



City of Moose Jaw

COMMUNICATION # CC-2022-0118

TITLE: Kinsmen Club Naming Rights Sponsorship Agreement – Regal Heights Park

TO: City Council

FROM: Department of Parks and Recreation

DATE: May 13, 2022

PUBLIC: PUBLIC DOCUMENT

RECOMMENDATION

THAT the Naming Rights Sponsorship Agreement between the City and Kinsmen Club of Moose Jaw Inc. for the naming rights to Regal Heights Park be approved in the amount of \$100,000 for a period twenty-five (25) years, commencing June 1, 2022 and expiring May 31, 2047; and,

THAT the Mayor and City Clerk be authorized to execute the Agreement on behalf of the City; and,

THAT the \$100,000 financial contribution from the Kinsmen Club of Moose Jaw Inc. be provided in three (3) instalments and allocated as follows:

- \$25,000 to the City of Moose Jaw 2022 General Capital Reserve;
- \$37,500 to the City of Moose Jaw 2023 General Capital Reserve;
- \$37,500 to the City of Moose Jaw 2024 General Capital Reserve; and,

THAT the 2022 PR-23 General Parks Upgrades Capital Budget be increased by \$25,000 for Blackwell Baseball Diamond improvements; and,

THAT the City's contribution to the Northwest Community Association Spray Park Project at Regal Heights Park be prioritized in the 2023 - 2027 Parks and Recreation Capital Budget submission.

EXECUTIVE SUMMARY

It is recommended that the City enter into a Naming Rights Sponsorship Agreement with the Kinsmen Club of Moose Jaw for the naming rights to Regal Heights Park. The agreement includes a \$100,000 contribution from the Club over a 3-year period in exchange for a naming rights term of 25-years.

\$25,000 will be used to complete upgrades to the Blackwell Baseball Diamond at the park in 2022 and \$75,000 of the contribution will go towards the construction of a new spray park at Regal Heights Park in 2023.

BACKGROUND

The City of Moose Jaw adopted an Advertising and Sponsorship Policy on April 22, 2019, which creates a consistent approach surrounding the execution of advertising and sponsorship agreements. (Attachment B) The policy states that the sale of naming rights to City-owned assets such as parks is considered a sponsorship opportunity and that City Council approval is required for all naming rights sponsorship proposals. The policy also states that naming rights sponsorship agreements shall not exceed a term of ten (10) years unless otherwise authorized by City Council and that all agreements shall include a sunset clause specifying the duration of the naming opportunity.

The City of Moose Jaw also adopted a new Municipal Naming Policy on April 22, 2019, which states that sponsorship naming rights may be considered as per the guidelines and criteria set forth in City's Advertising and Sponsorship Policy. (Attachment C)

DISCUSSION

On June 28, 2021, the Northwest Community Association presented a proposal to City Council for the construction of a spray park at Regal Heights Park and requested approval to begin a community fundraising campaign. The request was approved, and the Northwest Community Association Spray Park project was designated as a municipal project. Information on the previous report can be found [HERE](#).

As part of their spray park fundraising efforts, the Northwest Community Association approached the Kinsmen Club of Moose Jaw about potentially contributing towards the spray park project. The Kinsmen Club supported the project and agreed to contribute \$75,000 towards their fundraising efforts.

In addition to the Kinsmen Club contribution, the Northwest Community Association has raised approximately \$36,000 towards the spray park project as of April 2022. They hope to raise an additional \$14,000 in 2022/2023 which would result in a total contribution to the City of \$125,000. The expected cost of the new spray park is \$250,000 and the Parks and Recreation Department will be exploring opportunities in its 2023 Capital Budget submission to match the funds raised so that the spray park can be constructed in 2023.

Moose Jaw Minor Baseball also approached the Moose Jaw Kinsmen Club for financial support to assist with upgrades to the Blackwell Baseball Diamond at Regal Heights Park used primarily by the 15U Canucks 18U Men's team. The upgrades would include the installation of a score clock as well as the replacement of the backstop and dugouts to host a provincial championship in July of 2022.

Since both projects involve City assets and would be managed by the Parks and Recreation Department, the Kinsmen Club approached the Department about how both projects could be supported under the same agreement. Subject to Council Approval, it was believed that it would be in the best interest of all parties to have both requests combined into one long-term naming rights agreement for Regal Heights Park with the City of Moose Jaw.

