the naming right of the city-owned Saigon Park Community Stage in Saigon Park to the "Axworthy Community Stage".

2. Further to the above recommendation that Council approve the following:

    a. That the University of Winnipeg install at their own cost a tall stanchion with banner as signage; banner to read "Axworthy Community Stage".
    b. That the University of Winnipeg be permitted to install a piece of Tyndall Stone complete with a brass plaque adjacent to the community stage outlining Dr. Axworthy's contributions to the University and the community.
    c. That the City of Winnipeg approve the design and text for the banner and bronze plaque prior to the installation of these items.
    d. That the sponsorship funds received from the University of Winnipeg for the naming right be used for the maintenance of the stage, associated electrical and lighting, and to address graffiti issues in Saigon Park.

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.

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 University of Winnipeg will pay a total of $20,000 plus GST ($2,000 per annum plus GST) payable over 10 years beginning in the third quarter of 2014 for the naming right of the city-owned Saigon Park Community Stage. The proceeds from this naming right sponsorship will go towards the maintenance of the stage, associated electrical and lighting, and to address graffiti issues in Saigon Park.

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 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 2014, Sponsor Winnipeg entered into discussions with the University of Winnipeg about the naming right sponsorship for the city-owned Saigon Park Community Stage.
- The University of Winnipeg will pay a total of $20,000 plus GST ($2,000 per annum plus GST) payable over 10 years beginning in the third quarter of 2014 for the naming right of the City-owned Saigon Park Community Stage.
- The term of the sponsorship is for 10 years.
- Proceeds from this naming right sponsorship will go towards the maintenance of the stage, associated electrical and lighting, and to address graffiti issues in Saigon Park.
- A tall stanchion complete with a banner will act as the signage for the community stage. The banner text will read as the “Axworthy Community Stage” or such other similar name as mutually agreed to by both parties.

- In addition to the signage a piece of *Tyndall Stone* complete with a brass plaque will be placed in the flower garden adjacent to the community stage. The text on the brass plaque would speak to Dr. Axworthy's contributions to the University and the community.
- The naming rights agreement with the University of Winnipeg is the seventh 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 $2.2 million to enhance civic programs and services.
- Sponsor Winnipeg supports this sponsorship with The University of Winnipeg and recommends that this naming opportunity proceed to Council for approval.

FINANCIAL IMPACT

Financial Impact Statement **Date:** June 12, 2014

Project Name: **First Year of Program** **2014**

Sponsorship Agreement with The University of Winnipeg for the Naming of the Saigon Park Community Stage to the Axworthy Community Stage

	2014	2015	2016	2017	2018
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)	$ 2,100	$ 2,100	$ 2,100	$ 2,100	$ 2,100
Less: Incremental Revenue	$ 2,100	2,100	2,100	2,100	2,100
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-				
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:

In 2014-2023, the Corporate Finance Department will receive $20,000 plus GST (total $21,000) in Sponsorship Revenue from the University of Winnipeg in exchange for naming rights. These funds will be transferred to the Property Planning & Development Department for the maintenance of the stage, associated electrical and lighting, and to address graffiti issues in Saigon Park.

(Original signed by F. Dela Cruz)
Fernando Dela Cruz
Acting Manager of Finance (Campus)
Corporate Finance Department

CONSULTATION

In preparing this report there was consultation with:
Legal Services (as to Legal Advice)
Property Planning & Development
Finance (Campus Division)
Materials Management

SUBMITTED BY

Department: Office of the CAO
Division
Prepared by: Maureen Purdy, for the Office of the CAO
Date: June 5, 2014
File No.