

To: COUNCIL

Meeting Date: 7/8/2025

Subject: 25-076-CD Cambridge Recreation Complex – International Basketball Association (FIBA) Gymnasium Naming Rights & Sponsorship Agreement

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

Prepared By: Leanne Bond, Sponsorship Coordinator

Report No.: 25-076-CD

File No.: C11

Wards Affected: Ward 7

RECOMMENDATION(S):

THAT Report 25-076-CD Cambridge Recreation Complex – International Basketball Association (FIBA) Gymnasiums (3) Naming Rights & Sponsorship Agreement be received;

AND THAT the International Basketball Association (FIBA) gymnasiums (3), located at 655 Wesley Blvd, Cambridge be named “Elements Engineering Gymnasium” upon Council approval;

AND FURTHER THAT the Mayor and Clerk be authorized to execute a Naming Rights & Sponsorship Agreement with Elements Engineering Inc., 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 FIBA Gymnasium at the new Cambridge Recreation Complex, located at 655 Wesley Blvd, Cambridge.

Key Findings

- Elements Engineering Inc. agrees to pay the City \$30,000, plus HST annually for the duration of their term for the naming rights of the FIBA gymnasiums (3) at the Cambridge Recreation Complex.
- 5 Year Term with optional 5-year extension, at the discretion of the City.
- 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 Cambridge Recreation Complex.

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. Requests must meet the criteria 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.

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 Cambridge Recreation Complex is a new 112,000 sq. ft. facility in the south end of the City. The 32.5-acre joint-use campus will offer educational, recreational and cultural activities for all ages in a rapidly developing community. Key project highlights include a 10 lane, 25m swimming pool, warm water leisure pool, 3 FIBA gymnasiums, running/walking track and fitness area, multi-purpose rooms, concession, branch of the Cambridge Public Library, courtyard and park amenities.

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 Elements Engineering Inc. based on the following Key Business Terms:

- Elements Engineering Inc. agrees to pay the City \$30,000 plus HST annually for the Naming Rights of the FIBA Gymnasiums (3) at the Cambridge Recreation Complex
- This agreement applies solely to the Cambridge Recreation Complex and is not applicable to any other City facility.
- 5 Year Term with City option to extend for an additional 5 years, following the date that the Naming signage is erected.
- Signage costs above what is included in the project budget will be 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 raise awareness of the Community Fundraising Campaign – Play it Forward Cambridge, publicity in the form of news, press release, or social media announcements will be made with the permission of Elements Engineering Inc.
- Elements Engineering Inc. 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 Cambridge Recreation Complex has been funded through a combination of development charges, capital works reserve funds, growth-funded debenture and tax-supported debenture; additional funding is being sought through naming and sponsorship opportunities.

The Council supported financial valuation of the FIBA gymnasiums (3) at \$150,000 plus HST for the first 5 years with the option to extend for an additional 5 years. The deposit and initial payment of \$30,000 with the balance of \$30,000 to be paid in equal instalments annually over the remaining years of the term. The revenue will be utilized to help offset the annual tax-supported debenture expense associated with the Cambridge Recreation Complex. The cost for signage recognition is carried in the prime construction contract; however, any costs incremental to budget are the responsibility of the sponsor.

PUBLIC VALUE:

Supporting the Cambridge Recreation Centre is meaningful to Elements Engineering Inc. as they recognize the vital role that recreational facilities play in promoting health, well-being, and social cohesion.

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.

Sustainability:

This project will support sustainability by helping offset the annual tax-supported debenture expense associated with the new Cambridge Recreation Complex.

Securing corporate sponsorship helps to keep our community active and engaged in our recreational facilities.

ADVISORY COMMITTEE INPUT:

Advisory Committees Consulted:

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 FIBA Gymnasiums (3) at the Cambridge Recreation Centre, "Elements Engineering Gymnasium". The Council supported financial valuation of the FIBA gymnasiums at \$150,000 plus HST for the first 5 years with the option to extend for an additional 5 years. The deposit and initial payment of \$30,000 with the balance of \$30,000 to be paid in equal instalments annually over the remaining years of the term. The revenue received annually will be utilized to help offset the annual tax-supported debenture expense associated with the Cambridge Recreation Centre.

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: No attachments