Date    July 14, 2020

To    Mayor and Members of City Council

From    Brian Hutchings
        Chief Administrative Officer

1.0 Type of Report

Consent Item   [ ]
Item For Consideration   [X]

2.0 Topic    Renaming of Northridge Municipal Golf Course and Learning Centre Update 2020-308 [Financial Impact: $36,500]

3.0 Recommendation

A. THAT Report 2020-308 Renaming of Northridge Municipal Golf Course and Learning Centre Update BE RECEIVED; and

B. THAT $36,500 BE ALLOCATED from the Council Priorities Reserve (RF0558) to finance the following components of this project:
   i. Ribbon Cutting Ceremony (2020)
   ii. Grand Opening Event (2021)
   iii. Commissioning of Portrait; and
   iv. Signage for the Tee Blocks for the re-routing of the course; and

C. THAT staff BE DIRECTED to carry out the activities as outlined in subsection 8.0 below; and

D. THAT the Clerk BE DIRECTED to place the Celebrity Licence Agreement between The Corporation of the City of Brantford and Walter Gretzky on a Council Signing By-law for execution by the Mayor and Clerk.
4.0 Purpose and Overview

Report 2020-308 responds to the Council resolution approved on February 25, 2020 regarding the renaming of the Northridge Municipal Golf Course and Learning Centre to the Walter Gretzky Municipal Golf Course, Banquet and Learning Academy. This report provides an update to the staff direction outlined in the resolution, and outlines timelines and costs for Council’s consideration.

5.0 Background

On February 25, 2020, Council approved a resolution to rename the Northridge Municipal Golf Course and Learning Centre to the Walter Gretzky Municipal Golf Course, Banquet and Learning Academy. The resolution is outlined below:

Re-Naming of Northridge Municipal Golf Course & Learning Centre

WHEREAS Northridge Golf Course was established in 1957, is situated in the north end of the City, the property occupies 144 acres of land; and

WHEREAS Northridge GC offers affordable and challenging golf to people of all ages; and

WHEREAS a number of improvements have been added over the past 10 years which include: a full-size practice range, new pro shop, new maintenance shop, automatic irrigation system, improved sand traps, tee decks; and

WHEREAS a new club house and parking lot are being constructed for the enjoyment of members and green fee players and to increase revenues with a new banquet room, commercial kitchen and members lounge; and

WHEREAS the Junior Golf camp program has increased significantly since 2011 which is building a strong future for junior and family golf; and

WHEREAS Walter Gretzky, the Lord Mayor of Brantford, World Wide Ambassador of hockey, Word’s most famous hockey dad, and coiner of the phrase: “Brantford…The Centre of the Universe” has contributed significantly to youth sports; and

WHEREAS the scheduled timeline for completion of the clubhouse and parking lot is May 2020, therefore, this resolution is time sensitive;
NOW THEREFORE the Council for The Corporation of the City of Brantford hereby resolves as follows:

A. THAT Walter Gretzky BE RECOGNIZED for his significant support of youth hockey and sports in the City of Brantford and Canada by re-naming the Northridge Municipal Golf Course & Learning Centre to The Walter Gretzky Municipal Golf Course, Banquet & Learning Academy; and

B. THAT the application of Corporate Policy -023, Corporate Naming Policy, BE HEREBY WAIVED to permit the re-naming of Northridge Municipal Golf Course & Learning Centre as set out in section “A’, above; and

C. THAT Councillors Utley & Sless BE DESIGNATED as the primary contacts between the Gretzky family or their representative and City staff to approve and formalize the name change; and

D. THAT a portrait of Walter Gretzky and plaque commemorating the re-naming event BE COMMISSIONED and placed in the clubhouse reception area; and

E. THAT staff BE DIRECTED to work with a professional designer to create a new golf operations logo; and

F. THAT staff BE DIRECTED to determine the costs of designing, manufacturing and installing two signs, one electronic at two locations for maximum exposure allocated from the Council Priorities Reserve Account; and

G. THAT the City Communications & Community Engagement Department BE DIRECTED to explore interest from local or national organizations who may be interested in sponsoring the signs; and

H. THAT Golf Operations staff BE DIRECTED to print scorecards and golf apparel incorporating the new golf logo and name (if at all possible for the 2020 season start up); and

I. THAT staff BE DIRECTED to incorporate a renaming ceremony into the grand opening of the new clubhouse in the spring of 2020; and
J. THAT staff BE DIRECTED to provide Council with an estimated budget and source of funding for the renaming ceremony and portrait; and

K. THAT Walter Gretzky and his family BE INVITED as special guests to the renaming and ribbon cutting ceremony; and

L. THAT members of the media, MPP Willem Bouma, and MP Phil McColeman BE INVITED through the City Communications & Community Engagement Department.

