



COUNCIL REPORT
Corporate Services
For the January 14, 2020 Council Meeting

DATE: January 2, 2020
TO: Paul Gipps, CAO
FROM: Bob Kusch, Recreation and Culture Manager
RE: Naming Rights to West Kelowna Multi-Sport Centre

RECOMMENDED MOTION:

THAT Council authorize staff to undertake the issuance of a Request for Proposals to seek a naming rights sponsor for the West Kelowna Multi Sport Centre and;

THAT Council agree to a minimum acceptable naming rights sponsorship amount be established at \$15,000 per year for a five year term with a total sponsorship commitment of \$75,000.

RATIONALE:

Council has expressed an interest in seeking a naming sponsor for the new Multi-Sport Centre. This report provides information on the City requirements to seek such a sponsor and to acquire Council's support to move forward with an official process to permit interested parties to bid on the naming rights.

BACKGROUND:

Just prior to the Grand Opening of the West Kelowna Multi-Sport Centre on November 16, 2019, Council expressed an interest in pursuing potential sponsorship to the naming rights for the new Centre. Staff have researched the policies and processes required to seek sponsorship and this report is being brought forward to inform Council of the results of that research and to recommend a process to begin the search for a sponsor.

Currently the City has one naming sponsor for a facility and that agreement is with Royal LePage Kelowna for the naming rights to Royal LePage Place at a cost of \$40,000 per year for a five year term expiring on July 31, 2021.

There are two policy documents that oversee the City granting naming rights for a facility. The Parks Naming Policy and the Civic Facilities Naming Policy (both attached) provide Council direction for seeking sponsorship and naming rights and a type of process to undertake. Both documents are quite consistent in stating that a formal process should be undertaken to adequately seek a naming sponsor in a fair and equitable manner. The City undertook a similar process in 2016 to attempt to find a suitable sponsor for the naming rights to the just opened Skate Park and Amphitheatre. At that time, a suitable sponsor did not step forward and the

naming rights were not granted to any bidder. However, that same process is recommended to be undertaken to acquire a naming sponsor for the Multi-Sport Centre. A copy of the call for Request for Proposals for the Skate Park and Amphitheatre naming rights is attached for Council's information.

The final aspect of the call is to establish a minimum amount the City would accept for the naming rights. As mentioned, the naming rights for Royal LePage Place is established at \$40,000 per year for five years and, therefore, a \$200,000 commitment. When the Request for Proposals was released for the naming rights to the Skate Park and Amphitheatre a minimum acceptable amount was established of \$10,000 per annum for a five year term and a \$50,000 commitment. Taking into consideration the amounts stated above and the significance of the Multi-Sport Centre, staff are recommending a \$15,000 per year minimum with a five year commitment of \$75,000.

FINANCIAL IMPLICATIONS:

If a successful sponsor is attained to take on the naming rights for the Multi-sport Centre the City would have an additional revenue source of a minimum of \$15,000 per year over a five year term.

ALTERNATE MOTIONS(S):

THAT Council recommend that a naming sponsor for the Multi-Sport Centre not be pursued at this time.

REVIEWED AND APPROVED BY:

Tracey Batten, Deputy CAO/Corporate Officer
Paul Gipps, CAO

Powerpoint: Yes ☐ No ☒

Attachments:
Parks Naming Policy
Civic Facilities Naming Policy
Expression of Interest for Skate Park and Amphitheatre