Minute No. 358
Report – Executive Policy Committee – May 15, 2018

Item No. 1 **Naming Right Sponsorship Agreement with Reider Insurance for the Water Fountain to be installed on the boulevard at Wellington Crescent and Guelph Street**

COUNCIL DECISION:

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

1. That a 10-year naming right sponsorship term with Reider Insurance whereby Reider Insurance will pay the City $20,000, plus GST, for the water fountain to be located on the boulevard at Wellington Crescent and Guelph Street in Winnipeg be approved.

2. That the use of the sponsorship funds to replenish the Land Dedication Reserve Funds (LDRF) through the River Heights-Fort Garry Ward that will be used for the initial purchase of the Water Fountain be approved.

3. That the City enter into, execute and deliver a sponsorship agreement with Reider Insurance and such other agreements as determined necessary by the Director of Legal Services and City Solicitor to implement the intent of the foregoing (the "Ancillary Agreements").

4. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the sponsorship agreement with Reider Insurance and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the Director of Legal Services and City Solicitor to protect the interests of the City.

5. 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 15, 2018

DECISION MAKING HISTORY:

Moved by His Worship Mayor Bowman,

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

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 15, 2018, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

ADMINISTRATIVE REPORT

Title: **Naming Right Sponsorship Agreement with Reider Insurance for the Water Fountain to be installed on the boulevard at Wellington Crescent and Guelph Street**

Critical Path: Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
Maureen Purdy	Michael Jack, Chief Corporate Services Officer	M. Ruta	D. McNeil

EXECUTIVE SUMMARY

Council approval is requested for a 10-year sponsorship term with Reider Insurance, whereby Reider Insurance agrees to pay to the City of Winnipeg $20,000, plus GST, for the naming right of a water fountain to be installed on the boulevard at Wellington Crescent and Guelph Street in Winnipeg. The Water Fountain will be known as the “Zoë Fountain” sponsored by Reider Insurance, or an alternate name as mutually agreed upon by Reider Insurance and the City, and features a spigot at the lower end of the fountain to supply drinking water for pets.

The Parks Division of the Public Works Department has $20,000 from a Land Dedication Reserve Fund (LDRF) through the River Heights - Fort Garry Ward to be used to purchase ancillary structures per the Land Dedication Policy. The Parks Division will use the funds from the LDRF for the initial purchase of the Water Fountain. Council approval is required to use the sponsor funds to replenish the Land Dedication Reserve Fund.

RECOMMENDATIONS

1. That a 10-year naming right sponsorship term with Reider Insurance whereby Reider Insurance will pay the City $20,000, plus GST, for the water fountain to be located on the boulevard at Wellington Crescent and Guelph Street in Winnipeg be approved.

2. That the use of the sponsorship funds to replenish the Land Dedication Reserve Funds (LDRF) through the River Heights-Fort Garry Ward that will be used for the initial purchase of the Water Fountain be approved.

3. That the City enter into, execute and deliver a sponsorship agreement with Reider Insurance and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the "Ancillary Agreements").

4. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the sponsorship agreement with Reider Insurance and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

5. 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. Further, as there is currently no delegation of authority with regards to this agreement, Council approval is required for the City to enter into an agreement with Reider Insurance and to approve the use of the sponsorship funds to replenish the LDRF through the River Heights-Fort Garry Ward.

IMPLICATIONS OF THE RECOMMENDATIONS

Reider Insurance will provide to the City $4,000 plus GST on or about June 1, 2018, and $4,000 on each annual anniversary over the following 4 years for a total payment of $20,000, plus GST, for the naming right sponsorship. The final payment will be received by the City on June 1, 2022 for the naming right of the water fountain.

The Parks Division of the Public Works Department has $20,000 from a LDRF through the River Heights - Fort Garry Ward to be used to purchase ancillary structures per the Land Dedication Policy. The Parks Division will use the funds from the LDRF for the initial purchase of the Water Fountain. Council approval is required to use the sponsor funds to replenish the LDRF.

HISTORY/DISCUSSION

On November 21, 2007, Council approved the City of Winnipeg Sponsorship Policy. The Policy requires that Council approve the naming right to any civic facility or asset. Sponsorships to support civic programs and services require only the approval of the Chief Administrative Officer.

In 2017, Ray Reider of Reider Insurance in Winnipeg expressed an interest in providing financial support for a water fountain to be located on the boulevard at Wellington Crescent and Guelph Street in Winnipeg.

Reider Insurance has agreed to enter into a naming right sponsorship for the water fountain. The water fountain will be known as the "Zoë Fountain", sponsored by Reider Insurance, or an

alternate name as mutually agreed upon by Reider Insurance and the City. The water fountain features a spigot at the lower end of the fountain to supply drinking water for pets. In exchange for the naming right sponsorship, Reider Insurance will provide to the City $4,000, plus GST, on or about June 1, 2018, and $4,000, plus GST, on each annual anniversary over the following 4 years, for a total payment of $20,000 plus GST. The final payment is to be received by the City on June 1, 2022.

The Parks Division of the Public Works Department has $20,000 from a LDRF through the River Heights - Fort Garry Ward to be used to purchase ancillary structures per the Land Dedication Fund Policy.

The Parks Division will use the funds from the LDRF for the initial purchase of the water fountain.

Council approval is required to use the sponsor funds to replenish the LDRF.

Signage will be installed adjacent to the Water Fountain and designed to be aesthetically pleasing to the environment (exact location to be determined at a later date). Reider Insurance will be required to submit a design proof of the sign for review and approval by the City prior to installation of the signage.

Reider Insurance will be responsible for the production, installation, maintenance, replacement and removal costs of the signage.

Sponsor Winnipeg supports this sponsorship with Reider Insurance and recommends that this naming opportunity proceed to Council for approval.

Financial Impact Statement

Date: April 17, 2018

Project Name:

First Year of Program 2018

Naming Right Sponsorship Agreement with Reider Insurance for the Water Fountain to be installed on the boulevard at Wellington Crescent and Guelph Street

	2018	2019	2020	2021	2022
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Funds transfer to Land Dedication Reserve	$ 4,000	$ 4,000	$ 4,000	$ 4,000	$ 4,000
Incremental Revenue	4,000	4,000	4,000	4,000	4,000
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget	-	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:

1. Reider Insurance will pay the City $4,000 plus GST on or about June 1, 2018 and $4,000 plus GST on each annual anniversary over the following 4 years for a total payment of $20,000 plus GST. The final payment to be received by the City on June 1, 2022. The Land Dedication Reserve Fund through the River Heights-Fort Garry Ward will be used for the initial purchase of the fountain. With Council approval, the sponsor funds will be used to replenish the Land Dedication Reserve Fund.

2. The GST portion of the sponsorship amount is not included in the above-stated revenues. This tax is remitted to the federal government.

(Original signed by T. Yanchishyn)

Tanis Yanchishyn
Manager of Finance (Campus)
Corporate Finance Department

CONSULTATION

This Report has been prepared in consultation with:
Legal Services (as to legal issues)
Public Works Department
Planning, Property and Development
Ward Councillor

OURWINNIPEG POLICY ALIGNMENT

N/A

SUBMITTED BY

Department: Office of the CAO
Prepared by: Maureen Purdy for the Office of the CAO
Date: April 17, 2018