



City of
Peterborough

To: Members of the Arenas Parks and Recreation Advisory Committee

From: Heather Stephens, Manager, Recreation Program and Partnership Services

Meeting Date: October 22, 2024

Report: Recreation and Parks Related Sponsorship Updates, Report APRAC24-010

Subject

A presentation from the City's Corporate Sponsorship program to Arenas, Parks and Recreation Advisory Committee to provide an update on Recreation and Parks Related Sponsorship initiatives.

Recommendation

That the Arenas, Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC24-010, dated October 22, 2024, of the Manager of Recreation Programs and Partnerships as follows:

That the presentation by the Manager of Corporate Sponsorships be received for information.

Executive Summary

- Outline of key projects
- Review of sponsorship programs generating support for Recreation services
- Future opportunities
- Financial highlight

Background

The City's Corporate Sponsorship Program now operates under Finance & Corporate Support Services Division. Corporate Sponsorship direction and authorities are outlined in the City's Corporate Sponsorship Policy #0036.

The purpose of Corporate Sponsorship as outlined by the policy, is to:

- Generate new non-tax revenues teams to help fund municipal priorities and offset municipal costs by leveraging City investments in community programs and facilities.
- Support Sponsors and stakeholders in achieving their business objectives, increasing their visibility in the community, and reaching customers in unique environments.

Revenues generated from sponsorships will be allocated as part of the annual budget process in accordance with the following commitments:

- To enhance service delivery or capital requirements through one-time costs for the Program Area where the revenue was generated.
- To fund the overall administrative costs and staffing to coordinate the Corporate Sponsorship program.
- For other purposes as directed by Council.

The City has been actively involved in corporate sponsorship for many years. In 2017 the City moved Corporate Sponsorship within the Corporate Services portfolio and broadened the scope of work to support more City delivered programs and services. To date, the City's Corporate Sponsorship program has provided financial support to the following city facilities and services:

- Healthy Planet Arena
- Kinsmen Arena
- Miskin Law Community Complex – Capital Budget
- Peterborough Sport and Wellness Centre
- James Stevenson Park
- East Gate Fields
- City Fields at Trent
- Bowers Park
- Peterborough 2022 Ontario Senior Games
- Infrastructure and Planning Division – Urban Forestry
- Peterborough Art Gallery
- Urban Design – Quaker Foods City Square Capital project
- Peterborough Airport

- Peterborough Public Library
- Public Works
- Peterborough Waste Management and Waste Diversion
- Peterborough Transit
- Peterborough Marina
- Peterborough Memorial Centre

Strategic Plan

Strategic Pillar: Governance & Fiscal Sustainability

Strategic Initiative: Develop and implement a robust and effective community engagement and communication plan to ensure our community is well-informed and proactively engage in conversations and decisions that shape our community's future. Explore increased sponsorships and partnerships utilizing municipal assets and existing service provisions to provide alternative non-property tax revenue opportunities.

Budget and Financial Implications

There are not financial implications associated with the recommendations of this report.

Conclusion

That a presentation to Arenas, Parks and Recreation Advisory Committee on Recreation and Parks Related Sponsorships be received for information.

Submitted by,

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