



TO: GENERAL COMMITTEE

SUBJECT: HOLLY COMMUNITY CENTRE NAMING RIGHTS

WARD: ALL

PREPARED BY AND KEY CONTACT: K. BREEDON, CORPORATE SPONSORSHIP COORDINATOR

SUBMITTED BY: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS

GENERAL MANAGER APPROVAL: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

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

RECOMMENDED MOTION

1. That the Executive Director of Access Barrie be authorized to execute an 8-year Naming Rights Agreement with The Peggy Hill Team, in a form acceptable to the Director of Legal Services for the Holly Community Centre located at 171 Mapleton Avenue for an amount not less than \$640,000 to be paid in yearly instalments of \$80,000 over 8 years of the agreement commencing March 1, 2022 and ending February 28, 2030.
2. That the Mayor and Clerk be authorized to adjust the start or end dates of the Naming Rights Agreement with The Peggy Hill Team to reflect a time period associated with an extended closure, three months or greater, of the entire facility in a form acceptable to the Executive Director of Access Barrie.
3. That the new name of the Holly Community Centre be the "Peggy Hill Team Community Centre" and be included in the 8-year Naming Rights Agreement.
4. That the first year's instalment is to be paid upon acceptance of this agreement of the naming rights and be used towards the fabrication and installation of the new signage and Naming Right Benefits.

PURPOSE & BACKGROUND

5. On November 28, 2016, City Council approved the Sponsorship Pilot Program as outlined in Staff Report INV001-16 and that the City of Barrie's Sponsorship Policy be approved. The purpose of the Policy is to set out Council's direction and guidelines to the Elected Officials and to the Civic Administration with respect to the corporate sponsorship of City programs, services, and facilities.
6. The Sponsorship Policy states that Naming Rights follow specific guidelines including:
 - a) Council will provide advance approval of those properties which are open for commercial naming and reserve its right for commemorative or historical naming of other city assets;
 - b) The City will consider naming rights for City-owned facilities when there is a significant revenue opportunity for the City and where the proposed naming does not detract from the description or proposed use of the facility;

- c) The cost and impact of changing existing signage and rebuilding community recognition must be considered before a property is renamed and any City costs shall be incorporated into the naming rights agreement and not the City's annual operating budget; and
 - d) Any proposed re-naming of a facility requires Council approval. Naming rights agreements cannot be extended or automatically renewed without Council approval.
7. Staff in Access Barrie have sought out interested parties in securing the naming rights opportunity for the recommended assets included in the Sponsorship Pilot Program.
8. All naming rights opportunities currently available are listed on the City's website (Barrie.ca/Sponsorships) and fall into three categories, Exterior, Interior and Program opportunities.

ANALYSIS

9. Staff sought out any interested parties for naming rights opportunities with the City and had discussions with 20 local companies.
10. After several discussions, The Peggy Hill Team presented an offer for a sponsorship of \$640,000 for an 8-year term. The Peggy Hill Team will pay \$80,000 each year starting March 1, 2022 with the last payment on March 1, 2029.
11. The start or end date of the Naming Rights Agreement with The Peggy Hill Team would be adjusted if the facility was closed for an extended period of time, 3 months or more, due to a pandemic or if a large portion of the building was impacted by a tornado or other natural disaster.
12. Peggy Hill is an active member of the community and believes in consistently contributing and supporting the community where we live, work, and raise our families. In 2019, Peggy generously committed \$100,000 to the YMCA of Simcoe/Muskoka's '100 Reasons Y' campaign providing financial assistance for children, youth, and adults to access YMCA programs. She sponsors the Barrie Food Bank, Autism Ontario, Gilda's Club, and Hospice Simcoe. The Peggy Hill Team is a Miracle Office that donates a portion of the sale of each home to the Children's Miracle Network, raising funds to support local children's hospitals. Peggy Hill has been in Barrie since 1992 and in the Real Estate business since 2003.
13. The following naming rights benefits for the Holly Community Centre are from the Sponsorship Strategy and Action Plan approved by Council January 11, 2016, as well as negotiated client appropriate benefits.
- a) The naming rights will include the new name "Peggy Hill Team Community Centre" to appear at 171 Mapleton Avenue on all locations the existing Holly Community Centre name currently exists.
 - b) "Peggy Hill Team Community Centre" on front of building facing Mapleton Avenue.
 - c) "Peggy Hill Team Community Centre" on roadside sign that includes a digital screen at the front of the community centre.
 - d) "Peggy Hill Team Community Centre" Backlit sign in lobby or entrance.
 - e) "Peggy Hill Team Community Centre" on frosted glass at the entrances to the building.
 - f) "Peggy Hill Team Community Centre" in facility publications including the Recreation Guide (print and online).

