



To: COUNCIL

Meeting Date: 3/25/2025

Subject: 25-011-CD Preston Memorial Auditorium – First Aid Room Naming Rights & Sponsorship Agreement

Submitted By: Shane Taylor, Manager of Recreation, Placemaking Capital Projects

Prepared By: Leanne Bond, Sponsorship Coordinator

Report No.: 25-011-CD

File No.: C11

Wards Affected: Ward 3

RECOMMENDATION(S):

THAT Report 25-011-CD Preston Memorial Auditorium – First Aid Room Naming Rights & Sponsorship Agreement be received;

AND THAT the First Aid Room at Preston Memorial Auditorium, located at 1458 Hamilton Street, Cambridge be named “Ball Construction First Aid Room” upon Council approval;

AND FURTHER THAT the Mayor and Clerk be authorized to execute a Naming Rights & Sponsorship Agreement with Ball Construction, 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 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 First Aid Room at Preston Memorial Auditorium, located at 1458 Hamilton Street, Cambridge.

Key Findings

- Ball Construction agrees to pay the City \$7,500, plus HST for the naming rights of the First Aid Room at the Preston Memorial Auditorium.
- 10-year term.
- Additional key business terms are outlined in the analysis section of this report.

Financial Implications

- A signage allowance has been allocated as part of the capital project budget.
- The revenue received will be utilized to help offset the annual tax-supported debenture expense associated with the Preston Memorial Auditorium Renovation and Expansion Project.

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 civic spaces. Providing opportunities for the community to be involved in naming requests supports community engagement and connectivity.

BACKGROUND:

The corporate Naming and Sponsorship Policies are intended to provide the process and criteria for the naming of City assets that ensure 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 the 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 Preston Memorial Auditorium Renovation and Expansion Project is a 77,000 square foot facility including both new and renovated areas. The construction will include improvements to the existing change rooms, ice pad, ice resurfacing room and other amenities including the addition of a new NHL size ice pad, seating, changerooms, washrooms, multipurpose room and office space.

Key Business Terms

There are 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 Ball Construction based on the following Key Business Terms:

- Ball Construction agrees to pay the City \$7,500, plus HST for the Naming Rights of the First Aid Room at the Preston Memorial Auditorium.
- This agreement applies solely to the Preston Memorial Auditorium and is not applicable to any other City facility.
- 10-year term, following the date that the Naming signage is erected.
- Signage costs above what is in the budget is at the sponsor's expense.
- Signage is to be erected in/on or in proximity to the named space.
- To recognize the sponsor and help to raise awareness of the Community Fundraising Campaign, publicity in the form of news, press release, or social media announcements will be made with the permission of Ball Construction.
- Ball Construction and the City of Cambridge agree that Ball Construction shall have the right to renew this Agreement for a further 10-year term under the same terms and conditions, plus market inflation.
- Ball Construction 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 Preston Memorial Auditorium Renovation and Expansion Project has been funded through a combination of development charges, capital works reserve funds, growth-funded debenture and tax-supported debenture; additional funding is sought through naming and sponsorship opportunities.

The Council supported financial valuation of the First Aid Room is \$7,500 plus HST. Full payment of \$7,500 will be made upon the execution of the agreement and will be recognized for a 10-year term. The revenue will be utilized to help offset the annual tax-supported debenture expense associated with the Preston Memorial Auditorium Renovation and Expansion Project. The cost for signage recognition is carried in the prime construction contract; however, any costs incremental to budget are the responsibility of the sponsor. The agreement may be renewed for an additional 10-year term under the same terms and conditions plus market inflation.

PUBLIC VALUE:

Supporting the Preston Memorial Auditorium Renovation and Expansion Project is meaningful to Ball Construction as they are a local construction company that acquired the contract to rebuild/renovate the arena and would like to show their support to the City of Cambridge by helping to offset the costs associated with the investment into this recreational facility.

These facilities are important to communities and are a place where memories are created. This capital build will enhance local engagement, foster unity and drive growth in Cambridge.

Leveraging this state-of-the-art facility to engage community partnerships to support the City's fundraising campaign provides an opportunity for the community at large to be active and engaged in our recreation facilities.

ADVISORY COMMITTEE INPUT:

Not applicable

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 First Aid Room at the Preston Memorial Auditorium the "Ball Construction First Aid Room." The \$7,500.00 valuation of the first aid room is in accordance with the third-party valuation. The revenue received will be utilized to help offset the annual tax-supported debenture expense associated with the Preston Memorial Auditorium Expansion and Renovation Project.

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