

June 9, 2014

**COMMUNITY SERVICES - RECREATION AND CULTURE  
REPORT # 2014 - 19**

TO: Committee of the Whole

SUBJECT: Newmarket Off Leash Dog Park Naming Rights

ORIGIN: Community Services - Recreation and Culture

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**RECOMMENDATIONS**

**THAT Community Services - Recreation & Culture Report 2014 – 19 dated June 12, 2014 regarding naming rights for the planned Newmarket Off Leash Dog Park be received and the following recommendation(s), be adopted:**

- 1. THAT staff be delegated authority to support the ongoing community led fundraising efforts in achieving their target of minimum target of \$50,000 including any related contract development and fulfillment of potential naming/sponsorship agreement(s) specific to an Off Leash Dog Park;**
- 2. AND THAT Legal Services and Recreation and Culture complete final contracts for execution by the Mayor and Clerk with prospective naming rights holders;**

**BACKGROUND**

Council previously approved a \$50,000 contribution to the development of an off leash dog park contingent upon a fundraising committee raising a minimum of \$50,000 towards the development of the park. Staff has been approached by the fundraising committee about the concept of selling naming rights to the park as part of the fundraising effort.

Council has supported the concept of naming rights for facilities since 2006. Most recently, through adoption of the Municipal Asset Naming Program in January 2011, there has been enhanced clarity to the overall scope and process related to naming of facilities. Newmarket is considered a municipal leader in the area of naming rights, sponsorships and advertising programs currently offered.

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## **COMMENTS**

The purpose of this report to seek Council support for a naming rights opportunity associated with the proposed off leash dog park. If an individual/organization(s) were to be secured over the summer, construction on the park could proceed expeditiously (in time for opening in 2015).

Staff have reviewed existing naming rights agreements and have determined that an appropriate value for naming rights for the proposed off leash dog park would be in the order of magnitude of \$50,000 for a 10 year period. When considering the value of a naming rights opportunity there a variety of factors including exposure of amenity, size of amenity and visibility.

In securing a naming rights holder for the off leash dog park, staff will ensure that all aspects of a contract follow established protocols and past practices with municipal naming. This will include offering public opportunity for individuals and organizations to put forward proposals for consideration.

## **BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

### **Well Balanced**

- Recreational facilities and services

### **Well Equipped and Managed**

- Fiscal responsibility
- Efficient management of capital assets and municipal services to meet existing and future operational demands

### **Well – Respected**

- Discovering innovative and creative solutions for future well-being

## **CONSULTATION**

Public calls out to businesses and companies inviting interest in naming, sponsorship and advertising opportunities are done using the Town Page in the Era and through 'expression of interest' call outs coordinated through Procurement Services. In addition, targeted approaches have also proven successful in the past.

## **BUDGET IMPACT (CURRENT AND FUTURE)**

The off leash dog park project has an established budget of \$50,000 towards development. The fundraising committee at minimum to match that with an additional \$50,000 raised. As such, there is no new budget impact as a result of the recommendations contained within this report.

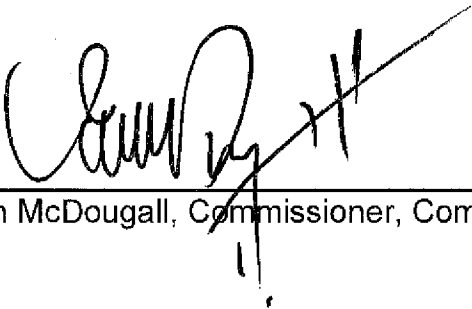
**CONTACT**

For more information on this report, please contact Colin Service, Director of Recreation and Culture at [cservice@newmarket.ca](mailto:cservice@newmarket.ca) or at extension 2601.



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Colin Service, Director, Recreation & Culture



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Ian McDougall, Commissioner, Community Services