
TO: Mayor J. Lehman, and Members of Council
FROM: Zvi Lifshiz, Executive Director, Invest Barrie
NOTED: Carla Ladd, Chief Administrative Officer
RE: Naming Rights, Centre for the Performing Arts
DATE: June 20, 2016

On January 4, 2016, Council approved the City of Barrie Sponsorship Strategy that was presented in Staff Report DOC 001-16. Subsequently, during budget deliberations, Council deferred the Sponsorship Coordinator position, and asked that staff look at other options for implementing the Sponsorship Strategy.

Staff examined a number of alternative models, including outsourcing, which will be submitted to Council in a staff report in late September.

In the interim, staff will focus on moving forward with the naming rights for the Mady Centre for the Performing Arts, since the existing naming rights will expire at the end of 2016. Through an extensive examination of a number of processes available for this type of sponsorship, including those used by some other municipalities for naming rights of highly visible and recognizable facilities, an RFI (Request for Information) process was selected to both assess the level of interest in the naming rights for the facility, and to ensure that all interested businesses or individuals would have fair and equal access to the opportunity.

The outcome of the RFI will help to determine the remainder of the process for securing the new naming rights. Specifically, depending on the level of interest received in response to the RFI, the next steps in the process may include:

- A form of RFP that permits both shortlisting and concurrent negotiations with multiple proponents – This option may be considered if there are two or more viable responses to the RFI.
- A Proactive Solicitation – Should staff receive no responses to the RFI, a process may be initiated to proactively contact a limited number of prospective sponsors, and engage with them regarding the naming rights opportunity.
- Direct Negotiation – If only 1 response is received to the RFI, staff may enter into a subsequent direct negotiation with the prospective sponsor.

Once the outcome of the RFI is known, staff will provide Council with an update that will outline the level of response that was received, and the subsequent steps that will be taken to secure the new naming rights, if possible, by the end of the year.