

Date: 2022-03-07

Subject: 2021 External Funding Update – Sponsorship & Grants

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Report Number: CAO's Office-2022-310

Recommendations:

1. That the report titled, Annual Sponsorship and Grants Update 2022-310 to the Committee of Council meeting of March 30, 2022, be received; and
2. That the Sponsorship Asset Inventory List for Naming Rights be approved.

Overview:

- The Sponsorship and Naming Rights Policy approved by Council Resolution C451-2019 (CW497-2019) requires an annual report to Council on the total value of Sponsorship contributions (cash and in-kind).
- The Sponsorship program is integrated into the Corporate Projects Policy and Liaison Division and is part of the citywide centralized external funding portfolio under Public Affairs. The external funding portfolio is made-up of grants, sponsorship and revenue generating advertising. The achievements of the external funding portfolio in 2021 are outlined in this report.
- In 2021 the City secured over \$298M in external funding – grants, sponsorship and revenue-generating advertising.
- Total application-based funding announced in 2021 from both levels of government was \$297,714,614 which translates into 35 different projects funded from applications submitted by staff between 2019-2021.
- Sponsorship and naming rights revenue received in 2021 was \$465,875, an increase of 67% over the previous year and 35% higher than the

inaugural year of the citywide sponsorship program (2019). The value of in-kind sponsorships in 2021 was \$93,873.

- The sale of external naming rights is restricted to the Council approved *Sponsorship Asset Inventory List for Naming Rights*. This report recommends new additions to that list: Embleton Recreation Centre, Riverstone Recreation Centre, Howden Recreation Centre, Balmoral Recreation Centre, Century Gardens Youth Hub, Victoria Park Arena and Brampton Fire & Emergency Services Headquarters and Training Centre.
- The sale of advertising on digital screens in recreation centres launched at the end of 2021, is an important milestone in the development of a citywide revenue-generating advertising program.

Background:

The external funding portfolio is focused on non-tax revenue generation through the pursuit of grants, sponsorship, naming rights, and revenue generating advertising. The portfolio is part of Public Affairs within the Corporate Projects, Policy and Liaison Division in the Office of the CAO.

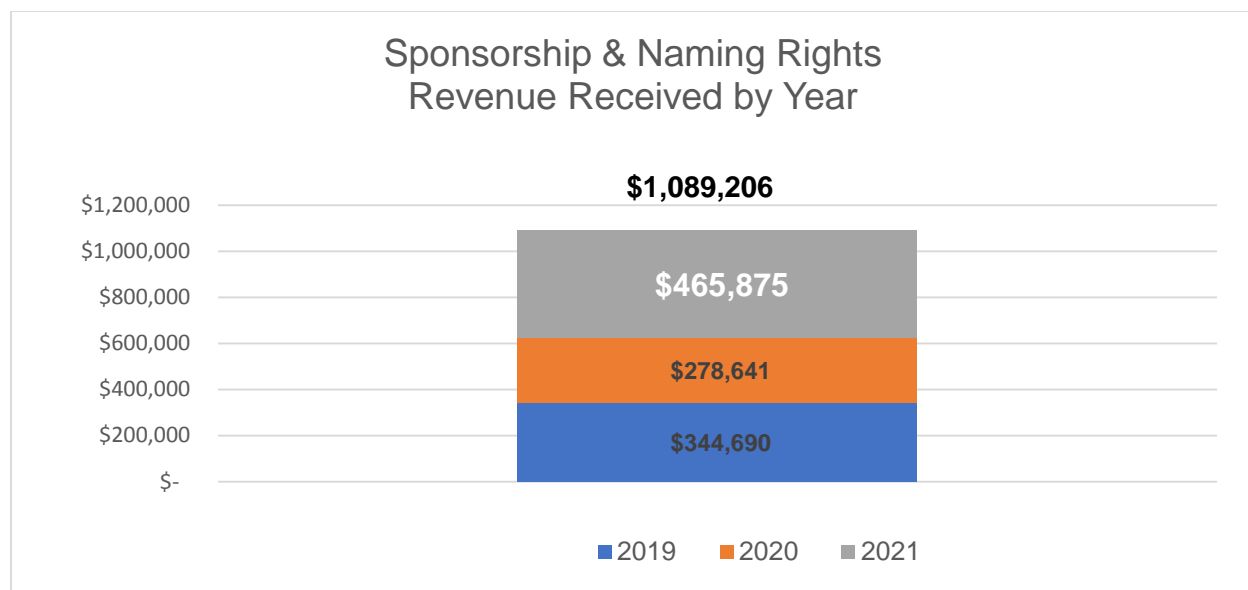
The goal of the 2021 annual report is to provide transparency to the pursuit of external funding from both the public and private sector.