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- g) Highway Sign – Essa Exit South & North (TODS) for facility.
 - h) Future Sign in the centre will include brand name “Peggy Hill Team Community Centre” on the televisions and a permanent sign above the Future Sign Display.
 - i) “Peggy Hill Team Community Centre” on facility webpage and corporate profile on City’s website.
 - j) Exposure on the City’s social media channels for the “Peggy Hill Team Community Centre”.
 - k) Facility name “Peggy Hill Team Community Centre” mentions on incoming phone calls.
 - l) News release to announce the partnership with The Peggy Hill Team.
 - m) “Peggy Hill Team Community Centre” floor mats at both entrances.
 - n) Lobby gathering area for visitors to the “Peggy Hill Team Community Centre”.
 - o) Annual \$2,000 credit for use of facility by The Peggy Hill Team for staff function, community events etc., as agreed to by the Recreation and Culture Services Department.
14. Based on a 3rd party professional consultant by the Centre of Excellence for Public Sector Marketing the Holly Community Centre valuation was estimated to be \$80,000. The offer from the Peggy Hill Team is the desired price for the naming opportunity and is conducive to the level of sponsorship the city can deliver in a sponsorship agreement.
15. Access Barrie will work with The Peggy Hill Team to finalize the sign that will appear on the building and the first sponsorship payment will go towards covering the costs associated with switching over signage to the new name.
16. The new signage will include a design that is elevated and lit along the Mapleton Avenue side of the building. The new signage and other Naming Rights Benefits will be paid for out of the first instalment towards the naming rights and will have a cost of no more than \$80,000.00.
17. All changes to signage will occur as soon as possible both onsite, in print publications and our digital platforms.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

18. There are no environmental and/or climate change impact matters related to the recommendation.

ALTERNATIVES

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

Alternative #1

General Committee could decline the sponsorship offer made by The Peggy Hill Team in respect to the naming of the Holly Community Centre at 171 Mapleton Avenue. It could then request staff to continue looking for other clients that may be interested in the naming Rights to the Holly Community Centre. This alternative is not recommended as the offer is in line with the valuation done by the outside consultant and the sponsorship offer is a generous offer and provides the community with a new revenue source.

FINANCIAL

20. The proceeds from the sale of the naming rights will be allocated to 1051-810430 and recorded in the sponsorship revenue account, thereby contributing to the City's overall annual operating revenue.
21. As part of the proposed naming rights agreement, the City of Barrie will incur costs associated with the naming rights changeover.
22. These funds will be applied towards costs associated with changing the signage on the Community Centre as well as other upfront costs associated with the agreement:
 - i) Sign on the front of the building facing Mapleton Avenue.
 - ii) Updated roadside sign that includes a digital screen at the front of the community centre on Mapleton Avenue.
 - iii) Backlit sign in lobby or entrance.
 - iv) "Peggy Hill Team Community Centre" on frosted glass at the entrances to the building.
 - c) Highway Sign (Essa Exit South & North (TODS) for facility.
 - d) Sign in front lobby above Future Sign display.
 - f) "Peggy Hill Team Community Centre" floor mats at both entrances.
 - j) Lobby gathering area for visitors to the "Peggy Hill Team Community Centre" (to be replaced at year 4 due to usage and wear).
23. The proposed breakdown of the payment schedule for the naming rights (Schedule "A"). This payment schedule could be adjusted to reflect a time period associated with an extended closure, 3 months or greater, of the entire facility.

LINKAGE TO 2018–2022 STRATEGIC PLAN

24. The recommendation(s) included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
 - Responsible Spending
 - Inclusive Community

By seeking a new sponsor for the Holly Community Centre, it allows the City of Barrie to secure new revenue generating opportunities.



SCHEDULE "A"

**BREAKDOWN OF PAYMENTS OWED BY
THE PEGGY HILL TEAM TO CITY**

Payment No.	Date Payment Due	Amount of Payment Due
1	March 1st, 2022	80,000.00
2	March 1st, 2023	80,000.00
3	March 1st, 2024	80,000.00
4	March 1st, 2025	80,000.00
5	March 1st, 2026	80,000.00
6	March 1st, 2027	80,000.00
7	March 1st, 2028	80,000.00
8	March 1st, 2029	80,000.00