

**4. INCLUSION OF NATIONAL PARTNERS IN OTTAWA 2017 VISIBILITY
INCLUSION DE PARTENAIRES NATIONAUX DANS LA VISIBILITÉ
D'OTTAWA 2017**

COMMITTEE RECOMMENDATION

That Council approve the addition of logos of corporate sponsors in the promotional signage and banners requested by Celebrations Ottawa Inc. related to the Ottawa 2017 celebrations, as described in this report.

RECOMMANDATION DU COMITÉ

Que le Conseil approuve l'ajout du logo des entreprises commanditaires aux enseignes et aux bannières promotionnelles demandées par Célébrations Ottawa Inc. relativement aux célébrations d'Ottawa 2017, comme le précise le présent rapport.

DOCUMENTATION / DOCUMENTATION

Kent Kirkpatrick, City Manager, report dated 29 September 2015 / Directeur Municipal, rapport daté du 29 septembre 2015 (ACS2015-CMR-OCM-0027)

**FINANCE AND ECONOMIC
DEVELOPMENT COMMITTEE
REPORT 8
14 OCTOBER 2015**

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**COMITÉ DES FINANCES ET DU
DÉVELOPPEMENT ÉCONOMIQUE
RAPPORT 8
LE 14 OCTOBRE 2015**

**Report to
Rapport au:**

**Finance and Economic Development Committee
Comité des finances et du développement économique
6 October 2015 / 6 octobre 2015**

**and Council
et au Conseil
14 October 2015 / 14 octobre 2015**

**Submitted on September 29, 2015
Soumis le 29 septembre 2015**

**Submitted by
Soumis par:
Kent Kirkpatrick, City Manager/ Directeur municipal**

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2015-CMR-OCM-0027

SUBJECT: Inclusion of National Partners in Ottawa 2017 Visibility

OBJET: Inclusion de partenaires nationaux dans la visibilité d'Ottawa 2017

REPORT RECOMMENDATIONS

**That the Finance and Economic Development Committee recommend that
Council approve the addition of logos of corporate sponsors in the promotional**

signage and banners requested by Celebrations Ottawa Inc. related to the Ottawa 2017 celebrations, as described in this report.

RECOMMANDATIONS DU RAPPORT

Que le Comité des finances et du développement économique recommande au Conseil d'approuver l'ajout du logo des entreprises commanditaires aux enseignes et aux bannières promotionnelles demandées par Célébrations Ottawa Inc. relativement aux célébrations d'Ottawa 2017, comme le précise le présent rapport.

BACKGROUND

On January 28, 2015, City Council approved Motion 3/6 related to authorizing signage for Ottawa 2017, which was guided by the Ottawa 2017 Task force (January 28, 2015 City Council Minutes). This motion amended and sought specific authorization under the City's signage by-laws (addressing permanent and temporary signs as well as signs on the right-of-way) for the placement of Ottawa 2017-related signage, provided that the signage in question was placed at the request or under the direction of the Director of the Economic Development and Innovation Department, and provided certain conditions were met to address issues of public health and safety, among other issues. The motion also specifically provided that the Ottawa 2017 signage in question could not include any *sponsorship information or commercial advertising*.

However, the City has recently received a request to incorporate corporate logos in relation to the Ottawa 2017-related signage that is being prepared by Celebrations Ottawa Inc. By way of background, in April 2015, Ottawa Tourism incorporated "Celebrations Ottawa Inc." a not-for-profit corporation to establish a new governance structure for the Ottawa 2017 initiative.

On May 13, 2015, City Council delegated the authority to the City Manager to enter into service agreements with the Celebrations Ottawa Inc. for the purpose of organizing and managing events and celebrations for the City in Ottawa for the 150th anniversary of Confederation in 2017. The service agreement includes the requirement that Celebrations Ottawa Inc. follow the restrictions in the City's Corporate Sponsorship Policy when entering into sponsorship arrangements.

On July 8, 2015, City Council approved the Ottawa 2017 Strategic Initiative which described the City's contributions and further recognized that Celebrations Ottawa Inc. will build the Ottawa 2017 brand and secure external funding to assist with Ottawa 2017 celebrations.

Celebrations Ottawa Inc. has now requested that in order to secure corporate sponsorship and meet a target of \$10 million, promotional signage for Ottawa 2017 requires that a limited number of sponsorship logos (up to five) be included in their signage and banners.

DISCUSSION

As part of the sponsorship benefit packages for the lead sponsors developed by Celebrations Ottawa Inc., promotional Ottawa 2017 will need to include sponsor logos in some elements of the banner and signage program. This would be for a limited number of national companies – lead partner (one company) and major sponsors (up to four companies). The banners and signs would be completed with a high degree of design and care put into the placement of the logos.

Celebrations Ottawa Inc. acknowledges that this is an exceptional approach and request. Inclusion of logos is a key component to Celebrations Ottawa Inc.'s ability to secure \$10 million in sponsorship funds from the private sector. At this level of partnership, and given the investments at stake, national partners expect to be integrated in Ottawa 2017 signage and banners. These funds greatly leverage the City's own investment of \$5.945 million in Ottawa 2017, approved by Council in the context of the Strategic Initiative - EP1 Promote Ottawa. These corporate community investments will also be instrumental in delivering an outstanding year-long program that will delight residents and attract an additional 1.75 million visitors to Ottawa, which will impact the local economy by creating jobs and benefitting businesses.

National partner visibility could be in rotation on smaller banners (e.g. light-stand banners), and all national partners would be included on large banners and event signs. Visibility for the national partners would also be included on all Ottawa 2017 promotional items, such as the website, web application, tickets, and other items.

The promotional signs required for Ottawa 2017 by Celebrations Ottawa Inc. with sponsorship information or commercial advertising will be required to follow the internal approval process described in Motion 3/6, approved by Council on January 28, 2015, and will be based on the same terms and conditions contained in that motion in respect of signs on private property, temporary signs on private property, and signage on the City's rights-of-way. However, the signage proposed by Celebrations Ottawa Inc. will be authorized to contain corporate logos as noted above. It should be noted that all signage will be required to be removed no later than January 31, 2018.

RURAL IMPLICATIONS

There are no rural implications to this report.

CONSULTATION

The request is being made by Celebrations Ottawa Inc, a newly formed entity, for decision by Council.

ADVISORY COMMITTEE(S) COMMENTS

There are no Advisory Committee implications to this report.

LEGAL IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

There is a financial risk to the Ottawa 2017 budget, as well as an operational risk regarding the successful delivery of Ottawa 2017 programming should Celebrations Ottawa Inc. not be able to include the national sponsor logos on their signage and banners.

FINANCIAL IMPLICATIONS

There is no additional cost to the completion of the banners and signage with the inclusion of the logos of lead sponsors.

ACCESSIBILITY IMPACTS

There are no accessibility implications to this report.

TERM OF COUNCIL PRIORITIES

Securing sponsorship funding from national companies is a key element to the successful delivery of Ottawa 2017, which supports Council's Strategic Initiative - EP1 Promote Ottawa. Sponsorship support will be the private sector's contribution and will leverage the City's investment of \$5.945 million in Ottawa 2017.

DISPOSITION

Economic Development and Innovation Department will communicate Council's decision to Celebrations Ottawa Inc. and to affected departments of the City. The City Clerk and Solicitor will prepare amendments as required to the affected signage By-laws, to be placed on the agenda of Council for enactment.