

Date: 2022-02-22

Subject: Teramoto Cricket Pitch Naming Rights

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Report Number: CAO's Office-2022-240

Recommendations:

1. That the report titled, Teramoto Cricket Pitch Naming Rights 2022-240 to the Committee of Council meeting of March 30, 2022, be received; and
2. That Council authorize the Chief Administrative Officer, or designate, to execute the Scottish Heather Development Inc. Amenity Naming Rights Agreement, on behalf of the City on terms and conditions satisfactory to the Manager Sponsorship and Corporate Development and in a form satisfactory to the City Solicitor, or designate, in the amount of \$22,500 per year, for a total of \$67,500 plus HST over three (3) years.

Overview:

- **The Sponsorship and Naming Rights Policy acknowledges that naming rights may be sought by the City for the sub-component of a City Asset per 3.3a in the Policy, however the authority delegated by By-Law 216-2017 does not include naming rights.**
- **Staff have negotiated naming rights terms for the cricket pitch at Teramoto Park with Scottish Heather Development Inc. in the amount of \$22,500 per year plus HST with a term of three (3) years.**

Background:

The citywide sponsorship program delivers non-tax revenue to the Corporation through the sale of sponsorship and naming rights. In 2020, the first-ever naming rights to a city facility was sold, renaming the Brampton Soccer Centre to *Save Max Sports Centre* for more than \$2.5 million dollars over fifteen-years. In 2021, the first-ever naming rights to a city amenity was sold, naming the gymnasium at Gore Meadows Community Centre the *Coke Canada Bottling Gymnasium* as part of a larger sponsorship package worth \$120,000 over three years.

The overall program is guided by the Sponsorship and Naming Rights Policy. The policy identifies two kinds of naming rights for City assets, 3.3 (a) the naming rights to a secondary asset or amenity and 3.3 (b) naming rights to the exterior of a building or facility. The latter requires pre-approval from Council to sell, and the approved assets are identified on the Sponsorship Asset Inventory List for Naming Rights.

The Administrative Authority By-law requires that Council approve all naming rights agreements.

Current Situation:

The cricket pitch at Teramoto Park underwent significant upgrades in 2019, including the installation of lighting (first lit cricket pitch in Canada), all-new cricket screens and a digital score clock. These upgrades, along with its high traffic location and incredibly high usage, make it an attractive amenity for the sale of naming rights.

Staff have negotiated terms for a three-year agreement with Scottish Heather Development Inc. doing business as Great Gulf, for the naming rights to the cricket pitch at Teramoto Park, worth \$67,500 plus HST over the three-year term. The negotiated terms were done in consultation with Recreation and Parks and rename the cricket pitch to Great Gulf Cricket Pitch. There is no change to the park name (Teramoto) or other amenities located at the park (baseball diamond).

New signage for Great Gulf Cricket Pitch will be installed on the digital score clock, the two cricket screens (street facing), and the id sign. The costs for production and installation of signage are in addition to the rights fees. The city will incur the cost of new mounting hardware on the cricket screens, which will be used by the city beyond the terms of the agreement.

We are thrilled to leverage this premium asset for the sponsorship and naming rights program and look forward to receiving interest in the other cricket fields across the city. The revenue received is used by Parks and Recreation to help offset operational costs, fund improvements and help support community programs.

About Great Gulf

Great Gulf began in 1975 and includes: Great Gulf Homes an international award-winning, low-rise and landmark high-rise residential developer providing over 80,000 families with places to call home; Ashton Woods Homes, the 2nd largest private builder and 15th largest in the U.S.; First Gulf, an innovative market leader in sustainable, accessible and transit-oriented commercial developments and large scale design-build industrial facilities; Tucker HiRise, a leading construction management company, specializing in the construction of high-density, mixed-used projects; H+ME Technology, a precision engineering panelization manufacturing facility; and Taboo Muskoka, one of Canada's top-ranked golf courses.

In 2020 at the 40th Annual BILD awards, Great Gulf was awarded Builder of the Year - Low Rise and Builder of the Year High/Mid Rise and in 2021 they were awarded the Home Builder of the Year, Mid/High-Rise.

With an environmentally positive mindset, Great Gulf is committed to reducing their environmental impact by creating healthy, sustainable homes and workplaces.

In 2021 Great Gulf was part of the *Toronto Declaration of Inclusive Workplaces and Communities* that affirms the health and safety of every person and supports the construction industry's zero tolerance policy for discrimination or acts of hate of any kind.

Corporate Implications:

Financial Implications:

The total revenue generated from this agreement will result in \$67,500 plus HST over three years, with \$22,500 plus HST received annually in 2022, 2023 and 2024. Revenue will be deposited into the operating budget for Community Services.

The total cost to install mounting hardware on the two cricket screens for new signage is estimated to be \$10,000. This cost will be funded through Community Services operating budget and will offset with the revenue received from the agreement.

The net revenue to the City is as follows:

	2022	2023	2024	Total
Revenue	\$22,500	\$22,500	\$22,500	\$67,500
Expense Costs	(\$10,000)	-	-	(\$10,000)
Net Revenue	\$12,500	\$22,500	\$22,500	\$57,500

Staff will ensure that the revenue is incorporated in the 2023-2025 Operating budget submission, pending Council approval.

Legal Implications:

Legal Services will review and approve the Agreement as to form.

Term of Council Priorities:

This report achieves the Council priority of Well-Run through the pursuit of external funding, leveraging a city asset for the sale of amenity naming rights. The report also achieves the City of Opportunities priority by creating opportunities for businesses to give back to the community and grow their brand presence through the sponsorship and naming rights program.

Conclusion:

Staff seek approval for a delegation of authority to the Chief Administrative Officer to execute the Scottish Heather Development Inc. Amenity Naming Rights Agreement on behalf of the City on terms and conditions satisfactory to Manager of Sponsorship and Corporate Development and in a form satisfactory to the City Solicitor or designate.

Authored by:

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