



**City of Kingston
Report to Council
Report Number 15-212**

To: Mayor and Members of Council
From: Lanie Hurdle, Commissioner, Community Services
Resource Staff: Luke Follwell, Director, Recreation & Leisure Services
Date of Meeting: March 24, 2015
Subject: Outdoor Aquatic Centre Naming Rights Amendment

Executive Summary:

On May 21, 2013, Council approved Report Number 13-197 directing staff to enter into an agreement with Scott Environmental Group Limited for the naming rights at the Outdoor Aquatic Centre located at 303 York Street in Kingston.

In August of 2014, staff were notified of the sale of Scott Environmental Group to the Tomlinson Group. Following this notification, staff contacted the Tomlinson Group to discuss the naming rights agreement of the Outdoor Aquatic Centre. The Tomlinson Group requested changing the name of the facility to Tomlinson Aqua Park (formerly SCOTT Aqua Park) and will cover the costs associated with new signage.

Proposed signage for the rebranding of the facility is attached as Exhibit A to Report Number 15-212. Staff will work with the proponent to ensure the signage is installed in a timely fashion and in accordance with relevant municipal by-laws and policies. The signage will be in place prior to the opening of the Outdoor Aquatic Centre this Spring/Summer season. The terms of the agreement remain unchanged.

Recommendation:

That Council authorize the Mayor and City Clerk to enter into an amending agreement with the Tomlinson Group for the naming rights and sponsorship of the Outdoor Aquatic Centre, located at 303 York Street in Kingston, in a form satisfactory to the Director of Legal Services.

March 24, 2015

Page 2 of 4

Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

Lanie Hurdle, Commissioner, Community Services

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

Gerard Hunt, Chief Administrative Officer

Consultation with the following Members of the Corporate Management Team:

Cynthia Beach, Corporate & Strategic Initiatives

Denis Leger, Transportation, Facilities & Emergency Services Not required

Jim Keech, President and CEO, Utilities Kingston Not required

Desiree Kennedy, Chief Financial Officer & City Treasurer Not required

March 24, 2015

Page 3 of 4

Options/Discussion:

On February 5, 2013, Council approved Report Number 13-070 to seek private sponsorship for the naming rights of the Outdoor Aquatic Centre located at 303 York Street in Kingston. One Request for Proposal was received from Scott Environmental Group for a five (5) year period.

Following the request for proposal process, Council approved Report Number 13-197 on May 21, 2013, directing staff to enter into an agreement with Scott Environmental Group Limited for the naming rights at the Outdoor Aquatic Centre. The proposal received from Scott Environmental Group Limited was a total of \$60,000 for a five (5) year period.

Staff contacted the Tomlinson Group to discuss the naming rights agreement following notification of the sale of Scott Environmental Group Limited to the Tomlinson Group in the fall of 2014. Through these discussions the Tomlinson Group requested changing the name of the facility from SCOTT Aqua Park to Tomlinson Aqua Park. All costs associated with this name change, including signage, will be covered by the Tomlinson Group.

Proposed signage for the rebranding of the facility is attached as Exhibit A to Report Number 15-212. Staff will work with the proponent to ensure the signage is installed in a timely fashion and in accordance with relevant municipal by-laws and policies. The signage will be in place prior to the opening of the Outdoor Aquatic Centre this season.

The terms of the agreement remain unchanged and the approved 2015 operational budget for the Outdoor Aquatic Centre includes the anticipated \$12,000 annual contribution from the Tomlinson Group.

Existing Policy/By-Law:

By-Law 2000-134 A By-Law to Establish Purchasing Policies and Procedures

Notice Provisions:

Not applicable

Accessibility Considerations:

Not applicable

Financial Considerations:

The original agreement for the naming rights was valued at \$60,000 over a five year period from June 1, 2013 to May 31, 2018. The Tomlinson Group will be assuming the costs associated with the contract for the remainder of the current term. The 2015 operational budget approved by Council includes the anticipated revenue of \$12,000 from this agreement.

