



City of Barrie

Direction Memos

70 Collier Street (Box 400)
Barrie, ON L4M 4T5

JANUARY 17, 2022

22-G-006

HOLLY COMMUNITY CENTRE NAMING RIGHTS

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.
5. That the Heritage Barrie Committee be consulted on the development of an installation at the Community Centre to showcase the history of the Holly Community. (ACC001-22)