

City of North Bay Report to Council

Report No: CSBU-2025-046

Date: July 10, 2025

Originator: Ian Kilgour

Business Unit:

Community Services

Department:

Community Development and Growth

Subject: Approval of City Assets Eligible for Naming Rights Sponsorship-Community Recreation Centre

Closed Session: yes ☐ no ☒

Recommendation

That Council approve the list of City Assets eligible for Naming Rights Sponsorship as outlined in Attachment "A" to Report No. CSBU-2025-046 dated July 10, 2025 from Ian Kilgour, in accordance with Section 7.1.1 of the City's Sponsorship Policy.

Background

This is a supplemental report to Report No: CSBU-2025-024 (Attachment "B")

At the meeting of Council held on July 8, 2025, Council adopted the Sponsorship Policy (Attachment "C"), which establishes a consistent and transparent framework for managing sponsorship opportunities that align with the City's values, public image, and strategic goals.

Section 5.3 of the policy identifies that Naming Rights Sponsorship may be sought for:

- 5.3.1 – The exterior of a City Asset such as buildings/ facilities/ outdoor spaces; and
- 5.3.2 – The sub-component of a City Asset (i.e. amenities such as rinks, dressing rooms, meeting rooms, etc).

In accordance with Section 7.1.1 of the policy, City Council is responsible for approving the City Assets eligible for Naming Rights.

The construction of the Community Recreation Centre project provides opportunities for Naming Rights Sponsorship. Looking at similar projects in other communities and reviewing Naming Rights Opportunities for the Community Recreation Centre, staff have prepared a preliminary list of eligible City Assets for Council's consideration and formal approval. This list is attached as Attachment "A" to this report.

With Council's approval of the list outlined in Attachment "A" to this report, staff will initiate a Request for Proposal process to attract Naming Rights Sponsorship for the City Assets at the Community Recreation Centre. This will enable the City to pursue strategic sponsorship opportunities that generate new revenue.

Financial/Legal Implications

There are no immediate financial or legal implications associated with this report.

Any future Naming Rights Sponsorship Agreements will be reviewed in accordance with the approved Sponsorship Policy and brought forward to Council as required. Proceeds from Naming Rights Sponsorship Agreements may be allocated toward the operating budget and the assets life cycle reserve, consistent with the financial implications outlined in Report No. CSBU-2025-024 (Attachment "B").

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

- Consider all aspects of decisions to fund new infrastructure.
- Ensure the efficient and effective operations of the city, with particular consideration to the impact of decisions on the property tax rate.
- Ensure that Council and staff have a shared perception and goals.
- Promote and support public and private sector investment.

Options Analysis

Option 1:

That Council approve the list of City Assets eligible for Naming Rights Sponsorship as outlined in Attachment "A" to Report No. CSBU-2025-046, in accordance with Section 7.1.1 of the City's Sponsorship Policy.

This is the recommended option as it is consistent with the City's Sponsorship Policy and provides an opportunity to generate new revenue.

Option 2:

That Council not approve the list of City Assets eligible for Naming Rights Sponsorship as outlined in Attachment "A" to Report No. CSBU-2025-046, in accordance with Section 7.1.1 of the City's Sponsorship Policy.

Recommended Option

That Council approve the list of City Assets eligible for Naming Rights Sponsorship as outlined in Attachment "A" to Report No. CSBU-2025-046 dated July 10, 2025 from Ian Kilgour, in accordance with Section 7.1.1 of the City's Sponsorship Policy.

Respectfully submitted,

Name: Ian Kilgour, MCIP, RPP

Title: Director, Community Services

I concur with this report and recommendation

Name: Shannon Saucier, CPA, CA

Title: Director, Strategic Initiatives

Name: Margaret Karpenko, CPA, CMA

Title: Chief Financial Officer /Treasurer

Name: John Severino, P.Eng., MBA

Title: Chief Administrative Officer

Personnel designated for continuance:

Name: Ian Kilgour, MCIP, RPP

Title: Director, Community Services

Name: Melinda Fry

Title: Manager, Sports & Events