



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-2021-03

Subject: Tecumseh Soccer Club Sponsorship Banner 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 (Town) and Tecumseh Soccer Club (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 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 the Club **be allowed** to place a storage shed on the Buster Reaume Park lands under agreement with the Town, for the exclusive use of the Club, in a location and of a design and construction that is agreeable to the Director Parks & Recreation and the Club and at the Club's sole cost;

And further moreover 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

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 and the travel program now operates under the name Tecumseh Soccer Club (Club).

Administration has met with the Club executive to review their operating plans in 2021 and beyond for their travel program. The meeting resulted in a couple of requests for Council consideration. The first request was for a Sponsorship Banner Agreement at Buster Reaume Park (Park) similar to the one Tecumseh Recreational Soccer Club has for the L'Essor soccer fields. The second request was to allow the Club to place an equipment storage shed on the Park lands.

Comments

The Club will call the Park home for both their training programs and some competitive games, similar to past years. As a result of the meeting, it was agreed that a report would be presented to Council for consideration requesting authorization for the following:

- a) a Banner Sponsorship Agreement; and
- b) a small storage shed at the Club's sole cost, to be constructed of a material that is agreed upon by the Director Parks & Recreation and the Club, and placed on a cement pad footing in Buster Reaume Park. This shed would store the required equipment for the Club on site such as line painting equipment supplies, soccer balls and other training equipment. In addition, the Club would be allowed to place a sign on the shed that shows the Park as their home.

Administration and the Club recommend that a maximum of 10 sponsorship banners be permitted to be attached to the field fences, with the banners facing the Park. The following language and terms for the display of sponsorship banners have been agreed to and are recommended as terms in the agreement between the Town and the Club.

Terms of Sponsorship Banner Agreement

The term of the Sponsorship Banner Agreement (Agreement) shall be for five (5) years, commencing on the 1st day of April, 2021 and ending on the 31st day of March, 2026, 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 would be able to request a five (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 Buster Reaume Park 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.

Subject to the approval of the Director Parks & Recreation Services, the (Club) shall be permitted to install sponsorship banners that may, or may not, otherwise conform to the requirements of the Town's Sign By-Law.

The Club may, whether or not on its own behalf or by way of a sponsorship agreement be permitted to display sponsorship banners (maximum 10) that have been approved by the Club to be displayed. No other banners other than Club Sponsors shall be permitted to be displayed as part of the Agreement.

The sponsorship banners shall be uniform in size and be a standard size of between 3 x 4 feet and a maximum size of 3 x 10 feet, and made of either mesh or standard outdoor banner material. All sponsorship banner content must be pre-approved by the Director Parks & Recreation Services before the banners are installed.

Any banner installed outside of these requirements or without the approval of the Director Parks & Recreation Services, may be removed and disposed of without notice. The Town maintains discretion to remove any banner or signage as seen fit by the Director.

In addition, the Agreement provides for the Club, at their sole cost, to place a small storage shed on a cement pad footing on the Park lands. The shed would be for the sole purpose of storing equipment on site required to maintain their program. The location and storage shed design and construction materials would be subject to approval by the Director Parks & Recreation Services before installation would be considered.

The Club shall maintain and keep in force during the term of the Agreement general liability insurance in an amount not less than two million (\$2,000,000) dollars in a form satisfactory to the Town, which will name the Town as an additional named insured and provide a cross liability clause. The agreement requires the Club to provide annual proof of insurance.

Consultations

Planning & Building Services
Corporate Services & Clerk

Financial Implications

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

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input checked="" 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