Current Situation:

Sponsorship and Naming Rights

Sponsorship and naming rights revenue received in 2021 was \$465,875, an increase of 67% over the previous year and 35% higher than the inaugural year of the citywide program (2019). The value of in-kind was \$93,873.

The cumulative total value of all sponsorship and naming rights agreements since the start of the citywide program is \$3,678,496 (includes multi-year agreements).



Thirty-one (31) companies sponsored city-run programs, events and initiatives in 2021, more than double the number of sponsors in 2020. The Sponsor renewal rate was almost 100%.

Thank you to our 2021 Sponsors:

Alectra
 Algoma University
 Allstate
 BCC
 BIA
 Bell
 CN
 Coke Canada Bottling
 Domino's
 EB Games
 Enbridge
 Fieldgate Developments
 Great Gulf
 Kalsi Law
 Mattamy Homes
 Meridian Credit Union

MNP
 My Smile Dentistry
 No Frills
 Northwest Lexus
 Paradise Developments
 RBC
 Save Max Realty (naming rights)
 Scotts
 Spirit of Math
 Sun Life Financial
 Swiss Chalet
 TACC
 TD
 TELUS
 Tim Hortons

The goal for the sponsorship and naming rights program is to generate annual revenue of \$1M by 2025. This will be achieved through maintaining a high sponsor renewal rate,

securing multi-year agreements and the successful sale of high value opportunities, i.e. naming rights – both primary (facility naming) and secondary (amenity naming).

We made considerable progress in 2021 with a three-year agreement with Coke Canada Bottling who became the first trail sponsor for a portion of the Etobicoke Creek Trail and first amenity naming rights sponsor for the gymnasium at Gore Meadows Community Centre.

The program is guided by the Term of Council Priorities and works across Divisions to create sponsorship opportunities for events and programs that advance these priorities:

Mosaic	Opportunities
Black History Month	National Youth Week
Black and Indigenous Youth Internship & Co-op Program	BEC- Entrepreneurs Connect
Rose Theatre	BEC Meeting Pods
Farmers' Market	Gym naming rights
Canada Day	
Winter Lights Festival	
Health & Safety	Green
Backyard Gardens	One Million Trees Program
Fire Prevention Week & Carbon Monoxide Awareness	Trail sponsorship program
Nurturing Neighbourhoods	

The sale of naming rights is an important strategy for the program and the Sponsorship and Naming Rights Policy requires Council approval to sell naming rights to facilities. Staff are recommending an update to the list of assets approved for the sale of naming rights in order to be in a position to seize opportunities that may arise from new facility construction projects.

The proposed properties for the future sale of exterior naming rights are based on a staff assessment of general appeal and relevance, exposure, and the existing name of the asset. The recommended additions for 2022 are:

1. Balmoral Recreation Centre
2. Brampton Fire & Emergency Services Headquarters and Training Centre
3. Century Gardens Youth Hub
4. Embleton Community Centre
5. Howden Recreation Centre
6. Riverstone Recreation Centre
7. Victoria Park Arena

Appendix A - Sponsorship Asset Inventory List for Naming Rights provides the full list of properties for exterior naming rights. When naming rights are sold the money stays with the facility ensuring a direct benefit to the primary users of the facility.

