

Memo



Date: April 28, 2010
File: 0711-00
To: City Manager
From: JW Reid Oddleifson, Partnership Development Manager
Subject: Sponsorship naming rights for H₂O Adventure + Fitness Centre

Recommendation:

THAT Council direct staff to discontinue the pursuit of sponsorship naming rights for H₂O Adventure + Fitness Centre through the consulting services contract with the Media Team.

Purpose:

To seek Council's authorization to discontinue active pursuit of sponsorship naming rights for H₂O Adventure + Fitness Centre through the consulting services contract with the Media Team.

Background:

In February 2008, Council approved the CIVIC COMMUNITY FACILITY NAMING POLICY 343, and at that time directed staff to conduct a RFP to seek proposals from companies for sponsorship naming rights to the facility. In December 2008, considering the City RFP process had not been successful, Council further directed staff to continue seeking a sponsorship naming rights for H₂O Adventure + Fitness Centre utilizing the professional consulting services for the Media Team Marketing Consultants. At that time, Council had established the parameters at \$100,000 per year for a 10 year term for sponsorship naming rights for H₂O Adventure + Fitness Centre. This amount was confirmed by the Media Team as the proper value of the sponsorship naming right utilizing an industry standard technique for such valuations.

Since that time, the Media Team has prepared 4 different information packages and circulated these to more than 100 prospective companies. They have advertised the H₂O Adventure + Fitness Centre naming opportunity through the Canadian Sponsorship Network, and have worked with other agencies in many parts of Canada. They have provided semi-monthly reports back to staff, all of which have reported no positive results. Staff have authorized the Media team to pursue sponsorship naming for interior components of the facility such as the fitness centre, leisure pool, competition pool, Flowrider, as well the facility as a whole. Still, the Media Team has not been able to acquire any legitimate interest or proposals for the City to consider.

Staff believes it is time to discontinue this approach to sponsorship naming rights for H₂O Adventure + Fitness Centre.

Internal Circulation: Director of Strategic Initiatives, Director of Community & Media Relations, Director of Financial Services, Director of Recreation and Cultural Services

A handwritten signature in black ink, appearing to be a stylized 'R' or similar character.

Financial/Budgetary Considerations:

The financial performance of H₂O Adventure + Fitness Centre in 2009 has proved to be substantially better than budgeted. A separate report on H₂O Adventure + Fitness Centre operations, detailing finances, attendance and related programming is currently being prepared for Council consideration.

Considerations not applicable to this report:

Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
Existing Policy:
Personnel Implications:
External Agency/Public Comments:
Alternate Recommendation:
Community & Media Relations Comments:

Submitted by:



JWR Oddleifson
Manager of Partnership Development and Research

Approved for inclusion:



Director of Strategic Initiatives

CC: Director of Recreation and Cultural Services