



City of Hamilton
FACILITY NAMING SUB-COMMITTEE
AGENDA

Meeting #: 23-001
Date: May 11, 2023
Time: 2:00 p.m.
Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

Matt Gauthier, Legislative Coordinator (905) 546-2424 ext. 6437

1. **APPOINTMENT OF CHAIR AND VICE-CHAIR**
2. **APPROVAL OF AGENDA**
(Added Items, if applicable, will be noted with *)
3. **DECLARATIONS OF INTEREST**
4. **APPROVAL OF MINUTES OF PREVIOUS MEETING**
 - 4.1 September 12, 2022
5. **COMMUNICATIONS**
6. **DELEGATION REQUESTS**
7. **DELEGATIONS**
8. **STAFF PRESENTATIONS**
9. **CONSENT ITEMS**
10. **DISCUSSION ITEMS**
 - 10.1 Naming Rights for the Mohawk 4 Ice Centre (HSC23035) (Ward 6)
11. **MOTIONS**

12. NOTICES OF MOTION
13. GENERAL INFORMATION / OTHER BUSINESS
14. PRIVATE AND CONFIDENTIAL
15. ADJOURNMENT



Hamilton

**FACILITY NAMING SUB-COMMITTEE
MINUTES 22-002**

Monday, 12 September 2022

1:30 p.m.

Room 264, 2nd Floor

City Hall

Present: Councillor M. Pearson (Chair),
Councillors and L. Ferguson

Absent with

Regrets: Councillors S. Merulla and T. Whitehead – Personal

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

- 1. Naming of Parkette at 376 Dalgleish Trail, Glanbrook (PW22076) (Ward 9) (Item 10.1)**

(Ferguson/Pearson)

That the parkette, internally referred to as Summit Parkette, located at 376 Dalgleish Trail Glanbrook, be named Dalgleish Trail Parkette.

CARRIED

- 2. Terms of Reference of the Facility Naming Sub-Committee (Added Item 10.2)**

(Ferguson/Pearson)

That the Terms of Reference for the Facility Naming Sub-Committee be approved, as amended.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Clerk advised the Committee of the following change to the agenda:

10. DISCUSSION ITEMS

10.2 Terms of Reference for the Facility Naming Sub-Committee

(Ferguson/Pearson)

That the agenda for the September 12, 2022 meeting of the Facility Naming Sub-Committee, be approved, as amended.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)

(i) April 25, 2022 (Item 4.1)

(Ferguson/Pearson)

That the Minutes of the April 25, 2022 Facility Naming Sub-Committee be approved as presented.

CARRIED

(d) DISCUSSION ITEM (Item 10)

(i) Terms of Reference of the Facility Naming Sub-Committee (Added Item 10.2)

(Ferguson/Pearson)

That the Terms of Reference of the Facility Naming Sub-Committee be amended as follows:

Objectives:

To develop a policy and make recommendations to the ~~Strategic Planning and Budgets~~ **General Issues** Committee respecting requests to name municipal facilities and/or properties.

Amendment CARRIED

For further disposition of this matter, refer to Item 2

(e) **ADJOURNMENT (Item 15)**

(Ferguson/Pearson)

That, there being no further business, the Facility Naming Sub-Committee be adjourned at 1:35 p.m.

CARRIED

Respectfully submitted,

Councillor M. Pearson, Chair
Facility Naming Sub-Committee

Loren Kolar
Legislative Coordinator
Office of the City Clerk



CITY OF HAMILTON
HEALTHY AND SAFE COMMUNITIES DEPARTMENT
Recreation Division

TO:	Chair and Members Facility Naming Sub-Committee
COMMITTEE DATE:	May 11, 2023
SUBJECT/REPORT NO:	Naming Rights for the Mohawk 4 Ice Centre (HSC23035) (Ward 6)
WARD(S) AFFECTED:	Ward 6
PREPARED BY:	Steve Sevor (905) 546-2424 Ext. 4645
SUBMITTED BY:	Chris Herstek Director, Recreation Division Healthy and Safe Communities Department
SIGNATURE:	

RECOMMENDATION

- (a) That the request to rename the Mohawk 4 Ice Centre, 710 Mountain Brow Boulevard, to the LiUNA 4 Ice Centre be approved; and,
- (b) That any branding and signage costs associated with the LiUNA 4 Ice Centre shall be the responsibility of Hamilton Arena Partners.
- (c) That the Mayor and City Clerk be authorized and directed to execute any required agreement(s) and ancillary documents, with such terms and conditions in a form satisfactory to the City Solicitor.

