



CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
Energy, Fleet & Facilities Management Division

TO:	Chair and Members Facility Naming Sub-Committee
COMMITTEE DATE:	May 3, 2018
SUBJECT/REPORT NO:	Serafini Family Ice and Splash Pad Naming at Bernie Morelli Recreation Centre, 876 Cannon Street East (PW18038) (Ward 3)
WARD(S) AFFECTED:	Ward 3
PREPARED BY:	Delfina Duarte (905) 546-2424, Extension 6627
SUBMITTED BY:	Rom D'Angelo, C.E.T.;CFM Director, Energy, Fleet and Facilities Management Public Works Department
SIGNATURE:	

RECOMMENDATION

- (a) That the outdoor ice/splash pad located at 876 Cannon Street East (Bernie Morelli Recreation Centre), Hamilton, be named after the Serafini Family for a period of twenty-five (25) years;
- (b) That the City of Hamilton enter into a Contribution Agreement with Mr. Lou Serafini Jr. for Naming Rights of the outdoor ice/splash pad located at 876 Cannon Street East, Hamilton, ON, subject to the following terms:
 - (i) Within thirty (30) days of the Substantial Completion Date, the Contributor shall pay \$300,000 CAD to the City by certified cheque to be deposited to the "Scott Park Precinct Ice & Spray Pad Capital Project" (Account # 7101649602) and that the funds be used as a capital contribution towards the cost of constructing the Ice/splash pad at the Bernie Morelli Recreation Centre and for the associated naming rights of the ice/splash pad including mutually agreed upon signage;
 - (ii) Within twenty-four (24) months of the Substantial Completion Date, the Contributor shall have completed payment of an additional \$700,000.00 CAD to Hamilton Community Foundation (HCF) to be dispersed, over 10 years, as grants by the HCF to the City and/or other charitable community groups to support access to sport and recreational activities as well as community engagement in or about the general area around the Bernie Morelli Recreation Centre. The Contributor shall direct HCF to report to the City at least annually, the recipients of these grants by amounts received;

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- (iii) The City will supply and install, at its cost, a commemorative Sign naming the ice/splash pad in honour of the “Serafini Family” and leave it in place for twenty-five (25) years from the Substantial Completion Date unless this Agreement is terminated beforehand at which time the Sign may be removed by the City
- (c) That the General Manager, Public Works be authorized and directed to execute all necessary documents relating to the Contribution Agreement with Mr. Lou Serafini Jr. for Naming Rights of the ice/splash pad at 876 Cannon Street East, Hamilton, ON, in a form satisfactory to the City Solicitor.

EXECUTIVE SUMMARY

The City of Hamilton is the owner of the property located at 876 Cannon Street East, Hamilton as noted in Report PW18038 as Appendix “A”, the former location of Scott Park Arena. The entire site is the location for the new Bernie Morelli Recreation Centre and new Public High School currently under construction.

In addition to these two buildings, there will be a new outdoor ice/splash pad located on this property. Appendix “B” attached to Report PW18038 identifies the location of the Ice/splash pad on the property. Mr. Lou Serafini Jr. has offered to donate \$300,000 to assist the City with this project. To recognize Mr. Serafini’s contribution, the City is requesting to have the ice/splash pad named after the Serafini Family for a period of twenty-five (25) years. The City of Hamilton will supply and install a commemorative sign to recognize the contribution by the Serafini Family. Appendix “C” attached to Report PW18038 provides a conceptual depiction of the Sign that will be finalized by the architect.

Upon the completion of the twenty-five (25) year period, the opportunity for a new name and recognition Sign will be available for the ice/splash pad for an additional term of twenty-five (25) years.

Alternatives for Consideration – See Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The \$300,000 contribution will be deposited to City of Hamilton’s Capital Project ID Account #7101649602 the “Scott Park Precinct Ice & Spray Pad Capital Project”. The remaining \$700,000.00 will be donated directly to the Hamilton Community Foundation.

Staffing: Staff will be responsible for installing and maintaining the Sign to reasonable standards, consistent with other signs.

Legal: Legal Services have provided input and assistance in drafting the contribution agreement.