March 24, 2015

Page 4 of 4

Contacts:

Lanie Hurdle, Commissioner, Community Services 613-546-4291 extension 1231

Luke Follwell, Director, Recreation & Leisure Services 613-546-4291 extension 1815

Other City of Kingston Staff Consulted:

Colleen Gareau, Director, Strategic Communications

Marielle Laplante-Wheeler, Manager, Communications & Client Services

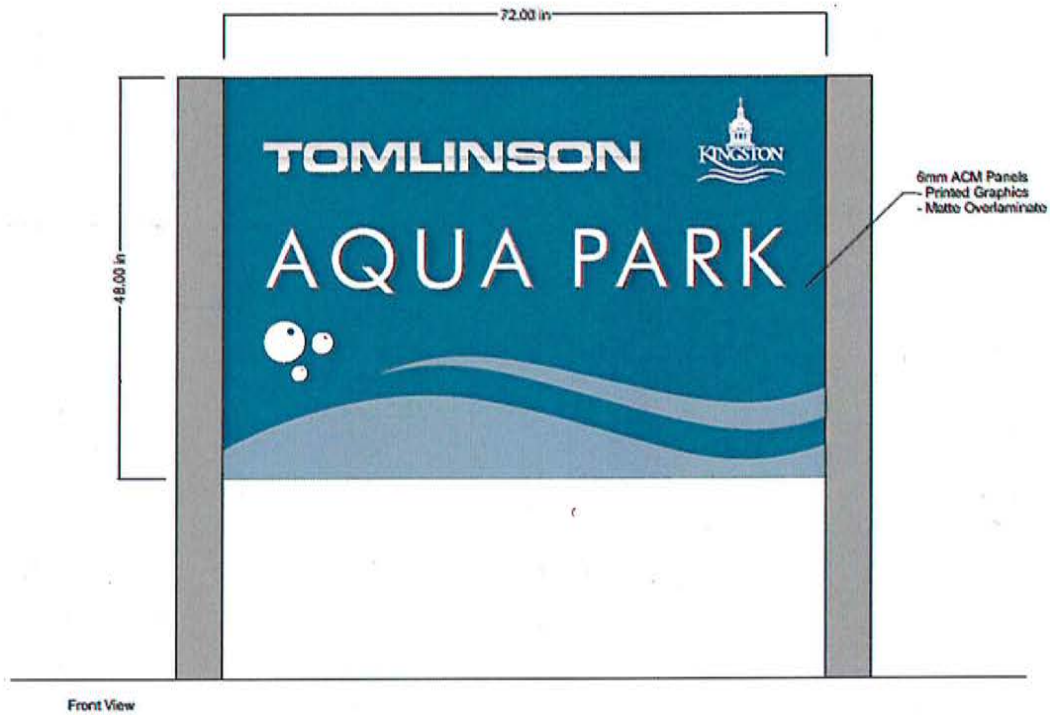
Adam McCluskey, Manager, Recreation Facilities


Alan McLeod, Senior Legal Counsel

Exhibits Attached:

Exhibit A Proposed Signage Details

Exhibit A
Proposed Signage

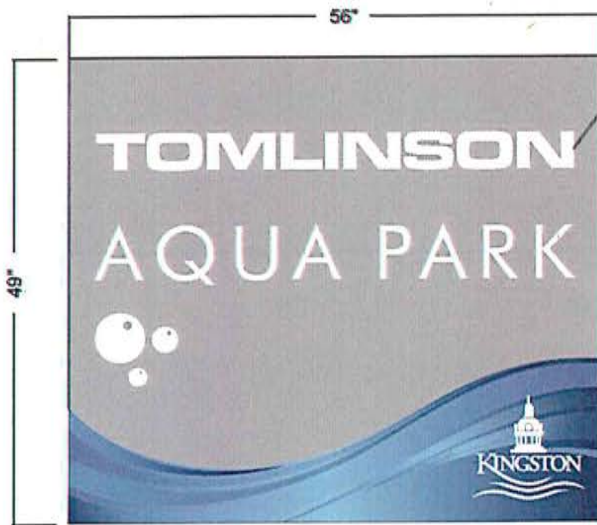


Client: City of Kingston		Job#: 62226	 GORWAY Sign • Print • Display ☎ 384.0861 • ☎ 384.4347 • ☎ 1.800.720.1416 gorway.com we deliver the message
Project: Aqua Park Identification			
Date: Mar/2015	Revisions:	Approval:	

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Exhibit A

Proposed Signage




Replace Name



North and South Entrances

Premium Cast Vinyl, cut and printed

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