To: Chair and Members
   Committee of the Whole Operations and Administration

From: Sandy Jackson
   General Manager Community Programs, Parks & Recreation

1.0 Type of Report
   Consent Item [ ]
   Item For Consideration [X]

2.0 Topic Gift and Sponsor Agreement – Neil and Jean Young & Family [Financial Impact: $10,000]

3.0 Recommendation

   THAT Staff Report No. 2019-454 titled “Gift and Sponsor Agreement – Neil and Jean Young and Family” BE RECEIVED.

4.0 Purpose and Overview

   This report is to inform members of Council that a gift of $10,000 has been received to sponsor the International Athletes Display within the Sports Hall of Recognition (the Hall) located at the Wayne Gretzky Sports Centre.

5.0 Background

   Staff and volunteers from the Brantford and Area Sports Hall of Recognition executive committee initiated a fundraising and sponsorship program in 2014 when the Sports Hall was constructed. Through this program, the full cost of the interior design and construction of the Hall was raised. Initial funds loaned to the Hall construction project from various reserve funds has been paid back in full.
Despite this success, on occasion, the City is approached by individuals who are interested in making a donation towards the Hall. This report outlines such a circumstance.

6.0 Corporate Policy Context

Strategic Goal: Excellence in Governance

7.0 Input From Other Sources

The Legal and Real Estate Services Department assisted with preparing the Sponsorship Agreement.

8.0 Analysis

At the 2019 Sports Hall of Recognition Induction Ceremony, Rhapsody on Ice was inducted in the team category for their international synchronized figure skating achievements. Mr. Neil Young and his family were founding members of this team and instrumental in leading this unique performing group across the globe representing Brantford and Canada. When Mr. Young learned of his team’s induction, he approached staff about a donation or sponsorship to the Hall.

After a few meetings and discussions, Mr. Young and his wife Jean and family generously offered to sponsor the International Sports Display case within the Hall at a value of $10,000.

The agreement provides a 20 year sponsorship of the display case including artifact(s) from Rhapsody on Ice displayed within this case for the duration of the agreement.

9.0 Financial Implications

A payment plan has been agreed upon as follows:

- Initial down payment: $1,500 in July 2019;
- Monthly payments of $1,500 from July through to November ($7,500);
- Final payment of $1,000 in December 2019.
These funds will be deposited into the Sports Hall Reserve RF0561 for future improvements into the Hall and its displays in accordance with previous Council direction.

10.0 Conclusion

The Hall is an important part of Brantford’s vast athletic history and the International display showcases teams like Rhapsody on Ice who represented both Brantford and Canada around the world. Donations through sponsorship such as this provide opportunities for the Hall to continue to be updated and improved for all to enjoy.

Karen Winter  
Manager Programs and Services

Sandy Jackson  
General Manager Community Programs  
Parks and Recreation

Attachments:

Neil Young and Jean Young and Family Sponsorship Agreement.

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