As per the City's Advertising and Sponsorship Policy, a Naming Rights Sponsorship Agreement with the Kinsmen Club has been prepared for consideration by City Council which accommodates the contributions to both projects. (Attachment A)

The following is a summary of the key terms of the agreement:

- Twenty-five (25) year term commencing June 1, 2022 and ending May 31, 2047.
- The City will give the Club favourable consideration for renewal provided the Club has performed its obligations under this Agreement in a satisfactory manner.
- The Club will pay the City \$25,000 in 2022 to complete the Blackwell Baseball Diamond upgrades. \$37,500 will be paid in 2023 and 2024 to support the construction of the new Regal Heights spray park.
- The City will coordinate the installation of the park naming signage with all production and installation costs being split 50/50 with the Club. The Club will also have their logo displayed on the new baseball score clock.
- The City will provide reference to the park name on all City communication platforms, including but not limited to: news releases, City website, and social media platforms.
- Once all projects are completed, the City will coordinate a grand opening media ceremony where the Club will be publicly recognized for their contributions.
- The City will be responsible for the regular maintenance and repair to all sign structures.
- The Club will have the ability to install additional naming signage at the other entrances to the park, at their own expense and with the approval of the City.

FINANCIAL IMPLICATIONS

The immediate funding required to complete the West Park projects will be drawn down from the Land Development funds from the Parks Dedication Reserve. Therefore, all revenue received from the Kinsmen Club of Moose Jaw regarding the Naming Rights Sponsorship Agreement will be credited back to the Land Development funds from the Parks Dedication Reserve.

The \$100,000 financial contribution from the Kinsmen Club to the City will be provided in three (3) instalments:

- \$25,000 in 2022 which would go towards completing the Blackwell Baseball Diamond upgrades.
- \$37,500 in 2023 which would go towards constructing the new Regal Heights Spray Park.
- \$37,500 in 2024 which would be credited to the City's General Capital Reserve to support the construction of the new spray park in 2023.

Based on the current cost projection of \$250,000 for the new spray park, the Parks and Recreation Department would re-prioritize its 2023 Capital Budget submission to include a \$162,500 contribution towards having the spray park constructed in 2023. \$37,500 would be then credited to the City's General Capital Reserve in 2024 as part of the Kinsmen Club's final payment, which would reduce the City's overall contribution to \$125,000.

OPTIONS TO RECOMMENDATION

City Council may not accept the proposed terms of the agreement and offer amendments to be re-negotiated with the Kinsmen Club.

COMMUNICATION PLAN

The City will coordinate a grand opening media ceremony where the Kinsmen Club will be publicly recognized for their outstanding contributions. The media event will likely occur in 2023 once all the proposed projects are completed.

STRATEGIC PLAN

This report supports the long-term strategies of Objective # 4 - infrastructure, core amenities and Objective # 3 - entrepreneurial civic administration as the City is partnering with community groups to improve the quality of life for residents by financially supporting new recreation infrastructure and amenities.

OFFICIAL COMMUNITY PLAN

The objectives in the report align with the Parks, Open Space and Community Recreation objectives of the Official Community Plan by:

- providing parks and recreation open space sufficient to meet the needs of Moose Jaw's residents, ensuring that these resources are distributed throughout the City in a fair and equitable manner; and
- managing all forms of the open space system in a planned and environmentally sensitive manner; and
- providing parks, open space and recreational program delivery at a level that aids in the attraction and retention of young families to and in the City.

PRESENTATION

Mr. Jim Puffalt, City Manager will introduce the report. Mr. Derek Blais, Director of Parks and Recreation will be available to provide a brief overview.

ATTACHMENTS

- A. Naming Rights Sponsorship Agreement – City and Kinsmen Club of Moose Jaw
- B. City of Moose Jaw Advertising and Sponsorship Policy
- C. City of Moose Jaw Municipal Naming Policy

REPORT APPROVAL

Written by: Derek Blais, Director of Parks and Recreation
Reviewed by: Tracy Wittke, City Clerk
Approved by: Jim Puffalt, MBA, CMMA, RMA, City Manager
Approved by: Clive Tolley, Mayor

To be completed by the Clerk's Department only.

Presented to Regular Council or Executive Committee on _____.

Resolution No. _____


Report Approval Details

Document Title:	Kinsmen Club Naming Rights Sponsorship Agreement – Regal Heights Park - CC-2022-0118.docx
Attachments:	- Attachment A - Naming Rights Sponsorship Agreement – City and Kinsmen Club of Moose Jaw.pdf - Attachment B - City of Moose Jaw Advertising and Sponsorship Policy.pdf - Attachment C - City of Moose Jaw Municipal Naming Policy.pdf
Final Approval Date:	May 18, 2022

This report and all of its attachments were approved and signed as outlined below:



Tracy Wittke



Jim Puffalt



Clive Tolley