



City of North Bay Report to Council

Report No: CSBU-2025-006

Date: January 16, 2025

Originator: Ian Kilgour-Director, Community Services

Business Unit:

Department:

Community Services

Community Development and Growth

Subject: North Bay Community and Recreation Centre: Sponsorship and Recognition

Closed Session: yes ☐ no ☒

Recommendation

That Council:

1. direct staff to develop a municipal "Sponsorship Policy" to guide, identify, evaluate and finalize sponsorship opportunities at the North Bay Community and Recreation Centre and other City owned facilities; and
2. direct staff to review community recognition practices to develop a Recognition Initiative to provide opportunities for individuals to be recognized in a meaningful and highly visible way at the North Bay Community and Recreation Centre.

Background

There has been much community interest recently expressed regarding naming opportunities at the North Bay Community and Recreation Centre. Naming opportunities, sponsorship and recognition initiatives are common for municipal facilities in many jurisdictions that are used for arts, entertainment, recreation and sport.

City staff have initiated research to identify successful sponsorship strategies that have been undertaken and implemented by other municipalities for large-scale capital projects. It was discovered that some Ontario municipalities have successfully recently partnered with local businesses and organizations to secure significant on-going financial support for their capital facilities through sponsorship.

Examples include:

- a) Town of Wasaga Beach: Secured a \$400,000 naming rights agreement with Zancor Homes, granting the company naming rights for the facility's two ice rinks for 20 years, resulting in an annual contribution of \$20,000/year.
- b) Town of Peterborough: Secured a \$600,000, ten-year naming rights agreement with Miskin Law for its new community complex, which includes a twin-pad arena, library, and other facilities, generating \$60,000/year.
- c) City of Barrie: The Holly Community Centre was renamed the Peggy Hill Team Community Centre as part of a \$640,000, eight-year agreement, generating \$80,000/year.

A Sponsorship Policy would be guided by the principle of generating nontaxation revenue to assist in offsetting a portion of new facility expenses. Sponsorship opportunities are not only beneficial in this way but also foster community engagement and long-term partnerships.

City Staff recommend that Council direct staff to develop a new "Sponsorship Policy" to provide a clear and consistent framework for managing sponsorship opportunities. This proposed policy would ensure the fair and transparent administration of these partnerships, benefiting both the City and the community while upholding the City's values and public image. Once developed, the policy would guide the evaluation and award of sponsorship opportunities, ensuring alignment with community goals and financial sustainability.

Just as important, North Bay has a rich and proud history of athletic achievement, with individuals and teams excelling in sports over the years. The city has produced numerous athletes who have gone on to achieve success at provincial, national, and international levels, including representing North Bay at the Olympic Games, World Championships, and professional leagues.

Since Council's approval of the construction of the Community and Recreation Centre, there has been a growing interest in recognizing those that have made a lasting impact on the North Bay's sports community. City staff have initiated a review of community recognition practices in our community as well as in other jurisdictions.

City staff propose developing a "Recognition Initiative" for the new North Bay Community and Recreation Centre to celebrate the sports achievements of individuals in the community. The initiative will focus on acknowledging local contributions to sports excellence at the local, regional, and/or national levels.

The Recognition Initiative may include:

- Opportunities to celebrate achievements through public events and displays within the new North Bay Community and Recreation Centre; and
- A communication plan and display to share stories of sports success, while promoting the City's commitment to athletic excellence using new modern technological tools.

Developing a Recognition Initiative will highlight achievements, foster community pride, inspire future generations, and strengthen North Bay's reputation as a community that fosters athletic talent and excellence. It will provide the blueprint to plan, design and implement a meaningful and highly visible method to recognize these individuals and their outstanding achievements.

Financial/Legal Implications

There are no financial or legal implications at this time. If Council directs staff to undertake a Sponsorship Policy and Recognition Initiative, a further report to Council will be prepared that will outline identified financial and legal implications.

Corporate Strategic Plan

- | | |
|---|---|
| <input type="checkbox"/> Natural North and Near | <input checked="" type="checkbox"/> Economic Prosperity |
| <input checked="" type="checkbox"/> Affordable Balanced Growth | <input type="checkbox"/> Spirited Safe Community |
| <input checked="" type="checkbox"/> Responsible and Responsive Government | |

Specific Objectives

- Promote and support public and private sector investment.
- Consider all aspects of decisions to fund new infrastructure.
- Explore opportunities to reduce costs of government service delivery, including shared services and new technologies.
- Ensure the efficient and effective operations of the city, with particular consideration to the impact of decisions on the property tax rate.

Options Analysis

Option 1:

That Council:

1. direct staff to develop a municipal "Sponsorship Policy" to guide, identify, evaluate and finalize sponsorship opportunities at the North

Bay Community and Recreation Centre and other City owned facilities;
and;

2. direct staff to review community recognition practices to develop a Recognition Initiative to provide opportunities for individuals to be recognized in a meaningful and highly visible way at the North Bay Community and Recreation Centre.

Directing staff to develop the "Sponsorship Policy" along with the development of the "Recognition Initiative," will enable staff to implement a structured approach to sponsorship opportunities while celebrating and promoting the individual in the community with outstanding achievements in sport.

A balanced, combined approach will generate ongoing funding for the Centre, enhance community engagement through the recognition of individuals, and foster a sense of pride and accomplishment among residents.

This is the recommended option.

Option 2:

That Council:

1. does not direct staff to develop a municipal "Sponsorship Policy" to guide, identify, evaluate and finalize sponsorship opportunities at the North Bay Community and Recreation Centre and other City owned facilities; and
2. does not direct staff to review community recognition practices to develop a Recognition Initiative to provide opportunities for individuals to be recognized in a meaningful and highly visible way at the North Bay Community and Recreation Centre.

This option is not recommended.

Recommended Option

That Council:

1. direct staff to develop a municipal "Sponsorship Policy" to guide, identify, evaluate and finalize sponsorship opportunities at the North Bay Community and Recreation Centre and other City owned facilities; and
2. direct staff to review community recognition practices to develop a Recognition Initiative to provide opportunities for individuals to be recognized in a meaningful and highly visible way at the North Bay Community and Recreation Centre.

Respectfully submitted,

Name: Ian Kilgour, MCIP, RPP

Title: Director, Community Services

I concur with this report and recommendation.

Name: John Severino, P.Eng., MBA

Title: Chief Administrative Officer

Personnel designated for continuance:

Name: Margaret Karpenko, CPA, CMA

Title: Chief Financial Officer /Treasurer

Name: Peter E.G. Leckie, B.A. (Hons.), LL.B.

Title: City Solicitor

Name: Melinda Fry

Title: Manager, Sports & Events

Name: Erin Richmond, Ec.D., CEcD

Title: Manager, Economic Development

Name: Gord Young

Title: Communications Officer