



## 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:** August 13, 2019

**Report Number:** PRS-2019-12

**Subject:** Tecumseh Sportsplex Fundraising Program

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### Recommendations

It is recommended:

**That** the Town of Tecumseh, authorize staff to proceed with developing a community fundraising program made up of a citizen based fundraising committee with staff support;

**And that**, a contracted fundraising coordinator be secured to oversee the building of the fundraising committee and program, so that upon final project funding approval the fundraising program can commence;

**And further that**, Council strike a subcommittee of three (3) members comprised of the Mayor, Deputy Mayor, and one (1) member of Council to appoint a chair or co-chairs to lead the citizen based fundraising committee;

**And further that**, the Council subcommittee and chair or co-chairs be authorized to appoint members of the fundraising committee following an open recruitment process;

**And furthermore that**, all future associated cost for the community fundraising program will be incorporated into future operating budgets, commencing with the 2020 budget cycle;

**And further moreover that**, a member of Council be appointed as a municipal representative to the fundraising committee.

## Background

At the June 24, 2019 Special Meeting of Council the members considered the Multi-Use Sportsplex – Updated Design, Costing, Funding, and Fundraising Report # PRS-2019-09 and passed motion (SCM-15/19) which reads as follows:

**That** the Town of Tecumseh authorize staff to proceed with Multi-Use Sportsplex Option A, as presented by CS&P Architect and apply to the Investing in Canada Infrastructure Program (ICIP) grant program;

**And that** the project final design, construction documents, tendering and completion of the construction commence upon securing the following sources of funding:

- a. 27% from Municipal reserves, debt financing, proceeds from fundraising
- b. 73% from senior levels of government through the ICIP grant program (application pending);

**And further that** fundraising as per Option 1, be established to create a fundraising program and commence fundraising for the project;

**And furthermore that** upon final project funding commitment and approval, a contract project manager be secured to oversee the project from final design, construction drawings, tendering award of construction contract and final completion of the project, with associated costs referred to the 2020 budget cycle;

**And further moreover that** administration be authorized to negotiate with Hôtel-Dieu Grace Healthcare (HDGH) an agreement for the construction of a cardio rehabilitation centre addition to the project, inclusive of exterior construction and services and interior finishes, fixtures and furnishings, at HDGH's cost, along with an annual operating lease agreement for Council's consideration.

Option # 1 is to form a fundraising committee, citizen based with a Community Champion (Chair or co-chairs) to lead the committee with staff support. Under this option, the majority of the contributions (less any expense) goes towards the fundraising total contribution.

It was recommended and approved that a minimum goal of \$4 million be set for fundraising contributions towards the project, net of any fundraising expenses and commissions. These funds would be put toward offsetting the municipal share of project funding. Any required fundraising associated cost will be incorporated into the 2020 operating budget for Council consideration in the 2020 budget cycle.

## Comments

The Council approved Multi-Use Sportsplex project Option A has an overall estimated cost of \$54.05 million. Upon receiving approval from the Investing in Canada Infrastructure Program (ICIP), the Town of Tecumseh financial share of the project is estimated at \$14,593,500, of which a minimum of \$4 million has been committed to be raised through community fundraising efforts.

A citizen based fundraising committee, approved by Council, is to be developed, with the goal of raising the minimum \$4 million toward the Town of Tecumseh Multi-Use Sportsplex financial commitment.

The objectives of the Community Fundraising Committee shall include, but not be limited to:

- a. Confirm and/or establish realistic sponsorship and community fundraising targets;
- b. Develop a comprehensive fundraising strategy that identifies corporate and community fundraising targets;
- c. Develop a donor recognition program that appropriately acknowledges differing levels of corporate and private contributions;
- d. Create a sponsorship program that follows our Corporate Grants, Sponsorships and naming Rights Policy # 72, and enables naming rights to specific components of the Multi-Use Sportsplex and existing Arena facility;
- e. Set timelines to not only meet financial objectives, but also to keep the various components of the fundraising program moving forward toward making the final goal a reality.

## **Community Fundraising Committee**

The success of any community fundraising committee depends on the volunteer leadership. With strong leadership the right doors are opened, and it all starts with a Campaign Chair, or co-chairs.

The chair or co-chairs provide the leadership for the fundraising strategy/campaign, volunteers, and support staff. They lead by example and provide financial contributions themselves.

A member of Council would sit on the committee as a municipal representative to keep informed of the campaign, as well as providing input and being a resource for the committee.

