To Chair and Members
Committee of the whole – Operations and Administration

From Sandy Jackson
General Manager of Community Programs and Parks and Recreation

1.0 Type of Report

Consent Item
Item For Consideration

2.0 Topic Brantford and Area Sports Hall of Recognition update
[Financial Impact – None] (2019-339)

3.0 Recommendation

A. THAT staff report regarding Brantford and Area Sports Hall of
   Recognition update, BE RECEIVED; and

B. THAT the Terms of Reference outlining the roles of City Staff and Sports
   Hall Executive and Selection Committee members attached as Appendix
   “A” to Staff Report 2019-339 BE APPROVED.

4.0 Purpose and Overview

The purpose of this report is to seek Council approval for the Terms of
Reference between the City of Brantford (“The City”) and the Brantford and Area
Sports Hall of Recognition Executive and Selection Committees (“The
Committees”). The proposed Terms of Reference has been created to establish
the role of City staff and members of The Committees with regards to
fundraising, Sports Hall operations, Induction Ceremony and special events.
This report will also update Council on the status of the fundraising repayment program for the original construction of the Brantford and Area Sports Hall of Recognition (The Sports Hall).

5.0 Background

The Sports Hall is a 3,000 square foot space located within the Wayne Gretzky Sports Centre. The Sports Hall proudly recognizes numerous Olympic athletes and others who have achieved national and international prominence in their sport in Brantford and the surrounding areas. These athletes are recognized through features such as inductee artifacts and memorabilia displays, Honour Wall of Recognition, Interactive Inductee touch screen zone, Trivia Game and Broadcast Booth as well as a mini theatre and Wayne Gretzky tribute area.

The Committees operate as an independent volunteer group which requires support from City staff for a number of their functions and activities. The proposed Terms of Reference will serve as a formal mechanism for the staff/Committee relationship and outlines the roles and responsibilities of each to ensure the facility operation and induction responsibilities are clear and transparent.

In 2012 City Council approved staff report CD2012-113 Sports Hall of Recognition Final Design which included a borrowing plan for the costs related to the design and construction of the Sports Hall. A fundraising drive called “Inspiring Greatness” involving volunteers and City staff was successful in fundraising over $770,000 towards this project. The construction project, originally estimated at $1M, came in under budget and these fundraising efforts paid for the full cost of construction. The cost of the project was fronted by a Council resolution to allow for a five (5) year payback program for sponsors and donors.

6.0 Corporate Policy Context

Community Strategic Plan Goal #2: High Quality of Life and caring for All Citizens by providing well-maintained cultural and heritage assets.

Community Strategic Plan Goal #4: Excellence in Governance and Municipal Management.

Corporate Sponsorship and Donation Policy #Corporate-038 and Purchasing Policy- Bylaw 76-2015.
7.0 Input From Other Sources

The Terms of Reference was reviewed by the Legal Department and was developed cooperatively with the Brantford and Area Sports Hall of Recognition Executive Committee.

8.0 Analysis

8.1 Terms of Reference

The Committees work with City Staff to coordinate ongoing collection, research and exhibition of sports artifacts, and plan and promote the annual Induction Ceremony, specials events and fundraising activities for the Sports Hall.

A Terms of Reference document (attached as Appendix “A) has been developed in conjunction with City staff and The Committees. The Terms of Reference outlines the roles and responsibilities of City staff and The Committees for the execution of documents related to donations or loaning of artifacts, fundraising, Sports Hall operations, the annual Induction Ceremony, City affiliated special events and non-City affiliated special events. This document is intended to support and provide clarity and direction for years to come and foster the successful operation of this treasured recognition of Brantford’s vast athletic history.

8.2 Fundraising Repayment Update

A five year plan to repay the funds borrowed from Council Priorities Reserve and Parks and Recreation Reserve to construct the Sports Hall was fully repaid in 2018. The repayment plan was developed based on donor and sponsorship agreements developed during the fundraising campaign.

Sponsorships and fundraising efforts have continued since the initial construction project to build the Sports Hall Reserve Funds (RF0561) which is intended to help offset future expenditures for upgrades and improvements to the Sports Hall. Staff continues to work in conjunction with the Executive Committee to ensure Corporate Sponsorship and Donation Policy-038 and the City Purchasing Policy (By-law 76-2015) are followed during fundraising efforts.
9.0 Financial Implications

9.1 Terms of Reference:

There is no cost to the implementation of the Terms of Reference.

9.2 Fundraising Repayment:

The chart below outlines the original cost of construction and the current status of repayment to the Reserve Funds. The remaining funds were transferred to the Sports Hall Reserve Fund (RF0561) and will be used for future improvements.

<table>
<thead>
<tr>
<th>Sports Hall Repayment Summary</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cost to Build Sports Hall</td>
<td>$744,457.29</td>
</tr>
<tr>
<td>Total Fundraised and Received</td>
<td>$772,062.14</td>
</tr>
<tr>
<td>Surplus transferred to Reserve Fund</td>
<td>$27,604.85</td>
</tr>
</tbody>
</table>

10.0 Conclusion

This report provides an update to the full repayment of funds borrowed over five (5) years to fund the construction of the Sports Hall. This report also seeks Council approval of the Terms of Reference attached as Appendix “A” between the City of Brantford and the Brantford and Area Sports Hall of Recognition Executive and Selection Committees which identifies and outlines roles, responsibilities and processes to be followed by City Staff and members of The Committees.

Karen Winter,
Manager of Programs and Services

Sandy Jackson, General Manager
Community Programs, Parks and Recreation

Attachments

Appendix “A” Terms of Reference - Brantford and Area Sports Hall of Recognition Executive and Selection Committees.
In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required [ ] yes [x] no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk [ ] yes [x] no

Is the necessary by-law or agreement being sent concurrently to Council? [ ] yes [x] no