

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 11, 2012

Item 25, Report No. 48, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on December 11, 2012.

25

**CONCORD THORNHILL REGIONAL PARK
BMO TEAM OF THE WEEK BRANDING AGREEMENT - WARD 5**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Community Services, dated November 27, 2012:

Recommendation

The Commissioner of Community Services, in consultation with the Director of Legal Services recommends:

- 1) That a by-law be enacted to authorize the execution of a branding rights agreement relating to the branding rights to be provided to BMO in consideration for the BMO contribution to the renovation of a senior soccer field at Concord Thornhill Regional Park, located at 299 Racco Parkway.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions Vaughan, Community Sustainability Environmental Master Park Plan, Goal 2, Objective 2.2:

- To develop Vaughan as a City with maximum green space and an urban form that supports our expected population growth.

Economic Impact

The BMO contribution to the renovation of the senior soccer field located at Concord Thornhill Regional Park is \$125,000.00.

Communications Plan

Not Applicable.

Purpose

To obtain Council authorization to execute a branding rights agreement relating to the contribution to the renovation of a senior soccer field at Concord Thornhill Regional Park for the purpose of depicting the BMO logo on the proposed Scoreboard of the Artificial Turf Field for a period of no less than 5 years.

Background - Analysis and Options

On August 22, 2011 the Glen Shields Soccer Club had been declared the grand prize winner of the 2011 BMO Team of the week contest and had designated the Concord Thornhill Regional Park Soccer Field as the soccer field that will be renovated as a part of the grand prize package. The official rules of the 2011 BMO Team of the Week Contest provided that one element of the field will depict the BMO Name and/or BMO Logo. Through discussion with City staff and BMO representatives it had been designated that the proposed scoreboard for this field was an appropriate element to bear the BMO branding information.

The following listed items provide an overview of the essential facts and major items that are described in the branding rights agreement, but are not necessary limited to the following:

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 11, 2012

Item 25, CW Report No. 48 – Page 2

- BMO grants the use of the logo, which shall be clearly depicted on the Main Scoreboard as agreed upon in the branding rights agreement.
- The BMO Logo shall be displayed on the main scoreboard for a period of no less than five (5) years from the date that the Renovation is complete.
- The size and positioning of the BMO Logo shall be as defined as per the branding rights agreement and no less prominent than the logos and/or names of Glen Shields and/or the City of Vaughan;
- The BMO Logo shall make up no less than approximately 6% of the outward facing surface area of the Main Scoreboard.
- No Advertising, Promotion and/or Marketing of the goods, services or business of another entity in the Financial Institution Category will appear in the Field with equal or greater on-site prominence than that afforded to BMO.
- During the term of the agreement, no Advertising, Promotion and/or Marketing for any entity in the Financial Institution Category shall appear within 100 feet of the Main Scoreboard.
- BMO shall not be responsible for any costs incurred in the creation, assembly, installation, and maintenance of the Main Scoreboard, including, without limitation, the placement of the BMO Logo on the Main Scoreboard. The Scoreboard shall be functional and well maintained during the Term.
- BMO shall have the right, to replace the BMO Logo as it appears on the Main Scoreboard with a “new” BMO logo in the event that during the Term BMO ceases, on a corporate wide basis, to use the BMO Logo in the advertising or marketing of its business operations. BMO will bear the costs incurred for the rebranding, provided such costs are agreed to by BMO in writing in advance of the time they are incurred.
- The effective term of the branding agreement shall end five (5) years following the date that the field becomes operational.

Capital funding in the amount of \$1,256,600.00 was approved in the 2012 Capital Budget to construct the artificial soccer field at Concord Thornhill Regional Park. Contributions have been received from the Glen Shields soccer club in the amount of \$130,000.00. The grand prize monies from the BMO Team of the week, which totals \$125,000.00, will be paid to the Glen Shields Soccer Club and will be applied by Glen Shields towards renovation of the artificial turf field by paying these prize monies to the City of Vaughan. Once the branding rights agreement has been formally executed, BMO will provide the Glen Shields Soccer club with the grand prize monies within 45 business days.

Relationship to Vaughan Vision 2020 / Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the project will provide:

- **STRATEGIC GOAL:**
Service Excellence - Providing service excellence to citizens.
- **STRATEGIC OBJECTIVES:**
Pursue Excellence in Service Delivery; and Enhance and Ensure Community Safety, Health and Wellness - To deliver high quality services and to promote health and wellness through design and program.

Regional Implications

Not Applicable.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 11, 2012

Item 25, CW Report No. 48 – Page 3

Conclusion

Staff support the branding agreement with BMO and the Glen Shields Soccer Club for a period of 5 years in consideration for the BMO contribution of \$125,000.00 to the renovation of the senior soccer field at Concord Thornhill Regional Park.

Attachments

1. Glen Shields Soccer Club Letter

Report prepared by:

Martin Tavares, Construction Coordinator, Parks Development, Ext. 8882

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)