Agenda – Executive Policy Committee – May 18, 2022

Report – Standing Policy Committee on Property and Development, Heritage and Downtown Development – May 9, 2022

Item No. 5 Waiver of Sponsorship Policy – Lease Agreement for 700 Assiniboine Park Drive – Toba Centre for Children & Youth Inc. (Charleswood-Tuxedo-Westwood)

STANDING COMMITTEE RECOMMENDATION:

On May 9, 2022, the Standing Policy Committee on Property and Development, Heritage and Downtown Development concurred in the recommendation of the Winnipeg Public Service and submitted the following to Council:

1. That the approval process outlined in Appendix A of the City of Winnipeg Sponsorship Policy, adopted by Council on November 21, 2007, be waived for the lease of 700 Assiniboine Park Drive to Toba Centre for Children & Youth Inc.

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

Agenda – Executive Policy Committee – May 18, 2022

Report – Standing Policy Committee on Property and Development, Heritage and Downtown Development – May 9, 2022

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On May 9, 2022, the Standing Policy Committee on Property and Development, Heritage and Downtown Development concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: Waiver of Sponsorship Policy – Lease Agreement for 700 Assiniboine Park Drive – Toba Centre for Children & Youth Inc.

Critical Path: Standing Policy Committee on Property and Development, Heritage and Downtown Development – Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
G. Chappell (Acting)	M. McGinn (Acting)	N/A	M. Jack

EXECUTIVE SUMMARY

On July 22, 2021, Council approved the Terms and Conditions for a lease with Toba Centre for Children & Youth Inc. ("Toba") to occupy a portion of 700 Assiniboine Park Drive.

While the formal lease agreement was being drafted, it was determined that the City of Winnipeg Sponsorship Policy (the "Sponsorship Policy"), which was approved by Council on November 21, 2007, does not align with the tenant's operation. Toba plans to continue fundraising efforts through private and public sponsorships, and it is impractical to seek Council approval for every fundraising campaign.

The Public Service recommends waiving the approval process of the Sponsorship Policy in order to conclude the lease agreement with Toba. If this portion of the Sponsorship Policy is waived, the lease agreement will require the Director of Planning, Property and Development to approve individual sponsors.

The waiver of the Sponsorship Policy is a key component to the tenant's operation remaining financially viable.

RECOMMENDATIONS

1. That Council waive the approval process outlined in Appendix A of the City of Winnipeg Sponsorship Policy, adopted by Council on November 21, 2007, for the lease of 700 Assiniboine Park Drive to Toba Centre for Children & Youth Inc.

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

On November 21, 2007, Council approved the Sponsorship Policy. The Sponsorship Policy applies to all City programs (including equipment), services, projects, facilities, parks and park facilities, events or activities to ensure broadest possible appeal of the program.
Council approval is required to waive the Sponsorship Policy.

IMPLICATIONS OF THE RECOMMENDATIONS

Waiving the approval process of the Sponsorship Policy for Toba Centre for Children & Youth Inc. (Toba) will have the following implications:

- The City will not be involved in the legal agreements for naming rights or sponsorship.
- Naming rights and sponsorship will be subject to approval of the Director of Planning, Property and Development (not to be unreasonably withheld).
- The use of proceeds from naming rights and sponsorship will be at the discretion of Toba.

HISTORY/DISCUSSION

The City owns and maintains the building located at 700 Assiniboine Park Drive within the Assiniboine Park. The building was excluded from the Assiniboine Park Conservancy Management Agreement and is partially occupied by the Winnipeg Police Service and Winnipeg Fire Paramedic Service.

Toba Centre for Children & Youth Inc. (Toba) is a non-profit organization created in 2013 that is Manitoba's only child advocacy centre. Their mandate is focused on providing a safe, neutral, family-friendly setting to conduct child abuse investigations/interviews with children and youth.

On July 22, 2021, Council approved the Terms and Conditions for lease with Toba to improve and occupy the southern portion of the building at 700 Assiniboine Park Drive. While the lease agreement was being drafted, it was determined the Sponsorship Policy does not align with the tenant's operation. The Policy has been waived in the past for other tenants that also secure sponsorships (e.g. Winnipeg Goldeyes, Manitoba Technology Accelerator).

The tenant intends to undertake fundraising efforts in the private and public sectors for continued support of its operations. Donations will be acknowledged through a "Donor Wall" within the Leased Premises. future fundraising campaigns may include the naming of shared spaces (e.g. library, healing areas).

The City's Sponsorship Policy requires that cash be paid to the City for sponsorship transactions and opportunities be pursued through the Request for Sponsorship (RFS) process. Processing Grant Agreements and/or undertaking an RFS for every sponsorship is impractical.

If the approval process of the Sponsorship Policy is waived, the lease agreement will require the Director of Planning, Property and Development to approve individual sponsors.

