



The Corporation of the Town of Tecumseh

Parks & Recreation Services

To: Mayor and Members of Council

From: Paul Anthony, Director Parks & Recreation Services

Date to Council: March 23, 2021

Report Number: PRS-2021-02

Subject: Tecumseh Recreational Soccer Club Sponsorship Banner Renewal Agreement

Recommendations

It is recommended:

That a five (5) year Banner Sponsorship Agreement commencing April 1, 2021, and ending March 31, 2026, between The Corporation of the Town of Tecumseh and Tecumseh Recreational Soccer Club **be approved**;

And that the Banner Sponsorship Agreement constitute an agreement in accordance with paragraph 2.10 of the Sign By-Law No. 2018-33, as amended (Sign By-Law);

And further that the Tecumseh Recreational Soccer Club have the right to request a renewal of the Banner Sponsorship Agreement in writing at least six (6) months before expiration, for a further five (5) years;

And furthermore that a by-law **be prepared** authorizing the Mayor and the Clerk to execute the Banner Sponsorship Agreement, satisfactory in form to the Town's Solicitor.

Background

At the February 16, 2016, Regular Meeting of Council, the members considered Parks and Recreation Report No. 08/16 entitled "Tecumseh Soccer Club Sponsorship Banner Agreement" and passed motion (RCM-59/16) which reads as follows:

THAT a by-law be prepared to authorize the Mayor and the Clerk to execute a Sponsorship Banner Agreement (Agreement), satisfactory in form to the Town's

Solicitor, with the Tecumseh Soccer Club (Club) for the right to install Sponsorship Banners on the Field Fence at the L'Essor Soccer Fields as outlined in the Terms of Sponsorship Banner Agreement highlighted in Parks & Recreation Report 08/16;

AND THAT the terms of agreement for Sponsorship Banners shall constitute an agreement in accordance with paragraph 2.8 of the Sign By-Law No. 2004-66, as amended (Sign By-law);

AND FURTHER THAT subject to the conditions of and approval of the Director Parks & Recreation Services, the Tecumseh Soccer Club shall be permitted to install sponsorship banners that may or may not otherwise conform to the requirements of the Sign By-Law without any further approval or permit;

AND FURTHERMORE THAT the term of the Agreement will be for a period of five (5) years commencing April 1, 2016 and ending on March 31, 2021;

AND FURTHERMORE THAT provided that the Club shall not be in default of performance of any of the provisions in the Agreement, to the satisfaction of the Director Parks & Recreation Services, the Club will have the right to renew the Agreement, which renewal shall be exercised six (6) months before the expiration of the term hereby granted for one (1) additional five (5) years on the same terms;

In accordance with the above-noted condition of approval by the Director Parks & Recreation Services for the installation of sponsorship banners, Administration and the Club met and approval was given for five (5) sponsorship banners to be attached to each of the field fences, abutting the south and north parking lots at the l'Essor soccer fields. The banners are to face the parking lots and there is a maximum total of 10 sponsorship banners.

Comments

The Tecumseh Soccer Club in the past operated both the house league and travel programs under one Club umbrella. In 2020, the Tecumseh Soccer Club separated the programs and the house league program now operates under the name of Tecumseh Recreational Soccer Club (Club) and the travel program now operates under the name Tecumseh Soccer Club.

The Club has requested a renewal of the Banner Sponsorship Agreement for a further 5-year term, under the same terms, including an option for another 5-year renewal.

As the Club met all of its previous obligations, it is recommended that a Banner Sponsorship Agreement be entered into with the Club, under its new name with the same terms and conditions, for a 5-year term commencing April 1, 2021, and ending March 31, 2026. It is also recommended that the Club be able to request a further 5-year renewal if submitted at least six (6) months before the expiration of the term.

By-law No. 2018-33 regulates and governs signs within the municipality. The sponsorship banners at the l'Essor soccer fields do not conform with the provisions of the Sign By-law.

Section 2.10 of the Sign By-law allows the Town to grant an exemption “by agreement” for “any sign within the Town that does not otherwise comply with the provisions of the By-law.” The Banner Sponsorship Agreement would constitute the agreement as provided for in paragraph 2.10 of the Sign By-Law.

Consultations

Corporate Services & Clerk
Planning & Building Services

Financial Implications

There are no financial implications as a result of this request.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that Tecumseh’s current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh’s plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town’s “continuous improvement” approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town’s leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☒

Website ☐

Social Media ☐

News Release ☐

Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Paul Anthony, RRFA
Director Parks & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
None	None