HISTORICAL BACKGROUND

Bernie Morelli Recreation Centre (South Stadium Precinct):

On September 11, 2013, Council approved Report CM13006(a) that provided funding for the construction of a community and seniors' centre in the Stadium Precinct, later named the Bernie Morelli Recreation Centre. The Bernie Morelli Recreation Centre will be built on the property of the former Scott Park Arena and Scott Park Secondary School. There will also be an outdoor ice/splash pad built on this parcel of land. This property is currently known as the South Stadium Precinct.

An excerpt from Report CM14014(a) regarding the new configuration of the South Stadium Precinct defines the site as follows:

"The South Stadium Precinct will be a State-of-the-Art precinct within the city, offering educational, recreational and leisure opportunities to the community. The proposed South Stadium Precinct Concept Plan, attached as Appendix A to Report CM14014 (a), will define a vital new civic space; it will create a new Public HUB and Shared Amenity space in the neighbourhood whose 'Whole is Greater than the Sum of its Parts'. The Precinct Planning incorporates three buildings: the existing Jimmy Thompson Pool, the new Bernie Morelli Recreation Centre and the new North Secondary School, located on the existing site of the former Scott Park School and Arena. The outdoor courtyard on the South Stadium Precinct will also act as a gateway plaza to the stadium as it connects across Cannon Street, offering a spectacular view from the new stadium."

Serafini Family:

The Serafini Family is honoured to be able to support Hamilton, the City in which they were raised, have raised their family and where they started their successful business. They have a strong connection to recreation throughout their family and are pleased to be able to support access to sports and recreation taking place in and around the area of the Bernie Morelli Recreation Centre through this donation.

Mr. Lou Serafini Jr. is the President and Chief Executive Officer of Fengate Capital Management Ltd. , an asset management firm in the alternatives sector, specializing in the management of customized infrastructure and real estate investment funds for institutional clients. The Firm manages over \$1.7 billion in assets under management with expertise in infrastructure, commercial real estate and seniors housing. Mr. Serafini Jr. has served as a Director on numerous boards and presently serves as a member of the Board of Directors for the Canadian Council for Public-Private Partnerships. Mr. Serafini Jr. holds an MBA from McMaster University and was instrumental in the establishment of the Fengate Community Foundation, a \$1 million charitable fund supporting community initiatives benefiting impoverished youth and seniors. Under his

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leadership, Fengate Capital Management Ltd has been recognized as one of Canada's Best Managed Companies since 2007.

The installation of an ice/splash pad at the Bernie Morelli Recreation Centre is a perfect opportunity to encourage residents to be active outdoors, and Mr. Lou Serafini Jr. wanted to assist the City with making this possible by donating \$300,000 toward this project. In addition to this initial donation, Mr. Serafini Jr. will be contributing an additional \$700,000.00 to the Hamilton Community Foundation, who will then disperse these funds to various community groups in the area to assist with purchasing sports equipment, supplies and other necessities that provide residents with the opportunity to be active and live healthy lifestyles.

The estimated completion date of the South Stadium Precinct is scheduled for September 2018.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The report recommendations meet the required guidelines of the City of Hamilton Municipal Property and Building Naming Policy (2015) as set out in section 5 of the Policy.

The recommendations also align with the Commercial Advertising and Sponsorship Policy.

RELEVANT CONSULTATION

Internal consultation has taken place with staff from Energy Fleet & Facilities Management Division, Planning and Economic Development (Real Estate), Healthy and Safe Communities (Recreation), Corporate Services (Legal Services & Finance) who have reviewed the Contribution Agreement. All are in support of the report recommendations.

External consultation has taken place with Mr. Lou Serafini Jr. and the Hamilton Community Foundation and both are in support of the report recommendations.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The financial contribution by Lou Serafini Jr. is very beneficial to the City and the Community. The Bernie Morelli Recreation Centre and additional amenities will provide great social opportunities and recreational activities for the residents of the City of Hamilton.

ALTERNATIVES FOR CONSIDERATION

Council may choose not to approve the report recommendations which could delay the installation of the ice/splash pad until an additional funding source is in place. Therefore, staff do not recommend any alternatives to the report recommendations.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Healthy and Safe Communities

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

Built Environment and Infrastructure

Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

APPENDICES AND SCHEDULES ATTACHED

Appendix A: Location of 876 Cannon Street East

Appendix B: Location of Ice/Splash Pad at Bernie Morelli Recreation Centre

Appendix C: Depiction of Sign