

**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: REBECCA JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE**

**NOTED: C. LADD, CHIEF ADMINISTRATIVE OFFICER**

**RE: OUTSOURCING IMPLEMENTATION OF CORPORATE SPONSORSHIP STRATEGY-  
BARRIE MOLSON CENTRE**

**DATE: APRIL 24, 2017**

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On March 29<sup>th</sup>, 2017 an amendment was brought forward at Finance and Corporate Services Committee to include the Barrie Molson Centre (BMC) on the list of assets to be included in the Sponsorship Pilot Program. The purpose of this Memorandum is to provide members of Council with additional information regarding the Barrie Molson Centre relative to the sponsorship program.

There are currently two contracts respecting sponsorship for the Barrie Molson Centre, the contract that was developed between Molson Canada and the City of Barrie and the contract with Horsepower Sports and Entertainment Group Inc. and the City of Barrie. These two contracts although separate and distinct, do have interdependencies which may impact future efforts for the naming rights of the building. As such, we believe that the BMC is not an appropriate candidate building to be included in the current pilot project. The current naming rights in place at the Barrie Molson Centre expire on December 31<sup>st</sup>, 2018. This provides sufficient time for City staff to review existing contracts, meet with the existing sponsors and develop recommendations to move forward with securing new naming rights for the BMC in 2019.