



City of
Peterborough

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

From: **Ken Doherty, Director of Community Services**
Sandra Clancy, Director of Corporate Services

Meeting Date: **May 8, 2017**

Subject: **Report CSD17-006**
Aylmer/Simcoe Public Space Sponsorship Agreement

Purpose

A report to recommend that Council approve a naming right sponsorship of the public space at the corner of Aylmer and Simcoe Streets by local law firm LLF Lawyers. In addition to the naming right, the sponsorship will support and be recognized in conjunction with a commissioned public art exhibit to be installed on the property.

Recommendations

That Council approve the recommendations outlined in Report CSD17-006 dated May 8, 2017, of the Director of Community Services, as follows:

- a) That the public space at Aylmer/Simcoe is a suitable location for Sponsorship and Naming Rights;
- b) That the Public Art installation to be located in the Public Space at Aylmer/Simcoe is suitable for Sponsorship support;
- c) That the naming right and presenting sponsorship be entered into with LLF Lawyers for an amount of \$100,000 for 20 years and renewed at the discretion of LLF Lawyers for an additional 10 years for an amount of \$50,000.

Budget and Financial Implications

In Report CSD16-025, dated September 26, 2016 Council approved adding \$525,000 to the budget for the Library Renovation and Expansion Project to cover the cost for the construction of a public space at 359 Aylmer St. N. and landscape upgrades to the adjacent property 247-251 Simcoe Street.

The 2017 Public Art Capital Project Ref #6-2.02 included reference to a public art component for the expansion of the Main Branch of the Peterborough Public Library. Staff earmarked \$30,000 for the project. After further investigation, it was deemed that \$50,000 would be required to select something suitable. An amount of \$20,000 of the \$100,000 sponsorship/naming right amount will be dedicated to the Public Art piece.

Future operating budgets will reflect the cost of maintaining the public space and the Public Art installation and the sponsorship/naming right funds will provide additional funds to assist in operating the plaza for the next 20 years.

Background

Staff is seeking approval from Council for the Sponsorship Agreement that has been developed to provide support for:

- The creation and installation of a piece of Public Art in the Public Space at the corner of Aylmer and Simcoe Streets; and
- The development, programming and support of the public space at Simcoe and Aylmer Street.

On March 14, 2016, City Council approved staff report PLPD16-013, dated March 7, 2016, for the purchase of 359 Aylmer Street North for \$650,000 plus the land transfer tax of \$9,475 for the purpose of improving access and enhancing public space to the Peterborough Public Library main entrance. Council also resolved:

That staff provide a report to Council on the potential uses of the property, prior to demolition of the existing building.

On April 25, 2016, City Council approved staff report PLPD16-035, dated April 18, 2016, for the purchase of 247-251 Simcoe Street to provide long term flexibility for library growth and other civic services. Even in the short term, with the purchase of both properties side by side, more flexibility is available to design a welcoming space that includes adequate parking as well as usable green space.

Council approved the recommendations in report CSD16-025, dated September 26, 2016, for the proposed re-development of 359 Aylmer Street North for the construction of a public space and landscape upgrades to the adjacent property 247-251 Simcoe Street and to increase the budget for the Library Renovation and Expansion to include the work.

Features of the proposed design

The concept design for the project identifies the following features:

- i. An enhanced corner at Aylmer and Simcoe Streets, including a landscaped plaza providing more green space, accessible sidewalk upgrades and park benches;
- ii. A more open welcoming main entrance to the Main Library front door;
- iii. Twelve parking spaces including four accessible spaces in greater proximity to the library;
- iv. A clearly identified accessible pathway to the library entrance;
- v. Increasing the width of the walkway along the north of the Library at the south side of 247 Simcoe property line providing a more open attractive pathway and unencumbered access for winter maintenance/snow clearing machinery;
- vi. Three designated parking spaces for 247-251 Simcoe Street residential units; and
- vii. An opportunity to commission a Public Art installation. This item to be an additional project cost; funded from the approved 2017 capital budget ref #: 6-2.02.

When the development of the public space is completed, it will be maintained by Public Works staff in the same manner as other parks throughout the City.

Corporate Sponsorship, Naming Rights and Advertising Policy

Sponsorship awards in the City must comply with the Corporate Sponsorship, Naming Rights and Advertising Policy approved by Council in Report CPFS15-054 dated November 23, 2015. The objective of the policy is to safeguard the corporate values, images, assets and interests while increasing the opportunities for revenue generation. The Policy establishes the principles and conditions under which the City will pursue and enter into sponsorship agreements and sets out the responsibilities and delegated authorities of City Council and City staff.

The current policy applies to the following types of sponsorship agreements:

- Program and special event sponsorship;
- Naming/renaming of City property, buildings, and structures;
- Paid advertising on City property, at City events, and in City publications.

In accordance with Section 5.2.1 of the Policy that:

5.2.1 City Council shall have the following responsibilities relating to the Sponsorship, Naming Rights and Advertising Policy:

- c. Approve the identification of Advertising spaces, Sponsorship opportunities or Naming Rights opportunities as requested by City staff.

Staff is requesting Council's approval of the public space at the corner of Aylmer and Simcoe Streets as a suitable City asset for Sponsorship. Under Section 5.5 Responsibilities of Department Directors, the Director of Community Services reviewed the project, identified, and approved the public space as suitable for Naming Rights Sponsorship, and the Public Art installation as an asset within the Plaza that is also suitable for Sponsorship.

The 2017 Public Art Capital Project Ref #:6-2.02 included a public art commission tied to the expansion of the Main Branch of the Peterborough Public Library. With the decision to create the Aylmer & Simcoe Street public space beside the library, staff determined that the budget allocated for the public art installation was insufficient to cover the full costs of the project. Staff approached the Corporate Sponsorship Coordinator and identified this project as one that would benefit from sponsorship funding.

The Corporate Sponsorship Coordinator approached LLF Lawyers to explore opportunities to establish naming rights and sponsorship to support the public art exhibit and public space.

The term of 20 years for the sponsorship has been determined through the application of Section 4.5 of the Sponsorship Policy:

All Sponsorship, Naming Rights and Advertising opportunities have a term and an end date, as set out in the Agreement between the parties. Renewal options can also be identified. Any Naming Right of an entire facility must have a minimum term of ten years.

Sponsor

LLF Lawyers (LLF) is a local full-service law firm. The team at LLF is proud of their association with Peterborough and the Kawarthas. LLF is committed to giving back to the local community and do so by making significant contributions to local groups and charitable organizations.

An official name for the public space at Simcoe and Aylmer Streets will be negotiated with our corporate sponsor once details of the public art exhibit are finalized. The name is not anticipated to reflect the business name LLF; rather it will be developed in consideration of the community, the public art installation, the Library and LLF's service in the community. LLF will work with City staff and stakeholders in selecting a suitable name. LLF will be recognized in the public space with a plaque acknowledging their presenting sponsorship of the public art piece. Additional communications and recognition opportunities relating to the name and sponsorship will be identified and documented when detailing a final agreement.

Of the \$100,000 amount being contributed for the 20 year period, \$20,000 will provide the additional funds required for an appropriate Public Art installation. The remaining \$80,000 will be paid to the City over the remaining 19 years. The arrangement with LLF includes a potential renewal at the discretion of LLF for an additional 10 years for an amount of \$50,000.

Summary

The Naming Right Sponsorship opportunity recommended in this report will further enhance the development of the Aylmer/Simcoe Plaza in conjunction with the renovation of the Peterborough Public Library project.

Submitted by,

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