



**City of Kingston
Report to Council
Report Number 24-062**

To: Mayor and Members of Council

From: Craig Desjardins, Director, Office of Strategy, Innovation & Partnerships

Resource Staff: Julie Fossitt, Manager, Marketing & Revenue Development

Date of Meeting: February 6, 2024

Subject: Naming Rights for Ice Pads in Centre 70 and Cataraqui Community Centre

Council Strategic Plan Alignment:

Theme: 5. Drive Inclusive Economic Growth

Goal: 5.7 Foster culture, history, education, arts and recreation (CHEAR).

Executive Summary:

The purpose of this report is to request Council's approval of the assigning of naming rights to two areas of two recreation facilities in accordance with the City of Kingston Corporate Sponsorship Policy and to direct the execution of agreements related to that approval.

As part of the goal to advocate for funding and increased investments, naming rights for locations within existing recreation facilities have been explored in order to provide a non-tax-based revenue source for ongoing programming and operational costs related to the delivery of recreation and leisure activities.

All sponsorship and naming rights opportunities are listed on the City of Kingston website and staff follow up on any inquiries from businesses or individuals who are interested in pursuing a partnership with the City of Kingston.

Centre 70 is a multi-use recreation facility located in the west end of Kingston and features an ice pad that is used for skating March through October and dry floor activities in the spring and

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summer. It is being recommended that UFit become the naming rights partner for the indoor rink, to be known as the UFit Ice Rink, at a cost of \$5,000 per year for a 5-year period.

Cataraqui Community Centre is recreation facility in the northwest of Kingston and features two ice pads, several community rooms and the adjacent Cloverdale diamonds.

There are two ice pads within the Cataraqui Community Centre. The ice pad known as the Kinsmen Ice Pad is not being recommended to change. A second ice pad, currently known as the Cataraqui Ice Pad, is being recommended to be named the Mike Lee Insurance Ice Pad, for the duration of the agreement, at a cost of \$5,000 per year for a 5-year period. This report recommends the approval of the naming rights for the single ice pad only and no other parts of the Cataraqui Community Centre.

As per the City of Kingston Corporate Sponsorship Policy, all sponsorship agreements that involve naming rights must be approved by Council.

Recommendation:

That Council endorse the naming rights agreement for the ice pad at Centre 70 with UFit, to be formally known as the UFit Ice Rink, from March 1, 2024 until March 1, 2028 and;

That Council endorse the naming rights agreement for the Cataraqui Ice Pad at the Cataraqui Community Centre with Mike Lee Desjardins Insurance, to be formally known as the Mike Lee Insurance Ice Rink, from March 1, 2024 until March 1, 2028 and;

That the Mayor and Clerk be authorized to execute agreements with UFit, and Mike Lee Desjardins Insurance, in a form satisfactory to the Director of Legal Services.

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Authorizing Signatures:

ORIGINAL SIGNED BY DIRECTOR

**Craig Desjardins, Director, Office
of Strategy, Innovation &
Partnerships**

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services Not required

Jennifer Campbell, Commissioner, Community Services

Neil Carbone, Commissioner, Corporate Services Not required

David Fell, President & CEO, Utilities Kingston Not required

Peter Huigenbos, Commissioner, Major Projects & Strategic Initiatives Not required

Brad Joyce, Commissioner, Infrastructure, Transportation
& Emergency Services Not required

Desirée Kennedy, Chief Financial Officer & City Treasurer

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Options/Discussion:**Background**

In accordance with the City of Kingston Corporate Sponsorship Policy and the City of Kingston Naming of Corporate Assets Policy, and part of the ongoing prospecting process for finding sponsorships, a transparent and open process was followed with respect to the naming rights recommended for approval in this report.

Upon consultation with Procurement staff, it was recommended to list all proposed sponsorship opportunities on the City of Kingston Sponsorship and Advertising pages of the website. Contact information for City staff is listed on these webpages, and all sponsorship queries that are received through other channels are directed to the Marketing and Revenue Development team.

Mike Lee Insurance is an existing naming rights partner of the Kingston East Community Centre Community Garden, and a representative from the business reviewed the existing opportunities on the City of Kingston website that listed one ice pad at both Centre 70 and Cataraqui Community Centre as available for naming rights consideration.

UFit Kingston High Performance Centre is a business based in the west end of Kingston that offers fitness classes, athletic conditioning and personal training. A representative from the business contacted staff after reviewing the existing naming rights opportunities on the City of Kingston website, as they thought this would be an opportunity for brand awareness of their business.

Proposed Draft Agreement with Mike Lee Insurance

The Cataraqui Community Centre has two indoor ice rinks; one is an NHL-sized pad with ice in place from July to April and with a dry floor from May to the end of June. The other, is the Kinsmen Ice Pad which is an Olympic sized pad with ice from September to March and a dry floor from April to the end of August. The Centre also has four community rooms, four Cloverdale ball diamonds, an outdoor play structure and two Level 2 EV charging stations.

There has not been a naming rights partner for the Cataraqui Ice Pad in the past, so this is an opportunity to having an existing City of Kingston naming rights partner increase their brand awareness in the west end of the City and for the City to realize some new revenue to support recreation and leisure programming.

The benefits for Mike Lee Insurance include:

- i. Logo placement at entry doors to named ice pad
- ii. Logo placement at Clock/Scoreboard within named ice pad
- iii. In-ice logo at named ice pad, between the blue lines (starting in 2024)
- iv. One directional sign in the facility
- v. On ice permits, all rentals of the named ice pad
- vi. Rink Board ad, premium placement at Centre 70

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- vii. Corporate name and/or logo in City publications, ice-pad relevant
- viii. Facility rental credits of \$1,000 annually that can be used at any Recreation & Leisure facility across the city

Proposed Draft Agreement with UFit

Centre 70 features a significant amount of amenities including a park and ride, CommUnity cafe and an ice pad that is open for skating October through March and transforms into a dry floor facility in the spring and summer months. In 2022, Centre 70 was booked for more than 1300 hours and welcomes more than people 93,000 to the site each year.

There hasn't been an ice pad sponsor at this location before, and it was identified by City staff to be an opportunity for increased revenue and a partnership opportunity for a local business. The additional funds from naming rights will support ongoing operational and programming expenses of the facility and offer UFit year-round brand exposure.

The benefits for UFit include:

- ii. Logo placement entry doors to named ice pad
- iii. Logo placement at clock/scoreboard within named ice pad
- iii. In-ice logo at named ice pad, between the blue lines (starting in 2024)
- iv. One directional sign in the facility
- v. On ice permits, all rentals of the named ice pad
- vi. Two rink board ads located at the INVISTA Centre
- vii. Corporate name and/or logo in City publications, ice-pad relevant
- viii. Facility rental credits of \$1,000 annually that can be used at any Recreation & Leisure facility across the city

Existing Policy/By-Law

Naming of Corporate Assets Policy

Corporate Sponsorship Policy

Financial Considerations

The naming rights agreements for both UFit and Mike Lee Insurance include a payment schedule of \$5,000 per annum for a 5-year term, for a total sum of \$25,000 for each sponsor. The cost of signage and logos will be the responsibility of the respective sponsors.

Contacts:

Julie Fossitt, Manager, Marketing & Revenue Development, 613-546-4291 extension 1143

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Other City of Kingston Staff Consulted:

Amy Elgersma, Manager, Recreation Facilities, Recreation & Leisure Services

Exhibits Attached:

None