6.0 Corporate Policy Context

N/A

7.0 Input From Other Sources

Golf Operations

Parks Services

Communications and Community Engagement

Legal and Real Estate Services

Finance

Economic Development and Tourism

By-law Department

8.0 Analysis

In late February 2020, staff began planning and preparation in response to the direction given within the Council resolution to rename the Northridge Municipal Golf Course and Learning Centre to the Walter Gretzky Municipal Golf Course, Banquet and Learning Academy to honour the contributions that Walter Gretzky has made to Brantford, in particular his significant support of youth hockey and sports in the City. The February 25th Council Resolution direct staff to formally rename the Northridge Municipal Golf Course to the Walter Gretzky Municipal Golf Course, Banquet & Learning Academy, and outlined further direction for staff to commission a portrait of Walter Gretzky, create a new logo bearing the new name, procure new signage, scorecards, and golf apparel with the new
logo, and plan a reopening and ribbon cutting ceremony which would include invitations for honoured guest such as Walter Gretzky and his family, and MPP Willem Bouma and MP Phil McColeman. The launch of this new branding, and renaming ceremony was meant to coincide with the reopening of the newly renovated golf clubhouse.

Unfortunately, due to unforeseen circumstances related to COVID-19, the renaming project and activities were delayed. In March 2020, the spread of COVID-19 was determined to be a global threat, and the World Health Organization declared the virus a global pandemic. In response, all levels of government took swift action, imposing various public health and epidemiological measures to control the further spread of the virus. The Province of Ontario declared a state of emergency on March 17, 2020 and has extended the declaration until July 15th. Similarly, the City of Brantford declared a municipal state of emergency on March 19, 2020 and has been enforcing provincially- mandated public health restrictions, as well as locally specific preventative controls to control the spread of COVID-19. Many of these restrictions focus on reducing face to face contact with others, and limiting the number of people congregating in spaces. In order to plan for the implementation, enforcement, and monitoring of these restrictions, several City services were impacted, and a considerable amount of staff time was refocused on these efforts. Due to the strict public health controls, and burden on staff to support emergency response and recovery efforts, the renaming of the Northridge Golf Course was postponed.

Now that recovery and reopening efforts related to COVID-19 are underway, planning efforts with regard to the renaming of the Northridge Golf Course have resumed. The sections below highlight information outlined in the agreement to be signed with Walter Gretzky, as well as new timelines for the tasks associated with the renaming including the renaming ceremony, and cost considerations.

### 8.1.1 Celebrity Licence Agreement

In recognition of the fact that Walter Gretzky is considered a celebrity, both locally and abroad, City staff worked with Councillors Sless and Utley, as well as a representative of the Gretzky family, to prepare a licence that would permit the City to use Mr. Gretzky’s name for the purposes of renaming the golf course, including rebranding activities such as a new logo, signs, and merchandise that will be available for purchase at the golf course. The Celebrity Licence Agreement is a simple contract
that sets out the rights of both parties with respect to the non-exclusive use of Mr. Gretkzy's name.

Included as part of the licence, is the right of the City, working with Mr. Gretzky, to commission a portrait of Mr. Gretzky for display at the golf course. This will ensure that Mr. Gretzky is involved in the commissioning of the portrait and in providing final approval of the portrait prior to display, with all costs being borne by the City.

Additionally, while the proceeds from the sale of merchandise at the golf course is an important source of revenue for the City, the Celebrity Licence Agreement provides that fifty percent of the proceeds from the sale of any merchandise bearing Mr. Gretzky’s name, image, signature, etc. will be provided to a specific charity, chosen by the Gretzky family. The intent of the City in renaming the golf course was to honour Mr. Gretzky’s legacy and incredible contributions to this community. The sharing of proceeds from the sale of this merchandise will continue that legacy into the future.

Should Council approve of this report and its recommendations, the Celebrity Licence Agreement will be placed on a Council signing by-law for signature by the Mayor and Clerk.

8.1.2 Portrait Commissioning

Section D of the Council resolution directs staff to oversee the commissioning of a portrait of Walter Gretzky and a plaque commemorating the re-naming event. In response to this direction, a preferred photo of Mr. Walter Gretzky was identified by the Gretzky family, and staff began the planning process for commissioning the portrait. The portrait will be a maximum of 36” by 48” in size, full colour and displayed prominently in the golf clubhouse. As outlined in the Agreement, Mr. Gretzky will have final approval of the piece.

Staff recommends that the Glenhyrst Art Gallery of Brant be engaged in commissioning the portrait. Glenhyrst staff has expertise in this area, and have been engaged on similar art executions with the City. Glenhyrst staff, in partnership with the City’s project team, will outline the specifics of the portrait, issue a call for artists’ proposals, and facilitate a jury process to choose a successful artist. The contract between the artist and Glenhyrst Art Gallery of Brant must comply with the specifics outlined in the licensing
agreement with Mr. Gretzky, and as noted above, Mr. Gretzky will have final approval of the painting.

The cost for commissioning this portrait is approximately $12,000. This sum includes $2000 for administrative costs for Glenhyrst Art Gallery of Brant. These costs also include framing and interpretive signage. Staff investigated the possibility of these costs being funded through the Public Art Reserve; however, these costs were deemed ineligible by the City’s Finance Department, therefore staff recommends these expenses be funded through the Council Priorities Reserve.

