



CITY OF HAMILTON
City Manager's Office
Strategic Partnerships and Communications

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	September 19, 2018
SUBJECT/REPORT NO:	Bernie Arbour Stadium - Sponsorship Agreement (CM18018) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Brian MacDonald (905) 546 2424 Ext. 3048
SUBMITTED BY:	John Hertel Director, Strategic Partnerships and Communications City Manager's Office
SIGNATURE:	

RECOMMENDATIONS

- (a) That the Director of Strategic Partnerships and Communications be authorized to negotiate a \$50,000/5 year agreement (\$10K/year), with CARSTAR Canada for the naming, advertising and sponsorship rights of Bernie Arbour Memorial Stadium, to commence January 1, 2019;
- (b) That the Director of Strategic Partnerships and Revenue Generation or his designate be authorized to execute the \$50,000/5 year agreement (\$10K/year), for the naming, advertising and sponsorship rights at Bernie Arbour Memorial Stadium to CARSTAR Canada to commence January 1, 2019, in a form satisfactory to the City Solicitor.

EXECUTIVE SUMMARY

The Strategic Partnerships division has been actively engaged in efforts to increase non-tax revenue through sponsorships of City owned assets since April 2014. As a result of these efforts, the Strategic Partnerships & Revenue Generation division has reached a \$50,000/5 year agreement (10k/year), pending receipt of Committee and Council approval, to award the sponsorship for Bernie Arbour Memorial Stadium to CARSTAR Canada ("CARSTAR"). The engagement is scheduled to commence January 1st, 2019 and will be represented through various medium as, "CARSTAR Field at Bernie Arbour Memorial Stadium".

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.

OUR Priorities: Community Engagement & Participation; Economic Prosperity and Growth; Healthy and Safe Communities; Clean and Green; Built Environment and Infrastructure; Culture and Diversity and Our People and Performance.

CARSTAR has been operating in Hamilton for over 50 years. It is one of the largest multi-store network of independently owned collision and glass centres in Canada, operating more than 230 locations in 10 provinces. CARSTAR prides themselves on being a Hamilton based company, and are continuously looking for ways to give back to the community. This agreement showcases their genuine support of The City of Hamilton, Hamilton Cardinals and the Ward 6 community.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The Strategic Partnerships and Revenue Generation division have negotiated a \$50,000/5 year agreement to award sponsorship rights for Bernie Arbour Memorial Stadium, pending receipt of Committee and Council approval. The funds will be allocated to Stadium Maintenance and Repairs Dept. ID #792667.

A Facilities Management Committee, in partnership with the Hamilton Cardinals, will be established to prioritize the allocation of funds to meet the needs of current and future client groups.

These additional revenues will assist in enhancing capital and operational expenses related to ensuring CARSTAR Field at Bernie Arbour Memorial Stadium is a premier baseball facility for all users.

Staffing: There are no staffing implications

Legal: Legal services will advise and provide input on the agreement between the City and CARSTAR.

HISTORICAL BACKGROUND

- Bernie Arbour Memorial Stadium is located at 1110 Mohawk Road East, Hamilton and is the premier baseball park in the City of Hamilton.
- The park opened in 1970 and was named in honour of Bernie Arbour, who was a Hamilton police sergeant and the director of Hamilton youth baseball from 1948 until his death in 1967.
- Since 1970, the primary tenant has been the Hamilton Cardinals of the Intercounty Baseball League.
- In 2017, the Cardinals were purchased by a community based ownership group which has led to the revitalization of the team, generating increased interest from corporate and community supporters

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.

OUR Priorities: Community Engagement & Participation; Economic Prosperity and Growth; Healthy and Safe Communities; Clean and Green; Built Environment and Infrastructure; Culture and Diversity and Our People and Performance.

- Due to the increased interest in the team, the Strategic Partnerships and Revenue Generation team applied a value to the stadium and was able to generate interest in the naming rights of the stadium
- Recently, the Strategic Partnerships and Revenue Generation division reached a tentative deal, pending Committee and Council's approval to award sponsorship rights for Bernie Arbour Memorial Stadium to CARSTAR Canada

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

- Hamilton Cardinals Baseball team – Ownership group
- Public Works – Manager, Strategic Planning, Capital & Compliance
- Ward 6 City Councillor

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Strategic Partnerships and Revenue Generation division has actively been engaged in numerous revenue generation activities, one of those activities focused on exploring potential sponsorship rights for the various City of Hamilton owned assets.

The Strategic Partnerships and Revenue Generation division has also had an active partnership with the Hamilton Cardinals Baseball team since the new ownership group has been in place. The implementation of this sponsorship engagement at Bernie Arbour Memorial Stadium showcases the support and commitment the City of Hamilton and CARSTAR has for a sustainable future of the Hamilton Cardinals and baseball in Hamilton.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and 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.

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.

OUR Priorities: Community Engagement & Participation; Economic Prosperity and Growth; Healthy and Safe Communities; Clean and Green; Built Environment and Infrastructure; Culture and Diversity and Our People and Performance.

Economic Prosperity and Growth

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

Built Environment and Infrastructure

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

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES

N/A

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.

OUR Priorities: Community Engagement & Participation; Economic Prosperity and Growth; Healthy and Safe Communities; Clean and Green; Built Environment and Infrastructure; Culture and Diversity and Our People and Performance.