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**TO:** GENERAL COMMITTEE

**SUBJECT:** NAMING OF ELEMENTS WITHIN MEMORIAL SQUARE AND MERIDIAN PLACE

**WARD:** WARD 2

**PREPARED BY AND KEY CONTACT:** D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES, EXT. 4421

**SUBMITTED BY:** D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES, EXT. 4421

**GENERAL MANAGER APPROVAL:** D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

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**RECOMMENDED MOTION**

1. That the Community Event Stage within Meridian Place be named “the Wildfire-Peacock Stage” for a period of 25 years (ending September 30, 2043) in recognition of the Peacock Foundation’s sponsorship contribution of \$250,000.
2. That the western promenade extending from Dunlop Street to Simcoe Street/Heritage Park be named “Cullington Way” for a period of 25 years (ending September 30, 2043) in recognition of Ms. Baldwin and Mr. Jepp’s sponsorship contribution of \$100,000.
3. That the eastern promenade extend from Dunlop Street to Simcoe Street/Heritage Park be named “Pte. Frank Samuel Sivell Way” for a period of 25 years (ending September 30, 2043) in recognition of Mr. and Mrs. Massie’s sponsorship contribution of \$100,000.
4. That the Kiwanis Club of Barrie be recognized with signage in the area of the Nine Mile Portage Tiers for a period of 25 years (ending September 30, 2043) to identify the Club’s sponsorship contribution of \$175,000.
5. That tax receipts not be issued for the naming rights, in accordance with the City’s Donation Policy.
6. That any costs associated with recognition of the sponsorships in the form of additional signage be funded from the funds raised towards the project.

**PURPOSE & BACKGROUND**

**Background**

7. In 2011, City Council approved in principle the Memorial Square Conceptual Design through motion 11-G-091. In 2013, Council approved the criteria for a contribution agreement with the Downtown Barrie Business Association (BIA) establishing conditions for the City of Barrie’s participation in the redevelopment of Memorial Square Redevelopment with the City contributing one third towards the total shareable project costs. The BIA pledged one-third of the cost of the project and generously agreed to fundraise the remaining one-third.

8. In 2014, City Council adopted motion 14-G-219 regarding the Memorial Square Naming Rights and the inclusion of an Outdoor Performance Stage. The motion approved Meridian Credit Union Limited as the title sponsor for the redevelopment project with naming rights for a 25 year term for the space stretching from the Memorial Square Cenotaph area to Heritage Park/Simcoe Street (named Meridian Place).
9. As part of motion 14-G-219, the General Manager of Infrastructure and Growth Management was granted delegated authority to execute secondary sponsorship naming rights and contribution agreements within specific parameters. The secondary sponsorship naming rights related to elements within Memorial Square/Meridian Place. An image of Memorial Square and Meridian Place redevelopment is attached as Appendix "A".

### **ANALYSIS**

10. The BIA in conjunction with its sponsorship consultant, Mr. Coulson, has been very successful in its fundraising efforts related to Memorial Square/Meridian Place. Several naming rights/sponsorships have been negotiated by the BIA/its sponsorship consultant that are not clearly within the parameters of the delegated authority provided to the General Manager of Infrastructure and Growth Management and would require the naming of City assets. Due to these factors and the retirement of the General Manager of Infrastructure and Growth Management in place at the time of the negotiations, staff are recommending these naming rights/sponsorships for Council approval.
11. The following is an overview of the naming rights/sponsorships that require Council approval:

#### **The City of Barrie Community Event Stage – The Wildfire-Peacock Stage**

12. The Community Event Stage is an elevated stage with a canopy designed to look like a sail and is located in the lower tier of Meridian Place. It is open on all sides to maintain sightlines/connection to the waterfront and allow for the potential of performances facing in either direction.
13. The Wildfire Peacock Foundation has offered to sponsor the Community Event Stage within Meridian Place. The Peacock Family have always been strong supporters of regional community programs and charities including Georgian College, the Royal Victoria Regional Health Centre, Children's Aid, Talk Is Free Theatre, Theatre by the Bay, the MacLaren Art Centre, both Barrie libraries and many others. The Peacock Family have been part of the Barrie community since 1856, operating several businesses including the Peacock Group, Comet Gas Bars and Convenience Stores, and Kempenfelt Graphics Group Inc. Wildfire Publishing was a part of Kempenfelt Graphics. It was created to produce inter-active children's books. The name "Wildfire" was chosen for its reference to nature's way of "creating new beginnings and growth", a fitting statement as Meridian Place will create new beginnings and growth in Barrie.
14. The Peacock Family has requested the name "the Wildfire-Peacock Stage" for a period of 25 years (ending September 30, 2043) in exchange for a contribution of \$250,000. A plaque would be located on the stage to acknowledge the sponsorship.

#### **The Western and Eastern Promenades - Cullington Way and 'Pte. Frank Samuel Sivell Way**

15. The western and eastern promenades extend from Dunlop Street to Simcoe Street/Heritage Park, framing either side of the park. The promenades are completely accessible and allow for a connection between the waterfront and the downtown businesses.

