



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: October 12, 2021

Report Number: PRS- 2021-12

Subject: Lacasse Park Pickleball Complex Naming Rights

Recommendations

It is recommended:

That approval be given to naming the Lacasse Park Pickleball Courts, as shown in Parks and Recreation Report No. PRS-2021-12, as the “Zekelman Pickleball Complex” for a period of fifteen (15) years, as consideration for their contribution of \$100,000;

And that in accordance with the Town’s *Corporate Grants, Sponsorships and Naming Rights Policy 72*, the Naming Rights Agreement attached to Report PRS-2021-12 be finalized in form and content to define the roles and responsibilities, fees, duration and other agreed upon terms of the naming rights arrangement to the satisfaction of the Town’s Solicitor;

And further that the Mayor and Clerk be authorized to execute the aforesaid Agreement by By-law;

And furthermore that the \$100,000 contribution be transferred to the Parks Development Lifecycle Reserve, with the funds applied to the construction costs of the pickleball complex as per the approved PRS-2020-21 “2021-2025 Park Development Five-Year Capital Works Plan”.

Background

The Barry and Stephanie Zekelman Foundation (Zekelman) has advised the Town of Tecumseh that it has an interest in naming rights for the Lacasse Park Pickleball Courts (Attachment 1). Administration has prepared a draft agreement in accordance with the Corporate Grants, Sponsorships and Naming Rights Policy Number 72 (Attachment 2).

Comments

Administration confirms that upon receipt of the request from Zekelman, a number of meetings were held between Administration and Zekelman representatives to review possible options for naming rights for the soon to be constructed Lacasse Park Pickleball Courts.

Upon review, Administration and Zekelman representatives reached agreement that the area located within Lacasse Park as shown in Attachment 1 best fits the Zekelman request for naming rights associated with the Town's new pickleball facility and also meets the Town's needs for funding the capital costs of the facility. It is recommended that a Naming Rights Agreement (Agreement), in keeping with the Corporate Grants, Sponsorships and Naming Rights Policy and as reflected in Attachment 2, be entered into between the Town and Zekelman, subject to a satisfactory review of form and content by the Town's Solicitor. The Agreement defines the roles and responsibilities of the parties, the financial commitment, duration and term of the naming rights.

Zekelman has agreed to pay the Town of Tecumseh the sum of \$100,000 for naming rights to the new pickleball courts complex within Lacasse Park and, in return, this area will be referred to as the "Zekelman Pickleball Complex". The funds will be put toward the capital costs of constructing the facility. The Town will work with Zekelman to design signage to be installed at the facility and Zekelman has agreed to cover the cost for the facility signage, as additional contribution.

Note that the naming rights do not preclude the Town from selling advertising at the facility, provided that advertising signage does not obstruct the naming rights signage.

It is recommended that approval be given to the component naming right request by Zekelman for the soon to be constructed pickleball courts complex within Lacasse Park to be known as the "Zekelman Pickleball Complex".

A by-law for executing the final Agreement will be prepared for a forthcoming Council agenda.

Consultations

Financial Services
Corporate Services & Clerk

Financial Implications

Zekelman's financial commitment would be paid in two (2) installments:

Installment # 1: \$50,000 to be paid on the day of the signing of the Agreement

Installment # 2: \$50,000 to be paid on June 1, 2022

Zekelman will be responsible for the costs associated with the construction and installation of the signage.

Administration recommends that the \$100,000 commitment be transferred to the Parks Development Lifecycle Reserve and that the full \$100,000 be applied to the construction costs of the complex as per the approved PRS-2020-21 "2021-2025 Park Development Five-Year Capital Works Plan".

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 checked="" 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 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:

Kerri Rice
Manager Recreation Special Projects

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Director Financial Services & Chief Financial Officer

Reviewed by:

Paul Anthony, RRFA
Director Parks & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1	Map of location for pickleball courts in Lacasse Park
2	Draft Lacasse Park pickleball court naming right's agreement