FINANCIAL IMPACT

Financial Impact Statement

Date: March 25, 2022

Project Name:

Waiver of Sponsorship Policy – Lease Agreement for 700 Assiniboine Park Drive – Toba Centre for Children & Youth Inc.

COMMENTS:

The waiver of the Sponsorship Policy is a key component to the tenant's operation remaining financially viable. To the extent that this waiver is required for the lease agreement to be executed, any revenue that would accrue to the City pursuant to the Sponsorship Policy would not materialize. As such, there are no financial implications associated with the recommendations contained in this report.

Mike McGinn Mar. 25, 2022
Mike McGinn, CPA, CA
Manager of Finance

CONSULTATION

This Report has been prepared in consultation with:

- Legal Services (as to legal issues)

OURWINNIPEG POLICY ALIGNMENT

Quality of Life Direction 2: Deliver a coordinated, integrated and seamless service response to address community needs and priorities that contribute to building healthy communities:

- Deliver services in community-based facilities using partnerships to facilitate both access and the range of services delivered.

Sustainability - Leading by Example Direction 4: Establish partnerships with communities, businesses and other public sector agencies to achieve joint goals towards a sustainable Winnipeg.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

4.4 Support Redevelopment of Former Commercial and Industrial Lands into Active Use

5.1 Increase Energy Performance of Existing Buildings.

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

The information and recommendations presented in this report align with and advance the Winnipeg Poverty Reduction Strategy (2021 – 2031) as follows:

They align with the following Goals and Objectives:

Goal 4: Community Well-Being Supports for those in Greatest Need are Increased

The actions that flow from this goal contribute to closing health gaps experienced by people living in poverty and improving overall community well-being. This includes harm reduction measures, providing services that include wrap-around well-being supports. The City can play a role as a leader in community health and well-being, crucial to addressing and reducing poverty in Winnipeg.

SUBMITTED BY

Department: Planning, Property and Development
Division: Real Estate and Land Development
Prepared by: Bridget Peterson, Property Administrator
Date: March 30, 2022
File No: N/A
Attachments: Appendix A – City of Winnipeg Sponsorship Policy

Appendix A

City of Winnipeg Sponsorship Policy

POLICY STATEMENT

In keeping with the City of Winnipeg's values, vision and mission, the City of Winnipeg welcomes sponsorships that enhance civic services and facilities.

PURPOSE

To establish a corporate sponsorship policy that supports the delivery of services to the public.

DEFINITION

A sponsorship is defined as a mutually beneficial business transaction in which an individual, business, corporation, foundation, or community group provides cash and/or in-kind services (or a combination thereof) to the City in return for access to the commercial marketing potential associated with the City service.

SCOPE

The Sponsorship Policy applies to all City programs (including equipment), services, projects, facilities, parks and park facilities, events or activities to ensure broadest possible appeal of the program

PRINCIPLES

The City of Winnipeg Sponsorship Policy is guided by the following principles:

1. **Transparency** – The City of Winnipeg Sponsorship Policy will be an open, fair and competitive process that will be managed through a Request for Sponsorship (RFS) process.
2. **Integrity** – The City of Winnipeg Sponsorship Policy will not accept sponsorships that may compromise the integrity of public services, may unduly commercialize public spaces or may promote activities which are contrary to Plan Winnipeg's vision for Winnipeg "To be a vibrant and healthy city which places its highest priority on quality of life for all its citizens."
3. **Business Case** – To ensure that the financial benefits to the City are in direct proportion to the marketing opportunity afforded to the sponsor, all sponsorships must demonstrate a mutually beneficial business case for both the City and the sponsoring partner.
4. **Effectiveness** - Sponsorship opportunities must be shown to be in accord with the public interest and to have measurable outcomes to promote the transparency and integrity of the process.

PROCESS

1. **Inventory**
   The City of Winnipeg will prepare a rolling inventory of assets, programs, services, events, activities or any other notion for which a sponsorship could be developed.

2. **Request for Sponsorships**
   In order to ensure that the City of Winnipeg Sponsorship Policy is open, fair and competitive, the City will utilize a Request for Sponsorship (RFS) process.

3. **Approvals**
   Council will approve the content of the RFS that proposes naming rights of a facility or asset prior to the release of an RFS.

The Chief Administrative Officer (or designate) will approve all other sponsorship agreements.

RESTRICTIONS

The City reserves the right to restrict sponsorships to certain services and to exclude products and industries which are inconsistent with the principles outlined in this policy.
In general, the following will not be considered for the City of Winnipeg Sponsorship Policy:

1. Companies that promote the use of tobacco and weapons or the sale of alcohol to underage youth.
2. Sponsorship or marketing concepts that stereotype or otherwise denigrate individuals or groups.
3. Sponsorship or marketing concepts that unnecessarily promote the commercialization of public space.
4. Parties involved in a lawsuit, or otherwise debarred from doing business.

EXCLUSIONS
This policy does not apply to advertising opportunities sold by, or donations to, the City.