

Sale of Naming Rights – Kanata Recreation Complex

Vente de droits d'appellation – Complexe récréatif de Kanata

Committee Recommendations

That Council:

- 1. Approve the naming rights proposal from Tony Graham Automotive Group to rename the Kanata Recreation Complex the “Tony Graham Automotive Group Recreation Complex – Kanata”; and**
- 2. Authorize the General Manager, Recreation, Cultural and Facility Services to finalize and execute a naming rights agreement for the Kanata Recreation Complex, in consultation with the City Solicitor, as outlined in this report; and**
- 3. Authorize up to \$35,000 annually from this naming rights proposal to be used to support free youth access to City fitness facilities during the summer months as outlined in this report, as well as capital and operating enhancements at the Kanata Recreation Complex/Walter Baker Park site.**

Recommandations du comité

Que le Conseil :

- 1. Approuve la proposition de droits d'appellation du Tony Graham Automotive Group visant à faire passer le nom « Complexe récréatif de Kanata » à « Complexe récréatif Tony Graham Automotive Group – Kanata ».**
- 2. Autorise le directeur général des Loisirs, de la Culture et des Installations à finaliser et à signer les ententes concernant les droits**

d'appellation pour le Complexe récréatif de Kanata, en consultation avec l'avocat général, comme le précise le présent rapport.

- 3. Autorise jusqu'à 35 000 \$ annuellement pour cette proposition de droits d'appellation utilisés pour soutenir l'accès gratuit des jeunes aux installations de conditionnement physique de la Ville durant l'été, comme l'explique le présent rapport, ainsi que pour des améliorations à apporter aux immobilisations et au fonctionnement du site du Complexe récréatif de Kanata et du parc Walter-Baker.**

FOR THE INFORMATION OF COUNCIL

The committee also approved the following DIRECTION to staff:

Direction to staff (Vice-Chair J. Bradley)

In relation to Recommendation 3 (\$35,000 to support free youth access to City fitness facilities as outlined in the report), that staff be directed to ensure that the program be barrier-free, with no application process for funding for those youth as long as they qualify within the age bracket.

POUR L'INFORMATION DU CONSEIL MUNICIPAL

Le comité a également approuvé la DIRECTIVE au personnel suivante :

Directive au personnel (J. Bradley, vice-présidente)

En ce qui concerne la recommandation 3 (35 000 \$ pour l'accès gratuit des jeunes aux installations de conditionnement physique de la Ville, comme l'explique le présent rapport), que l'on demande au personnel de s'assurer que le programme est exempt d'obstacle, sans processus de demande pour du financement de la part des jeunes, pourvu seulement que ces derniers y soient admissibles selon la fourchette d'âges applicables.

Documentation/Documentation

1. Report from the Manager, Business and Technical Support Services, Recreation, Cultural and Facility Services Department, dated March 10, 2023 (ACS2023-RCF-GEN-0001)

Rapport de la Gestionnaire, Direction des services de soutien technique et aux activités, Direction générale des loisirs, de la culture et des installations, daté le 10 mars 2023 (ACS2023-RCF-GEN-0001)

2. Extract of the draft Minutes, Community Services Committee, March 28, 2023

Extrait de l'ébauche du procès-verbal, Comité des services communautaires, le 28 mars 2023

**Community Services Committee
Report 2
April 12, 2023**

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**Comité des services
communautaires
Rapport 2
Le 12 avril 2023**

**Extract of Draft Minutes 2
Community Services Committee
March 28, 2023**

**Extrait de l'ébauche
du procès-verbal 2
Comité des services communautaires
Le 28 mars 2023**

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File No. ACS2023-RCF-GEN-0001 - Kanata South

Councillor A. Hubley participated in discussions and was in support of the report recommendations.

Dan Chenier, General Manager, Recreation, Cultural and Facility Services Department, presented an overview of the report recommendations and answered questions from the Committee. A copy of the slide presentation is filed with the Office of the City Clerk.

Mr. Chenier undertook to circulate to Committee the 2022 annual delegation of authority report that itemizes cash and in-kind value received from sponsors and advertisers including through the naming rights program.

Following discussions, the Committee carried the report recommendations with the following direction to staff:

Direction to staff (Vice-Chair J. Bradley)

In relation to Recommendation 3 (\$35,000 to support free youth access to City fitness facilities as outlined in the report), that staff be directed to ensure that the program be barrier-free, with no application process for funding for those youth as long as they qualify within the age bracket.

Report Recommendation(s)

That the Community Services Committee recommend that Council:

- 1. Approve the naming rights proposal from Tony Graham Automotive Group to rename the Kanata Recreation Complex the “Tony Graham Automotive Group Recreation Complex – Kanata”; and**
- 2. Authorize the General Manager, Recreation, Cultural and Facility Services to finalize and execute a naming rights agreement for the Kanata**

Recreation Complex, in consultation with the City Solicitor, as outlined in this report; and

- 3. Authorize up to \$35,000 annually from this naming rights proposal to be used to support free youth access to City fitness facilities during the summer months as outlined in this report, as well as capital and operating enhancements at the Kanata Recreation Complex/Walter Baker Park site.**

Carried