Revenue Generating Advertising

Small steps were taken in 2021 towards building a robust revenue generating advertising program, beyond Transit. Recreation and Sponsorship staff collaborated to launch an in-house digital screen advertising pilot at Gore Meadows and Loafers Lake. Progress was also made for entering into a new agreement with RCC Media to bring digital screens and city branding to the CN rail bridge overpasses throughout the city, creating more opportunities for communicating with residents and a new revenue stream. Both projects are expected to produce tangible results in 2022.

Rink board advertising is an established property for revenue-generating advertising and uses a third-party sales model (same model as Transit). The forced closures of community centres due to Covid-19 required an amendment to the current PO and the City has not seen the anticipated revenue from rink board advertising. The PO expires summer 2022 and staff will bring a recommendation to Council as it pertains to the future sales model for rink board advertising – third-party or in-house.

Grants

In 2021 we started the process to centralize the city's pursuit of grants in an effort to streamline processes for monitoring application-based grant funding opportunities from both the public and private sector, and tracking/reporting applications. This work remains ongoing.

2021 was an incredibly successful year for application-based grant funding announcements, and a very busy year for staff pursuing funding opportunities.

Total application-based funding announced for the City of Brampton in 2021 was \$297,714,614, which is based on 35 applications submitted between 2019 and 2021.

In 2021 staff submitted 35 government funded grant applications (52% increase from 2020). Refer to Table 1 for the full list of Funders the City applied to – note some Funds had multiple applications.

At the time of authoring this report 28 applications submitted in 2021 have already been approved (\$14.2M), 6 are still under review (\$16.2M) and only 1 application (\$50K) is known to be unsuccessful.

Table 1

FUNDERS APPLIED TO IN 2021	
Audit & Accountability Fund - Intake 3	Provincial
Canada Community Revitalization Fund	Federal
Canada Healthy Communities Initiative (CHCI)	Federal
Canada Summer Jobs	Federal
Celebrate Canada	Federal
COVID-19 Municipal Transit Enhanced Cleaning (MTEC) program	Federal/Provincial
COVID-19 Ontario Fire Safety Grant - Municipal Fire Protection Grant	Federal/Provincial
COVID-19 Tourism Relief Fund	Federal
Global Affairs - CanExport Community Investments	Federal
Green and Inclusive Community Building (GICB) Program - "Strengthen Climate Plan"	Federal
Growing Canada's Forests: Early Start Projects	Federal
Habitat Stewardship Program for Species at Risk	Federal
Ministry for Seniors & Accessibility - Seniors Active Living Centres Program	Provincial
Ministry of Heritage, Sport, Tourism and Culture Industries	Provincial
My Main Street - Community Activator Fund - Round 1	Federal
My Main Street - Local Business Accelerator Fund	Federal
New Horizons for Seniors Program (NHSP)	Provincial
Ontario Trillium Foundation (OTF) - Community Building Fund: Capital Stream	Provincial
Reconnect Festival and Event Program	Federal
Zero-Emission Vehicle Infrastructure Program (ZEVIP)	Federal
Zero-Emission Transit Fund (ZETF)	Federal
Green = application(s) approved	
Yellow = under review or not public	
Red = unsuccessful	

Corporate Implications:

Financial Implications:

There are no direct financial implications associated with the recommendations in this report.

Term of Council Priorities:

This report achieves the Council priority of Well-Run through the pursuit of external funding to reduce the burden on the tax-payer. External funding is composed of grants, sponsorship, naming rights and revenue-generating advertising. The report also achieves the City of Opportunities priority creating opportunities for businesses to give back to the community and grow their brand presence through the sponsorship and naming rights program.

Conclusion:

The annual external funding report provides transparency to the process of pursuing funding from grants, sponsorship, naming rights and revenue-generating advertising, and the results of those efforts. Staff recommend that the updated Sponsorship Asset Inventory List for Naming Rights (Appendix A) be approved to facilitate the pursuit of exterior naming rights, a key component of the citywide sponsorship program and fundamental to achieving a program that generates \$1M annually for the City of Brampton.

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Attachments: Appendix A – Sponsorship Asset Inventory List for Naming Rights