



To: COUNCIL
Meeting Date: 4/30/2024
Subject: 24-061-CD Soccer Complex Fieldhouse Naming Rights & Sponsorship Agreement
Submitted By: Lesley Head, Director of Recreation & Culture
Prepared By: Lesley Head, Director of Recreation & Culture
Report No.: 24-061-CD
File No.: C11
Wards Affected: Ward 1

RECOMMENDATION(S):

THAT Report 24-061-CD Soccer Complex Fieldhouse Naming Rights & Sponsorship Agreement be received;

AND THAT Policies A09 ADM 036 Naming Policy and A09 ADM 037 Sponsorship Policy outline the criteria for naming and sponsorship requests for Council’s consideration;

AND THAT the City be authorized to enter into a Naming Rights & Sponsorship Agreement with Toyota Motor Manufacturing Canada in accordance with the key business terms outlined in this report, and subject to the satisfaction of the City Solicitor;

AND THAT the Soccer Complex Fieldhouse located at 880 Linden Drive, Cambridge be named the “TOYOTA Fieldhouse” upon Council approval;

AND FURTHER THAT the Mayor and Clerk be authorized to execute a Naming Rights & Sponsorship Agreement with Toyota Motor Manufacturing Canada, subject to the satisfaction of the City Solicitor.

EXECUTIVE SUMMARY:

Purpose

Council has directed staff to secure Naming and Sponsorship Rights to interested prospects to support the capital costs associated with investment in the recreation facilities being built. In accordance with the Council approved policies for both naming and sponsorship rights, staff are looking to obtain Council approval for the naming of the Soccer Complex Fieldhouse located at 880 Linden Drive, Cambridge.

Key Findings

- Toyota Motor Manufacturing Canada (TMMC) is Toyota's vehicle assembly operations in Ontario, Canada. One of their locations is in Cambridge and is identified as one of the biggest employers within the City. TMMC prides itself on being an important member of its community and aims to be a leading corporate citizen through supporting various community initiatives.
- A Naming Rights and Sponsorship Agreement with TMMC will be required but does not preclude others from being able to access the facility for programs.
- Based on previous analysis it is estimated that the Soccer Complex total fundraising target is \$1-2 million.

Financial Implications

- The Council supported financial evaluation of the Fieldhouse is \$250,000 plus GST. Further details on key business terms relating to funding are outlined as part of the Key Business Terms further down in this report. Evaluation of each naming opportunity, including recognition and value, is critical to the City's success in maintaining and building relationships.
- Signage costs for the Fieldhouse have been allocated as part of the capital project budget.
- The desire for additional sources of revenue must be balanced with the City's need to safeguard the City's values, assets, interests, and reputation.

STRATEGIC ALIGNMENT:

Strategic Action

Objective(s): WELLBEING - Connect people to services that support individual and community wellbeing

Strategic Action: Create and activate spaces that offer things for people to do

OR

Core Service

Program: Not Applicable

Core Service: Not Applicable

The naming of City of Cambridge owned facilities and assets plays a role in how the community identifies and connects with spaces. Requests must meet the criteria as

outlined in the applicable policies and reflect the population, history, and community of Cambridge. Providing opportunities for the community to be involved in naming requests supports community engagement and connectivity and shows support for those that have made a difference in our community.

BACKGROUND:

The corporate Naming and Sponsorship Policies are intended to provide the process and criteria for the naming of City assets that ensure that the goals of the sponsorship partner and the City are aligned, the public interest is respected, and the integrity of municipal programs and services are protected.

The City also recognizes sponsorship opportunities as a means of partnership with companies and organizations in supporting City's programs, facilities, parks, events, and operations, along with the opportunity to generate an additional revenue stream and, in some cases, offset the costs of municipal infrastructure, programs and operation.

ANALYSIS:

The Soccer Complex Fieldhouse is a 6,500 square foot service building that incorporates public and universal washrooms, changerooms, multi-purpose space, staff room and equipment storage. It provides a bright, vibrant space to support the facility use and can be utilized for a variety of community uses. The Fieldhouse will be home to the project donor wall which will proudly display those that have contributed to the overall fundraising campaign.

Negotiations with TMMC- Key Business Terms

City staff see many additional benefits to the project and community by entering into this agreement. Therefore, staff are recommending that Council direct staff to proceed with an agreement with TMMC based on the following Key Business Terms:

- TMMC agrees to pay the City \$250,000, plus HST in full for Naming Rights for the Soccer Complex Fieldhouse.
- This agreement applies solely to the Soccer Complex Fieldhouse and is not applicable to any other City facility.
- 10 Year Term, following the date that the Naming signage is erected.
- Signage provided by the city up to a maximum of \$50,000 will be included as part of the project budget, costs above that are the sponsor's expense. Signage in/on or in proximity to the named space.

- To honour the sponsor and help to raise awareness of the Fundraising Campaign, publicity in the form of news, press release, or social media announcements will be made with the permission of TMMC.
- TMMC and the City of Cambridge agree that TMMC shall have the right to renew this Agreement for a further 10-year period under the same terms and conditions plus market inflation.
- TMMC will adhere to the Council-approved Naming and Sponsorship Policies.

EXISTING POLICY / BY-LAW(S):

A09 ADM 036 Naming Policy

A09 ADM 037 Sponsorship Policy

FINANCIAL IMPACT:

The Soccer Complex Project has been funded through a combination of Development Charges, Capital Works Reserve Funds and Naming and Sponsorship Opportunities.

PUBLIC VALUE:

The sport of soccer and other field-based sports are accessible to a broad cross section of the Cambridge community, including a range of age, ability, and socio-economic position. Leveraging this state-of-the-art facility to engage community partnerships to support our fundraising campaign provides an opportunity for the community at large to be active and engaged in our recreation facilities.

Many of TMMC employees are residents of the City of Cambridge and with this partnership will provide opportunities to engage these employees and families with program opportunities at this facility.

ADVISORY COMMITTEE INPUT:

The Municipal Heritage Advisory Committee was consulted with regards to signage requirements for the Soccer Complex as this location was designated under Part V of the Ontario Heritage Act as part of the Blair Village Heritage Conservation District (HCD) in 2002. Staff have worked closely with TMMC, MHAC to ensure alignment and support the overall design.

PUBLIC INPUT:

Posted publicly as part of the report process.

INTERNAL / EXTERNAL CONSULTATION:

Internal consultation with our Legal Services Division and Recreation Facilities Steering Committee has taken place.

CONCLUSION:

Having reviewed the Key Business Terms outlined in the Naming Rights and Sponsorship Agreement and both the City’s Naming and Sponsorship Corporate Policies, staff are supportive of naming the Soccer Complex Fieldhouse the “TOYOTA Fieldhouse.”

REPORT IMPACTS:

Agreement: **Yes**

By-law: **No**

Budget Amendment: **No**

Policy: **No**

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director

Deputy City Manager

Chief Financial Officer

City Solicitor

City Manager

ATTACHMENTS:

Not Applicable