



City of  
**Peterborough**

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**To: Members of Committee of the Whole**

**From: Ken Doherty, Director of Community Services**

**Meeting Date: February 6, 2017**

**Subject: Report CSD17-003  
Lakers' Funding Request**

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## **Purpose**

A report to seek Council approval of a negotiated agreement responding to the Lakers' Funding Request.

## **Recommendations**

That Council approve the recommendations outlined in Report CSD17-003 dated February 6, 2017 of the Director of Community Services, as follows:

- a) That before or during the 2017 season, which starts June 1<sup>st</sup> 2017, the City will replace the electronic components of the existing video score clock and make 100% of the advertising revenues from the moving or soft sale component of the score clock available to the Lakers for their own advertising during their season at an estimated value of \$11,029;
- b) That 50% of the City's share of Gross Revenues from Food and Beverage Sales at Lakers Games be provided to the Lakers at an estimated value of \$15,890, effective the 2017 season, starting June 1, 2017;
- c) That the Lakers annual operating revenues from ticket sales be increased by: receiving 50% of the Club Seat, Restaurant, Skybox, and Birthday Box Seat Premiums relating to Lakers' games at an estimated value of \$37,417; effective the 2017 season, starting June 1, 2017;

- d) That the Lakers' annual operating expenses to the City be reduced by: waiving the rental fee on the Seasonal Suite lease for a three month period at an estimated value of \$1,750; and further that the Seasonal Suite Sponsorship Incentive sponsorship package would include use of the Suite at an estimated value of an additional \$1,750, effective the 2017 season, starting June 1, 2017;
- e) That the City continue discussions with the Petes that would encourage them to waive their 60% of the advertising revenues from the Lakers carpet once the Lakers' loan to the City has been paid off. If successful, the City would also waive its share of the Petes revenues from the carpet so that the Lakers' would receive 100% of such advertising revenues;
- f) That the Peterborough Memorial Centre's 2017 operating budget be increased by \$67,835 from General Contingency to cover the lost revenues/ transfer of funds to the Lakers as a result of implementing this agreement;
- g) That the Mayor and Clerk be authorized to sign Letters of Agreement to reflect the above noted changes, and any other related documents necessary to execute the Agreements; and,
- h) That Staff be directed to report annually to Council on the effectiveness of the funding changes, financial incentives, joint sponsorship/ marketing/ advertising initiatives, and annual attendance.

## **Budget and Financial Implications**

Increasing the Peterborough Memorial Centre's 2017 operating budget by \$67,835 to cover the lost revenues/ transfer of funds to the Lakers as a result of implementing this agreement will result in a revised balance of \$282,708 in the contingency account.

## **Background**

Since early 2015, the City has received several requests and has hosted several meetings with representatives of the Laker Lacrosse Association Inc. Over the course of several meetings in 2016, the Lakers formally requesting that the City consider a range of possible expenditure savings or sources of additional revenue, totaling approximately \$50,000 that could help improve the Lakers' annual bottom line.

Throughout this process, City staff encouraged the Lakers to be patient and wait until the City had resolved a similar request from the Petes because any significant changes to the Petes Agreement could have a bearing on the Lakers' request. Several of the recommendations in Report CSD17-001, dated February 6, 2017 relating to the Petes request have also been directly applied to the Lakers.

This report is the direct result of the meeting held January 24, 2017 in which Allan Seabrooke, Sandra Clancy and Ken Doherty on behalf of the City met with Lakers' representatives Brian Cowie, and Bill Joiner to present the draft recommendations outlined above for the Lakers' consideration.

The Lakers' Board of Directors reviewed the proposed recommendations at their meeting on Wednesday, January 25<sup>th</sup>, 2017 and passed a motion to accept.

## **Summary**

The recommended changes will help the Lakers remain financially viable. They will also create some financial incentives that both parties should benefit from in the years to come.

Submitted by,

Ken Doherty  
Director of Community Services

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