

FACILITY NAMING AND SPONSORSHIP AGREEMENT - CLAREVIEW COMMUNITY RECREATION CENTRE

RECOMMENDATION

That Community and Public Services Committee recommend to City Council:

1. That the agreement between the City of Edmonton and Canadian Tire Jumpstart Charities as outlined in Attachment 1 of the August 22, 2022, Community Services report CS01200, be approved and that the agreement be in form and content acceptable to the City Manager.
2. That Attachment 1 of the August 22, 2022, Community Services report CS01200, remain private pursuant to sections 24 (advice from officials) and 25 (disclosure harmful to economic and other interests of a public body) of the *Freedom of Information and Protection of Privacy Act*.

Requested Council Action	Decision		
ConnectEdmonton's Guiding Principle	ConnectEdmonton Strategic Goals		
CONNECTED This unifies our work as we work to achieve our strategic goals.	Healthy City		
City Plan Values	ACCESS		
City Plan Big City Move	Inclusive and compassionate	Relationship to Council's Strategic Priorities	Community safety and well-being
Corporate Business Plan	Making Transformative Changes		
Council Policy, Program or Project Relationships	<ul style="list-style-type: none"> • Jumpstart Accessibility Playground at Clareview Community Recreation Centre 		
Related Council Discussions	<ul style="list-style-type: none"> • October 5, 2020, City Council - CR_8483 City of Edmonton Recreation Facilities Naming License and Sponsorship Concept Approval 		

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Executive Summary

- A Naming and Sponsorship Agreement between Canadian Tire Jumpstart Charities and the City of Edmonton for the Clareview Community Recreation Centre has been mutually agreed upon.
- The Canadian Tire Jumpstart Charities and City of Edmonton partnership will collaboratively introduce new initiatives, programming and activities within the facility that increase recreation access to marginalized and vulnerable groups, further increasing diversity and community inclusion.
- This Agreement will be effective September 1, 2022, with the recreation centre naming being implemented by March 31, 2023 — the main form name will be “Jumpstart Community Recreation Centre”.

REPORT

Background

At the October 5, 2020, City Council meeting, Council approved Administration's recommendation to pursue sponsorship for the multi-year naming of five recreation facilities (CR_8483, City of Edmonton Recreation Facilities Naming License and Sponsorship Concept Approval). In November 2020, Administration executed an Expression of Interest for the naming of Clareview Community Recreation Centre.

Canadian Tire Jumpstart Charities submitted an Expression Of Interest to purchase the Naming of Clareview Community Recreation Centre. This submission was supported by multiple letters from Canadian Tire Jumpstart Charities partners such as Free Play for Kids (Free Foote and Free Play), Everactive School, Bent Arrow Traditional Healing Society, REACH Edmonton, The Steadward Centre and Paralympic Sports Association.

Opportunity

Foundational to Administration's COVID-19 recovery plan, this initiative will generate revenue that offsets a proportion of operating costs over the ten years of the agreement. The expanded partnership directly aligns with The City Plan to support a Healthy City, promoting personal / community wellness as well as ensuring inclusive and welcoming spaces. This initiative also facilitates strong collaboration and partnership with the private sector, focusing on social and community investment.

Canadian Tire Jumpstart Charities is the recommended naming partner for Clareview Community Recreation Centre because its core principles (inclusive play, accessibility, self esteem, social skills, academics and girls in sport) align with Edmonton's Healthy City goals. Canadian Tire Jumpstart Charities has been a partner with the City of Edmonton in the past, providing support and access to recreation for low-income families. This agreement continues the momentum of that support.

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This agreement aligns directly with the new Jumpstart Inclusive Playground that officially opened on May 26, 2022, in Clareview District Park, located just outside the Clareview Community Recreation Centre. This playground followed a Canadian Tire Jumpstart Charities mandate to remove accessibility barriers to sport and recreation for children with disabilities.

Naming Nomenclature

The Naming Committee supports the proposed renaming of the Clareview Community Recreation Centre to the main or long form variations being adopted under this agreement. Both formats have been assigned to specific communication channels.

- Main form: Jumpstart Community Recreation Centre
- Long Form: Jumpstart Community Recreation Centre in Clareview

The sponsor's name, Jumpstart, will be identified on capital assets, such as pylon signs and signage on the facility, as well as across other communication channels, including within wayfinding and multiple information systems.

In addition, the Canadian Tire Jumpstart Charities and City of Edmonton Agreement will collaboratively introduce new initiatives, programming and activities within the facility that increase recreation access to marginalized and vulnerable groups, further increasing diversity and community inclusion.

Policy C477A - Facility Name Sale requires City Council to approve any name sales agreements.

Budget/Financial Implications

Costs for implementing the name change on City assets will be incurred by Jumpstart as noted in the agreement.

If the agreement is approved by Council, the annual revenues will be incorporated into the proposed 2023-2026 operating budget presented to City Council in November 2022.

COMMUNITY INSIGHT

Administration conducted three focus groups, through a third party research firm, and an online survey that was distributed through the City of Edmonton website and sent to the Edmonton Insight Community to understand the perspectives of Edmontonians about the naming of select recreation facilities to offset the financial impacts due to COVID-19.

A total of three focus groups were conducted with various Edmontonians (Edmonton Proper residents), including: Clareview Recreation Users – non-members (five participants), Clareview Recreation Users – members (eight participants), and Clareview Community members (five participants).

- Leger research was responsible for recruitment, guide development, hosting and moderating all sessions, analysis and reporting.
- The Edmonton Insight Community mixed topic survey was conducted from July 14-21, 2020. Two questions about facility naming rights were included in the survey.

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- The Edmonton Insight Community mixed topic survey was sent to approximately 12,000 panelists. It was completed by 3,811 panelists. The survey was also filled out anonymously by 2,194 Edmontonians using a link on edmonton.ca. A total of 6,005 surveys were completed.

Sixty-two per cent of the online survey respondents were somewhat or very comfortable with the sale and temporary naming of select recreation facilities to offset the financial impacts due to the COVID-19 pandemic. Feedback from both facility members and the broader community indicated that Canadian Tire Jumpstart Charities is positively viewed as an organization that promotes inclusiveness, diversity and social connection that provides positive benefits to the community. Participants specifically noted that Canadian Tire Jumpstart Charities provide opportunities for children and youth to get involved in their communities which brings both physical, emotional and social benefits individually and to the community at large.

GBA+

The intention of this partnership is to continue to provide programming and services that remove barriers to allow diverse and inclusive access per the Jumpstart mandates. Jumpstart improves access by providing financial assistance, accessibility to vulnerable persons and building inclusive play spaces that are universally accessible to ensure everyone can participate. Jumpstart also provides partnership in programs that are inclusive and diverse, for example, in the past they have supported the City of Edmonton's Leisure Access Program.

ATTACHMENT

1. PRIVATE - Facility Naming and Sponsorship - Clareview Community Recreation Centre - Key Terms and Conditions