8.1.3 Logo & Signage

The City’s Communications and Community Engagement Department has developed a series of possible logos that will be refined and presented to the Gretzky family for final approval.

Golf course entrance and Municipal Tourism Directional (wayfinding) signage will be updated to reflect the name change and new logo/visual identification. Two new large entryway signs with the new name and logo are being proposed: one at the entrance way and another on Powerline Road and Balmoral Drive. The costs of these signs are estimated at approximately $45,000- $50,000 and funding has been ear-marked in the Council Priorities Reserve Fund. Wayfinding signage is also required. There are 7 wayfinding signs within City limits currently, and the replacement fee for these signs are approximately $250.00 each.

Sign design and mock ups for the entryway signs are anticipated to be ready for Council’s consideration in Q4 2020, and pending approval, sign installation would be targeted for Q2 2021. Staff did investigate the possibility of sponsorship for signage as outlined in the resolution, and determined that the City cannot solicit sponsorship for City-owned signs.

8.1.4 Reopening Ceremony

Due to the City’s response to the ongoing COVID-19 pandemic, restrictions on public gatherings remain in place, and are expected to remain in place through the duration of 2020. In light of this reality, staff are proposing to host two ceremonies:
1) The first event would be held in fall 2020 and would be a small gathering coordinated with the Gretzky family, representatives from City Council, select City staff, and members of the media. This event would be specifically to honour Mr. Gretzky and his contributions to the City. The cost for this ceremony would be approximately $2500.

2) The second event would be a larger public event, and would serve as the official ceremony to commemorate the reopening of the golf course with the new name. This event would include an unveiling of new signage, logos, and merchandise. If possible, the portrait would be unveiled at this time as well. At this time, the course route would be adjusted as well to switch the front and back holes making the new 18th hole closer to the club house. The event would be held in late spring 2021, provided that social gatherings are permissible by then. Cost estimates for a large public event which would include refreshments and entertainment would be approximately $15,000. Additionally, new tee block signs related to the golf course route adjustments will cost approximately $7000.00. Staff will investigate the possibility of sponsorship to partially cover costs of this event.

8.1.5 Timeline Summary

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<thead>
<tr>
<th>Activity/Task</th>
<th>Timeline</th>
<th>Responsible</th>
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| Council and Mr. Gretzky Approval of the Agreement | July 2020 | Legal Services  
Mayor and Council |
| Approval of Glenhyrst Art Gallery to be engaged in commissioning portrait | July 2020 | Economic Development  
and Tourism  
Glenhyrst Art Gallery |
| Logo design and approval  
* Final approval by Gretzky family | August 2020 | Renaming Project Team  
Corporate Communications |
| Renaming Ceremony with Gretzky Family | Fall 2020 | Mayor & Council  
CAO  
Corporate Communications |
9.0 Financial Implications

The table below outlines the costs associated with the renaming of the golf course, and includes costs for Council’s consideration related to the identification signage, as well as the ceremonies. Additionally, as noted in Section 8.1.1, fifty percent of the proceeds from the sale of any merchandise bearing Mr. Gretzky’s name, image, signature, etc. will be provided to a specific charity, chosen by the Gretzky family. This will impact the revenue to the City. Staff from Golf Operations will bring an update to Council on the financial impact of this agreement after the full year of full operation for Council’s review.

<table>
<thead>
<tr>
<th>Estimated Costs</th>
<th>Funding Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2 large permanent identification signs</td>
<td>Council Priorities reserve – previously approved</td>
<td>$50,000</td>
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<tr>
<td>Directional street signs (approximately 7 – 10 signs)</td>
<td>Tourism Operating Budget</td>
<td>$2,500</td>
</tr>
<tr>
<td>Ribbon cutting ceremony -summer 2020 (includes professional)</td>
<td>Council Priorities reserve -</td>
<td>$2,500</td>
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10.0 Conclusion

Walter Gretzky has made significant contributions to the Brantford community, and in particular, has demonstrated his support of youth sports. In order to honour him, and his contributions, the Northridge Municipal Golf Course will be renamed as the Walter Gretzky Municipal Golf Course, Banquet and Learning Academy. Due to COVID-19, there have been delays with regard to the planning and delivery of tasks associated with the name change; however, a new timeline and budget expectations have been outlined within this report. In light of public health restrictions around social gatherings, a small ceremony will be held this fall, and the official ceremony to commemorate the renaming will be held in the spring of 2021. New signage, apparel and merchandise with the new logo will be procured and a portrait of Mr. Gretzky will be commissioned. A celebrity licence agreement to outline terms related to the use of Mr. Gretzky’s name will be signed between Mr. Gretzky and the City of Brantford before this work begins.
In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required [X] yes [ ] no
Agreement(s) or other documents to be signed by Mayor and/or City Clerk [X] yes [ ] no
Is the necessary by-law or agreement being sent concurrently to Council? [ ] yes [X] no