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16. Ms. Angela Baldwin and Mr. Mark Jepp have offered to sponsor the western promenade. Ms. Baldwin and Mr. Jepp are two community leaders who have always been passionate about building a positive community through their time, efforts and resources. The organizations that they have supported include Theatre by the Bay, Barrie Film Festival, Talk Is Free Theatre, the Five Points Theatre, Gilda's Club, MacLaren Art Centre, and Royal Victoria Regional Health Centre.
  17. Ms. Baldwin and Mr. Jepp have requested that the western promenade be named "Cullington Way" for a period of 25 years (ending September 30, 2043) in exchange for a contribution of \$100,000. Ms. Baldwin and Mr. Jepp are seeking to name the western promenade in honour of Mr. Jepp's mother through the use of his mother's maiden name. The intent of the naming is to serve as a legacy gift in honour of his mother's commitment to the same principles Ms. Baldwin and Mr. Jepp uphold today.
  18. Mrs. Wendy and Mr. Jamie Massie have offered to sponsor the eastern promenade. Mr. Massie is the President, Co-founder and Co-owner of Georgian International, a dynamic leader in the automotive retail and regional airline industries, and a dominant real estate investor in residential and commercial land opportunities. Mr. and Mrs. Massie have been instrumental of the development of this community through their on-going generosity. Believing in the importance of community and philanthropy, the Massie family has actively been involved in fundraising for numerous charities including the Royal Victoria Regional Health Centre, Barrie Public Library, MacLaren Art Centre, the Lake Simcoe Conservation Foundation, the Barrie Molson Centre and numerous youth sports programs as well as the creation of the J.C. Massie Automotive Bursary in memory of Mr. Massie's late father.
  19. Mr. and Mrs. Massie have requested that the eastern promenade be named "Pte. Frank Samuel Sivell Way" for a period of 25 years (ending September 30, 2043), in exchange for a contribution of \$100,000. Mr. and Mrs. Massie are seeking to honour Mr. Massie's grandfather, Pte. Frank Samuel Sivell who was a member of the Canadian Expeditionary Force, 48th Highlanders. Frank Sivell, a World War One veteran who lost his leg at the hip in the battle of Vimy Ridge, was one of several WWI amputee veterans who worked in the prosthetic department at Christie St. Hospital. Each of these veterans built a cottage at Leonard's Beach on a street that became known as Christie Street at the 10th line of Innisfil.
  20. Signage would be installed in the area of the eastern and western promenades to acknowledge the sponsorships.

#### The Nine Mile Portage Tiers - Kiwanis Club of Barrie

21. The Nine Mile Portage Tiers are part of an enlarged terrace with seat walls in Meridian Place. The seat walls feature bronze inlays of poppies as well as under-mounted lighting in the steps that lead visitors to Memorial Square.
22. The Kiwanis Club of Barrie has offered to sponsor the Nine Mile Portage Tiers. A worldwide volunteer organization, Kiwanis International was founded in 1915 in Detroit and now with headquarters in Indianapolis. Kiwanis is a Global organization of volunteers dedicated to improving the world one child and one community at a time. The Kiwanis Club of Barrie was started in 1922 and is the longest serving Service Club in Simcoe County. The Kiwanis Club of Barrie has identified that their sponsorship of the Nine Mile Portage Tiers relates to their efforts to serve the children of the world, as the Nine Mile Portage will form the basis of an educational tour.
23. The Kiwanis Club of Barrie have requested that a plaque or signage be located in the area of the Nine Mile Portage Tiers for a period of 25 years (ending September 30, 2043) in exchange for a contribution of \$175,000.

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Municipal Naming and Donation Policies

24. In early 2016, City Council adopted the Municipal Naming Policy and established the composition of a Municipal Naming Working Group to review suggestions and provide recommendations related to the names of municipal assets (where such naming was not related to sponsorships). In this case, the naming matters are related to a sponsorship or naming right and as such, are not subject to the Municipal Naming Policy.
25. In accordance with the City's Donation Policy and Canada Revenue Agency requirements, charitable tax receipts would not be issued to the sponsors.
26. Should the recommendation to name the various elements within Memorial Square/Meridian Place be supported by City Council, staff would work with the BIA and representatives of the sponsors to establish an appropriate date(s) for a ceremony to unveil the respective signage.

**ENVIRONMENTAL MATTERS**

27. There are no environmental matters related to the recommendation to name the elements within Memorial Square/Meridian Place.

**ALTERNATIVES**

28. The following alternatives are available for consideration by General Committee:

**Alternative #1**      General Committee could recommend that any of the sponsorship/naming rights offers be declined.

The BIA's sponsorship consultant has negotiated the generous offers from the individuals and organizations identified in this report as part of its fundraising objectives related to Memorial Square/Meridian Place.

**Alternative #2**      General Committee could choose to provide charitable tax receipts rather than naming rights to the sponsors.

While the City could provide charitable tax receipts or naming rights, it is not able to do both. The individuals/organizations involved have indicated a preference for naming rights.

**FINANCIAL**

29. Should the recommendation be approved, the BIA would manage the collections associated with the naming rights/sponsorships.
30. There will be relatively minor costs associated with producing signage in accordance with the sponsorships. It is recommended that any costs be funded from the funds raised towards the project as per the terms of the contribution agreement with the BIA.

**LINKAGE TO 2014-2018 STRATEGIC PLAN**

31. The recommendation(s) included in this Staff Report is not directly related to the goals identified in the 2014-2018 Strategic Plan.

APPENDIX "A"

MEMORIAL SQUARE AND MERIDIAN PLACE REDEVELOPMENT

