

9. SPONSORSHIP NAMING RIGHTS – CANTERBURY OUTDOOR COVERED RINK

**DROITS D'APPELLATION LIÉS AUX COMMANDITES – PATINOIRE
EXTÉRIEURE COUVERTE DU COMPLEXE CANTERBURY**

COMMITTEE RECOMMENDATION

That Council approve the naming of the new Canterbury Community Outdoor Covered Rink as the Jim Tubman Chevrolet SENS RINK.

RECOMMANDATION DU COMITÉ

Que le Conseil approuve que la nouvelle patinoire extérieure communautaire couverte de Canterbury soit nommée « patinoire des Sénateurs Jim Tubman Chevrolet ».

DOCUMENTATION/DOCUMENTATION

1. Manager, By-law & Regulatory Services report dated 24 August 2017 (ACS2017-EPS-GEN-0013)

Rapport du Gestionnaire, Services des règlements municipaux, daté le 24 août 2017 (ACS2017-EPS-GEN-0013)

**Report to
Rapport au:**

**Community and Protective Services Committee
Comité des services communautaires et de protection
31 August 2017 / 31 août 2017**

**and Council / et au Conseil
September 13, 2017 / 13 septembre 2017**

**Submitted on August 1, 2017
Soumis le 1er août 2017**

**Submitted by
Soumis par:
John Smit,**

Director / Directeur

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SUBJECT: Sponsorship Naming Rights – Canterbury Outdoor Covered Rink

**OBJET: Droits d'appellation liés aux commandites – Patinoire extérieure
couverte du complexe Canterbury**

REPORT RECOMMENDATION

That the Community and Protective Services Committee recommend Council approve the naming of the new Canterbury Community Outdoor Covered Rink as the Jim Tubman Chevrolet SENS RINK.

RECOMMANDATION DU RAPPORT

Que le Comité des services communautaires et de protection recommande au Conseil d'approuver que la nouvelle patinoire extérieure communautaire couverte de Canterbury soit nommée « patinoire des Sénateurs Jim Tubman Chevrolet ».

BACKGROUND

City Council approved a Sponsorship and Advertising policy in 2005 that established a framework for the potential sale of naming rights of city property, buildings and structures to assist in the provision of city services and programs. In March 2011, Council approved a marketing plan ([ACS2011-COS-ODP-0002](#)) that identified various opportunities including the sale of naming rights of some of the city's major recreation facilities, to generate revenue over a five year period.

The City's Corporate Sponsorship and Advertising policy provides that a naming right is "a type of sponsorship in which an external company, organization, enterprise, association or individual purchases the exclusive right to name an asset or venue". Generally, naming right opportunities involve the naming of city sports facilities or part of a city facility for a fixed period of time. The policy provides that City Council approval is required for opportunities involving the naming/renaming of City property, buildings and structures.

In April of 2016, a report ([ACS2016-CMR-CCB-0024](#)) identifying the scope of the project, the funding model and use of the sponsorship funds being directed to support the capital project was carried at the Finance and Economic Development Committee and subsequently approved by City Council at its meeting of April 13, 2016. The report

also delegated authority to the General Manager, Recreation, Culture and Facility Services to finalize and execute the naming rights agreements for the new covered rink on behalf of the City of Ottawa, in consultation with the City's Legal Services Department.

DISCUSSION

The Alta Vista Ward Councillor's Office and the Canterbury Community Association initiated the development of a community outdoor covered refrigerated rink facility at the Canterbury Recreation Complex (community centre, pool, arena and park) located at 2185 Arch Street.

The project will include a 21-metre by 49-metre refrigerated outdoor rink with a roof to protect the surface. The roof structure over the refrigerated outdoor rink will extend the skating season by several months by protecting the ice surface from sun exposure and precipitation. The perimeter dasher boards, glazing and netting to accommodate hockey will be removable to allow the covered slab to be used to stage all-season community events and youth camps.

The budget estimates for the project included sponsorship as a source of funding. The Ward Councillor has successfully arranged for a partnership with a well-established local automotive dealership, Jim Tubman Chevrolet and the Ottawa Senators Foundation to financially assist in the development of the new rink. In return for their combined contribution of \$200,000, the covered rink will be named the Jim Tubman Chevrolet SENS RINK. As previously approved by Council, all revenue generated from the naming rights partnership over the 15-year term of the naming will be credited to the project's capital account.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

The design of this facility has been subject to consultation with the Canterbury Community Association and the community at large.

The proposed name has been reviewed by the Planning, Infrastructure and Economic Development Department in collaboration with the General Manager and management of the Recreation, Culture and Facilities Services Department as well as with management of Emergency and Protective Services Department. No issues were identified.

No public consultation was undertaken for the purposes of this report.

COMMENTS BY THE WARD COUNCILLOR

Councillor Cloutier provided the following comment:

“I am very pleased to support the report recommendations to grant naming rights to our community partners for the Canterbury Community Outdoor Covered Rink, a facility that will greatly add to the vibrancy of the Canterbury Recreation Complex. Through their investment and leadership in our communities, the Ottawa Senators Foundation and Jim Tubman Chevrolet are not only helping to improve our neighbourhood rinks, but are also helping to build a better Alta Vista and City of Ottawa.”

LEGAL IMPLICATIONS

There are no legal impediments to approving the recommendation in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk implications associated with this report.

FINANCIAL IMPLICATIONS

As approved by Council ([ACS2016-CMR-CCB-0024](#)), the revenue generated from the naming rights partnerships will be credited to the capital project, 908355 Canterbury Community Outdoor Covered Rink Facility.

ACCESSIBILITY IMPACTS

The new rink has been designed to incorporate all accessibility requirements.

All changes to signage for the new rink will be consistent with the corporate and departmental policies, practices and procedures for accessibility.

TERM OF COUNCIL PRIORITIES

No term of Council priorities are impacted with this report.

DISPOSITION

Subject to approval of this report, the Manager, Corporate Partnerships in the Planning, Infrastructure and Economic Development Department will facilitate the implementation of the Sponsorship and Advertising policy and the General Manager of Recreation, Culture and Facility Services will finalize and execute the naming rights agreements with the two partners of the Jim Tubman Chevrolet SENS RINK in consultation with the City Solicitor.