



Civic Facilities Naming Rights Guidelines

Report to GPC

April 24, 2014



VCC Summary

- Established as self financing department
- Contributes between \$40 and \$60 million to local economy in direct spending annually
- Benchmarks favourably with national competitive set
- 2007 – space expanded to Crystal Garden
- City agrees exploration of naming rights as financial opportunity



Feasibility of Naming Rights

- Spectrum Marketing selected in 2013
- Presentation in camera to Council in February 2014 with prospects
- Council directs staff to draft Naming Rights guidelines to guide decision-making



Aim of Naming Guidelines

To ensure:

- A consistent approach to soliciting, managing and reporting
- Protection of the reputation, integrity and esthetics of City assets
- Revenues are provided to enhance community and public service priorities and amenities



Scope of Guidelines

- Limited to corporate namings with mutually beneficial business arrangement
- Not applicable to philanthropic contributions, gifts or donations
- Not applicable to honourific or commemorative naming
- Does not apply to other forms of sponsorship such as advertising



Naming Process Key Components

- Asset analysis and market valuation
- Risk/benefit analysis
- Solicitation of corporate naming rights partner (RFEI)
- Naming partner must support image and values of City
- City to retain all rights to manage and control facility
- Proceeds of naming to be used to enhance and maintain named facility



Roles and Responsibilities

Council

- Approve and revise guidelines, balance public information with confidentiality of negotiations

City Administration

- Designate key contact to act as main contact and information conduit

Naming Partner

- Undertake all activities as outlined in key naming components



Naming Rights Agreements

Written contract which outlines:

- Definitive term, renewal options
- Value, payment schedule, rights and benefits
- Release, indemnification and early termination clauses
- Insurance clauses and confidentiality clauses



Recommendation

- ***That Council receive the report for information and adopt the guidelines for the purposes of the VCC Naming Rights.***