

- 3. Sponsorship Naming Rights – Goulbourn Recreation Complex**  
**Droits d'appellation liés aux commandites – Complexe récréatif Goulbourn**

### **COMMITTEE RECOMMENDATION**

**That Council:**

- 1. Approve the naming rights proposal from Cardel Homes to rename the Goulbourn Recreation Complex to “Cardel Rec – Goulbourn”; and**
- 2. Authorize the General Manager, Recreation, Cultural and Facility Services to finalize and execute naming rights agreements related to the Goulbourn Recreation Complex, in consultation with the City Solicitor, as outlined in this report**

### **RECOMMANDATION DU COMITÉ**

**Que le Conseil :**

- 1. approuve la proposition de transfert des droits d'appellation de Cardel Homes, visant à renommer le Complexe récréatif Goulbourn « Complexe récréatif Cardel Rec – Goulbourn »;**
- 2. autorise le directeur général, Loisirs, Culture et Installations à mettre la dernière main aux ententes sur les droits d'appellation concernant le Complexe récréatif Goulbourn et à signer ces ententes, en consultation avec le greffier municipal et avocat général, comme l'indique ce rapport.**

**COMMUNITY AND PROTECTIVE  
SERVICES COMMITTEE  
REPORT 22  
12 APRIL 2017**

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**COMITÉ DES SERVICES  
COMMUNAUTAIRES ET DE  
PROTECTION  
RAPPORT 22  
LE 12 avril 2017**

DOCUMENTATION/DOCUMENTATION

Acting Director, Economic Development's report dated 10 March 2017  
(ACS2017-PIE-ED-0005)

Rapport du Directeur par intérim, développement économique, daté le 10 mars  
2017 (ACS2017-PIE-ED-0005)

**COMMUNITY AND PROTECTIVE  
SERVICES COMMITTEE  
REPORT 22  
12 APRIL 2017**

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**COMITÉ DES SERVICES  
COMMUNAUTAIRES ET DE  
PROTECTION  
RAPPORT 22  
LE 12 avril 2017**

**Report to  
Rapport au:**

**Community and Protective Services Committee / Comité des services  
communautaires et de protection  
March 30, 2017 / 30 mars 2017**

**and Council / et au Conseil  
April 12, 2017 / 12 avril 2017**

**Submitted on March 10, 2017  
Soumis le 10 mars 2017**

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

**Acting Director / Directeur par intérim / Economic Development / Développement  
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**Ward: STITTSVILLE (6)**

**File Number: ACS2017-PIE-ED-0005**

**SUBJECT: Sponsorship Naming Rights – Goulbourn Recreation Complex**

**OBJET: Droits d'appellation liés aux commandites – Complexe récréatif  
Goulbourn**

## **REPORT RECOMMENDATIONS**

**That the Community and Protective Services Committee recommend that  
Council:**

- 1. Approve the naming rights proposal from Cardel Homes to rename the Goulbourn Recreation Complex to “Cardel Rec – Goulbourn”; and**
- 2. Authorize the General Manager, Recreation, Cultural and Facility Services to finalize and execute naming rights agreements related to the Goulbourn Recreation Complex, in consultation with the City Solicitor, as outlined in this report.**

## **RECOMMANDATIONS DU RAPPORT**

**Que le Comité des services communautaires et de protection recommande au  
Conseil :**

- 1. d'approuver la proposition de transfert des droits d'appellation de Cardel Homes, visant à renommer le Complexe récréatif Goulbourn « Complexe récréatif Cardel Rec – Goulbourn »;**
- 2. d'autoriser le directeur général, Loisirs, Culture et Installations à mettre la dernière main aux ententes sur les droits d'appellation concernant le Complexe récréatif Goulbourn et à signer ces ententes, en consultation avec le greffier municipal et avocat général, comme l'indique ce rapport.**

## **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 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 states that City Council approval is required for opportunities involving the naming/renaming of City property, buildings and structures.

This report recommends that the Recreation, Culture and Facility Services, be delegated authority to select, finalize and execute the Naming Rights agreements for the Goulbourn Recreation Complex on behalf of the City of Ottawa, in consultation with the City's Legal Services Department. The Sponsorship agreements will require adherence with the City's Corporate Sponsorship and Advertising Policy and any applicable City by-laws and policies.

## **DISCUSSION**

Cardel Homes has proposed to pay the City \$600,000 (plus HST) over 15 years to acquire the naming rights to the Goulbourn Recreation Complex, located at 1500 Shea Road. The name proposed by the company is the "Cardel Rec - Goulbourn". The offer will provide the City with \$40,000 (plus HST) annually which will be applied against the Council approved target for sponsorship revenues. An arena, pool, meeting rooms, outdoor fields and other components of the complex are not affected by the naming proposal and remain available for potential sponsorship and naming. Separate from the Sponsorship and Advertising policy, one of the arenas in the facility is commemoratively named the Matt Bradley Arena and gymnasium was named the Erica Wiebe Gymnasium, pursuant to the Commemorative Naming Policy.

The value of the proposal has been reviewed by City staff and the external company assisting the City with sponsorship initiatives. The proposal and terms are in line with the value of the marketing potential and exposure that Cardel will receive at the recreation facility.

Cardel Homes, celebrating its 20<sup>th</sup> year in Ottawa, is an Ottawa-based home building company that has constructed over 2,200 homes in the area and continues to be actively engaged in the Ottawa community and in supporting Ottawa initiatives. Much of their focus is in the west end of Ottawa, particularly in Stittsville, Kanata and surrounding communities.

As part of the naming rights agreement, the company will be responsible for changing the exterior and interior signage of the facility over the term of the agreement and will be recognized on city-wide and facility-related print and digital promotional material and be provided other visibility and branding opportunities. Cardel's contribution through this agreement will qualify the company to be recognized in the "Builder" category of the City's Community Champion Program.

### **RURAL IMPLICATIONS**

There will be no changes to the services provided at the facility.

### **CONSULTATION**

The proposed name has been reviewed by the Planning, Infrastructure and Economic Development Department in collaboration with the General Manager and senior 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 Qadri is supportive of the report recommendations and made the request to retain the Goulbourn name as recognition of the historical background of the community and that the complex was first constructed by Goulbourn Township.

### **LEGAL IMPLICATIONS**

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

## **RISK MANAGEMENT IMPLICATIONS**

There are no risk implications associated with this report.

## **FINANCIAL IMPLICATIONS**

The naming rights agreement will provide the City with \$40,000 (plus HST) annually for 15 years, for a total of \$600,000. Revenues will be applied against the target for sponsorship revenues. With the exception of facility signage, the City's costs resulting from the agreement will be funded from within the Sponsorship and Advertising budget. Cardel Homes will be responsible for changing the exterior and interior signage of the facility.

## **ACCESSIBILITY IMPACTS**

All changes to signage for the newly named facility 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 for the Goulbourn Recreation Complex in consultation with the City Solicitor.