The Town and the chair or co-chairs actively recruit others to volunteer from the community as committee members who collectively become the public face of the campaign.

The Committee members are in place to raise money towards the municipal share of the project cost, and as well usually provide financial commitments to the project. Some members are usually provided a dedicated role and are expected to attend or be part of meetings either in person or electronically.

Examples of campaign volunteer positions are:

- Chair or co-chair
- Individual Giving volunteer

- Corporate Giving volunteer
- Foundation Association/Support volunteer
- Community Organizations Giving volunteer

The members of the campaign volunteer positions such as ones highlighted above, along with the chair or co-chairs and the appointed member of Council, would form the Executive Committee of the Campaign team. The final makeup of the Executive Committee would be at the recommendation of the chair or co-chairs.

The first step in forming the Community Fundraising Committee is to recruit a campaign chair or co-chairs. It is important that recognized community leaders with an interest in culture and sports are recruited to give the campaign both credibility and visibility. Leadership is crucial to the success of the campaign.

To recruit a chair or co-chairs it is suggested that Council appoint a sub-committee of three (3) members made up of the Mayor, Deputy Mayor and a member of Council. The remaining members of Council will provide their input to the sub-committee, ensuring all members of Council have input in the selection process.

The chair or co-chairs have responsibility for the direction of the campaign, composition of the Committee and to assist with the recruitment of other resourceful, loyal and energetic volunteers. Following the appointment of the chair or co-chairs by the sub-committee of Council, the Town will undertake a recruitment process in accordance with the Town's Committee/Local Board Policy #4 for the remaining members of the Committee. The selection of Committee members would be done by the Council subcommittee with advice from the chair or co-chairs.

In planning the campaign, it is important to determine how the project will recognize the donors at the various levels of giving. Large contributions could provide permanent or time committed recognition of the donors, i.e. naming rights of various facility amenities. Smaller gifts could include recognition on a donor wall, listing in publications, etc. This would all be part of the chair/co-chairs' responsibility to work with the committee to propose the fundraising program to Council for final approval, before the official kick off launch of the campaign.

### **Staff Support**

One of the first steps in the process of building a successful fundraising committee is to identify the staff support that is required to work under the committee's direction. It is important to have the staff requirement in place to assist from the start of recruitment of the chair or co-chairs, committee members, to the wrap-up of the project.

The staff support is required to not only work with the committee, but also to keep all required committee records, and to work with Town administration ensuring all components of the campaign have the required documentation. Further, staff support will ensure committee actions are transparent, receive Council consideration as needed and that the Town's Corporate Grants, Sponsorships and Naming Rights policy and any other applicable Town policies are followed.

Two alternatives for staff support were considered by Administration. One was to work with an outside organization that would provide the support and leadership to the committee, the second was to recruit a municipal fundraising coordinator.

Discussions were held with a local organization that has fundraising experience to review the option of pursuing an outside organization to provide campaign support and leadership. Through those discussions it was confirmed that the organization does not have the required staffing resources and they would also have to contract an employee, and pass on the expenditures to the fundraising committee. However, they did indicate that upon formation of the Town's fundraising committee there is an option to develop a partnership, which Administration indicated could be considered.

It is recommended that a municipal fundraising coordinator position be considered to support the campaign and the community fundraising committee.

The Multi-Use Sportsplex community fundraising program will commence with the first step being to contract a fundraising coordinator, who will work under the direction of the Council sub-committee to recruit and appoint the chair or co-chairs, and together they will assemble the remainder of the committee and develop the fundraising program for Council's approval. The goal is to be ready to commence the fundraising program upon successfully securing 73% funding through the ICIP grant program.

All future associated cost for the community fundraising program will be incorporated into future operating budgets, commencing with the 2020 budget cycle.

## **Financial Implications**

### **Fundraising**

2019 proposed fundraising expenditures, including a contracted fundraising coordinator from September to December 2019, expenses to recruit the chair or co-chairs and committee members, and campaign design costs are estimated to be \$30,000.

Administration recommends funding this un-budgeted expenditure from the Tax Rate Stabilization Reserve.

All future fundraising associated costs will be incorporated into future operating budgets for Council's consideration, commencing with the 2020 budget cycle.

### **Consultations**

Chief Administrative Officer  
Financial Services  
Corporate Services & Clerk

## Financial Implications

### 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 checked="" type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input checked="" 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

Reviewed by:

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

Recommended by:

Margaret Misek-Evans, MCIP, RPP  
Chief Administrative Officer

<b>Attachment Number</b>	<b>Attachment Name</b>
None	None