EXECUTIVE SUMMARY

Hamilton Arena Partners (HAP) have served as the operators for the City owned asset known as the Mohawk 4 Ice Arena since the facility opened in January 2005. Through the operating and maintenance agreement with the City, HAP has been provided with the authority to enter into contracts and agreements including for the naming rights of the facility. HAP have recently negotiated with Labourers' International Union of North America (LiUNA) on a naming rights agreement that would see the facility currently known as the Mohawk 4 Ice Centre renamed the LiUNA 4 Ice Centre.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

While, pursuant to the Operating and Maintenance Agreement, HAP have been given authority to enter into an agreement for the naming rights of the facility, City Council has the right to ultimately approve any recommendation from the Facility Management Review Team (FMRT) which is made of members from HAP and City staff, for naming rights for the facility. Ward 6 Councillor is aware of many efforts by HAP to bring in a naming sponsor and is very supportive of the recommendation to rename the facility.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: HAP have negotiated with LiUNA on the naming rights for a ten-year period. The revenue garnered from naming rights will support operational costs of the facility. HAP are responsible for operational costs based on a yearly operating plan which is approved by the FMRT which was set up in the original operating and maintenance agreement. HAP will receive ten percent commission on of all advertising revenues generated through its operation and that commission shall be categorized as an operating expense. The operating agreement states that once the operating stabilization account has been funded for the year, the balance of any operating surplus will be distributed proportionally; 70% to the City and 30% to HAP. Expenditures related to branding and signage as a result of the recommended name change will be the responsibility of HAP.

Staffing: N/A

Legal: The Operating and Maintenance Agreement with HAP contemplates the opportunity for HAP to enter into a contract regarding naming rights of the facility subject to approval of any recommendation from FMRT by Council.

HISTORICAL BACKGROUND

The name of the facility was determined during the construction phase of the facility by city staff. The fact that the facility was in close proximity to the adjacent Mohawk Sports Park was the contributing factor to the name of the facility.

The Mohawk 4 Ice Centre is a City owned asset operated by HAP since 2005. As a component of the Operating and Maintenance Agreement, HAP have the operational authority to explore revenue opportunities that will assist in the operations of the facility.

HAP have been excellent partners with the City as it relates to the Mohawk 4 Ice Centre and have generated several years of surplus following the opening of the facility. While a few opportunities have been explored by HAP and discussed at the FMRT table since

2005, the occasion to present a recommendation to Council has not been fully negotiated to this level.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The City of Hamilton Municipal Property and Building Naming Policy does not apply to naming situations relating to sponsorships or naming rights as it relates to instances where properties have their naming rights sold as part of a naming partnership for a specified term. This would be true for this recommendation as HAP have negotiated this opportunity with LiUNA.

The naming rights recommendation must also comply with the City of Hamilton's Policy for Commercial Advertising and Sponsorship. Upon review from Recreation staff, the current recommendation satisfies the parameters of the policy.

RELEVANT CONSULTATION

Legal Services has confirmed that the Operating and Maintenance Agreement between the City and HAP provides HAP with the authority to explore and recommend a proposal for naming rights of the Mohawk 4 Ice Centre which will be subject to Council's right to approve any recommendation relating to naming rights.

Finance staff within the Financial Planning, Administration, and Policy Division of Corporate Services provided input on all financial aspects.

Communications Staff within Corporate Services reviewed the elements of the City of Hamilton Policy for Commercial Advertising and Sponsorship and concluded that the report recommendation satisfies the policy.

Recreation Staff also consulted with staff from Revenue Generation regarding the viability of the recommendation. Staff involved in Revenue Generation have confirmed that other municipal jurisdictions are securing naming rights as a source of funding to help support operational needs. The exploration of naming rights continues to be a positive benefit for municipalities.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The recommendation complies with the above two named corporate policies, Municipal Property and Building Naming Policy and the Commercial Advertising and Sponsorship Policy. The opportunity afforded to HAP to secure naming rights for Mohawk 4 Ice Centre supports the fact that there are a rising number of municipalities that have secured naming rights for their municipal facilities.

HAP continue to be the operator of the Mohawk 4 Ice Centre and have consistently operated the facility to a level that staff and Council are pleased with. The involvement of LiUNA in Hamilton is mutually beneficial to the City as well as to HAP and presents an opportunity to support rising operational costs.

ALTERNATIVES FOR CONSIDERATION

None

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Healthy and Safe Communities

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

APPENDICES AND SCHEDULES ATTACHED

None