

**Date:** 2022-06-09

**Subject:** **Morris Kerbel All-New Tennis Courts & Naming Rights**

**Contact:** Tara Hunter, Manager Sponsorship and Corporate Development  
(905) 874-5270

**Report Number:** CAO's Office-2022-684

**Recommendations:**

1. That the report titled, Morris Kerbel All-New Tennis Courts & Naming Rights 2022-684 to the Committee of Council meeting of June 22, 2022, be received; and
2. That Council delegate to the Chief Administrative Officer the authority to execute on behalf of The Corporation of the City of Brampton the Amenity Naming Rights Agreement with National Bank of Canada and/or Tennis Canada, granting naming rights to the four outdoor courts at Morris Kerbel Park for ten years in exchange for an upfront payment in the amount of \$100,000 plus HST and otherwise on terms and conditions satisfactory to the Manager Sponsorship and Corporate Development and in a form satisfactory to the City Solicitor, or designate; and
3. That a budget amendment be approved for project #225865-004 – Tennis - Multi Purpose Court in the amount of \$100,000, fully funded by the sponsorship revenue from the Amenity Naming Rights Agreement with National Bank and/or Tennis Canada.

**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 with National Bank in partnership with Tennis Canada for the four (4) tennis courts, located**

**behind Jim Archdekin Recreation Centre at Morris Kerbel Park, in the amount of \$100,000 plus HST with a term of ten (10) years.**

- **The amount of \$100,000 plus HST will be paid to the City in full in 2022 to offset the costs to replace the four (4) tennis courts at Morris Kerbel Park with all-new components.**

### **Background:**

The citywide sponsorship program delivers non-tax revenue to the Corporation through the sale of sponsorship and naming rights. The program is guided by the Sponsorship and Naming Rights Policy and the Administrative Authority By-law requires that Council approve all naming rights agreements.

Staff have sold amenity naming rights for the following Parks and Recreation Assets – with the funds going towards helping offset operational costs, fund improvements and help support community programs:

<b>FACILITY</b>	<b>AMENITY</b>	<b>COMPANY</b>	<b>VALUE</b>
Gore Meadows Community Centre	Gymnasium	Coke Canada Bottling	\$55,500/ 3 years
Teramoto Park	Cricket Pitch	Great Gulf	\$67,500/ 3 years
Andrew McCandless Park	Cricket Pitch	Kwality Sweets	\$67,500/ 3 years

### **Current Situation:**

National Bank is proud of elevating Canada's passion for tennis since 2005 and until 2030, is the title partner for the largest international tennis tournament in Canada: The National Bank Open (formerly Rogers Cup). National Bank is looking to bring their commitment and passion for tennis to Brampton through an amenity naming rights agreement for the tennis courts at Morris Kerbel Park. This is the only four-court tennis pad in the City and is located in close proximity to a National Bank branch location.

The ten-year amenity naming rights agreement with National Bank in partnership with Tennis Canada will provide the City with the funds for the following:

- i. new asphalt surfaces on all four (4) courts – completed in 2022
- ii. new tennis posts – completed in 2022
- iii. new tennis nets – completed in 2022
- iv. new tennis court perimeter fencing and gates – completed in 2022
- v. new signage (National Bank Tennis Courts – duration of Term)
- vi. two (2) on-court National Bank logos (duration of Term)
- vii. National Bank branded nets (duration of Term)

- viii. Brampton Rally Community Tennis Festival – annual free one day event for residents at the National Bank Courts (duration of Term in partnership with Tennis Canada and National Bank)

As part of the Parks Department 2022 capital budget, repairs and maintenance were scheduled for the four (4) tennis courts at Morris Kerbel Park, located behind Jim Archdekin Recreation Centre. The new funding through the amenity naming rights opportunity with National Bank and Tennis Canada allows that project to expand from repairs and maintenance to the full replacement of all-new components.

The full amount of the ten-year naming rights is \$100,000 plus HST, to be paid upfront and offset the costs to provide the full replacement of all new-components to the tennis courts in 2022.

### **Corporate Implications:**

#### Financial Implications:

A budget amendment will be required for capital project #225865-004 – Tennis - Multi Purpose Court in the amount of \$100,000, fully funded by the sponsorship revenue from the Amenity Naming Rights Agreement with National Bank and/or Tennis Canada, subject to Council approval.

#### Legal Implications:

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

### **Term of Council Priorities:**

Through stewardship of assets and services, and a focus on service excellence, this report demonstrates that Brampton is a Well Run City.

The report also achieves the City of Opportunities through 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 National Bank of Canada/Tennis Canada 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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Reviewed by:

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Mikkel Marr, Acting Director Corporate  
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Reviewed by:

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Ed Fagan, Director Parks, Maintenance  
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Approved by:

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Paul Morrison, Acting Chief Administrative  
Officer

**Attachments:**