



TO: GENERAL COMMITTEE

SUBJECT: DOWNTOWN COMMUNITY THEATRE RENAMING

WARD: ALL

PREPARED BY AND KEY CONTACT: N. GAVARRE, INVESTMENT COORDINATOR #4431

SUBMITTED BY: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

GENERAL MANAGER APPROVAL: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Executive Director of Access Barrie be authorized to execute an agreement with Pratt Homes and Pratt Development for the naming of the Downtown Community Theatre, for an amount not less than \$300,000.00 and for a term of 15 years to be paid in the first four years, in a form acceptable to the Director of Legal Services.
2. That staff in Access Barrie work with Pratt Homes and Pratt Development to develop a contest that is open to the public to determine the new name for the Theatre, and that "Presented by" be followed by the Pratt Homes logo, displayed for the duration of the 15 year agreement below the new Theatre name.
3. That the name of the Theatre selected by the community remain as the permanent name of the Theatre, regardless of subsequent sponsorship agreements that may be negotiated.

PURPOSE & BACKGROUND

Report Overview

4. On June 13, 2011, Barrie City Council approved motion 11-A-235 regarding the Downtown Theatre Project specifying that:
 - i. The General Manager of Infrastructure Development and Culture be authorized to enter into an agreement for the naming of the Downtown community Theatre and amount no less than \$500,000; and
 - ii. That the General Manager, Infrastructure Development and Culture be given delegated authority to name the new theatre.
5. The original agreement between the Mady Development Corporation (MDC) and The City of Barrie/The Downtown Theatre Campaign stated that MDC will support the Theatre with a gift of \$500,000.00. In acknowledgement of the gift the City will name the theatre the "Mady Centre for the Performing Arts".
6. The agreement term for the naming rights was for a period of twenty-two years forward from the date of the agreement (June 24th, 2011).

7. Mady Development Corporation made the following payments towards the Mady Centre for the Performing Arts. The first payment of \$50,000 was made in January of 2012 and the second payment of \$150,000 was paid in March of 2013. A total of \$200,000.00 was collected from the agreement leaving \$300,000 outstanding.
8. In June of 2015, City Council authorized staff to execute an agreement with the Mady Development Corporation in the attempt to secure the remaining money owed for sponsorship on the downtown theatre. The company's inability to continue with the financial commitment was evident and the company filed for bankruptcy protection in 2015.
9. On December 5, 2016, City Council adopted motion 16-G-273 regarding Outsourcing the Implementation of Corporate Sponsorship Strategy as follows:

"That staff in Invest Barrie initiate a "Request for Information" process, in order to assess and promote interest in the Naming Rights for the Mady Centre for the Performing Arts"
10. Staff issued an RFI (Request for Information) for the purposes of determining the level of interest in the naming rights for the Centre for the Performing Arts. The RFI was issued on Feb. 1, 2017 with a submission deadline of February 22, 2017. The RFI was further promoted via a media release, targeted emails, Biddingo and the City of Barrie website. Staff received responses from two interested parties and followed up with both respondents.
11. On May 1, 2017, City Council adopted motion 17-G-088 regarding Outsourcing the Implementation of the Corporate Sponsorship Strategy as follows:

"That Invest Barrie and Access Barrie staff be authorized to undertake a non-standard procurement process to allow for negotiations for naming rights with new, potential sponsors of the Mady Theatre and report back to General Committee with a recommendation".

ANALYSIS

12. An RFI was issued and two responses were received by the City of Barrie. Once the RFI closed staff reached out to both proponents and was able to successfully negotiate a sponsorship agreement with one of the proponents, Pratt Homes and Pratt Development.
13. Pratt Homes and Pratt Development have offered a sponsorship of \$300,000.00 for 15 years to be paid over the first 4 years of the agreement. This offer is consistent with the original offer of sponsorship for \$500,000 over 22 years with both contracts expiring in 2033. The \$300,000 will assist the City of Barrie in making up the current shortfall that exists for the downtown theatre sponsorship.
14. Originally when the downtown theatre was being constructed, there was a \$1.3 million dollar fundraising target that was set for the project. This target was achieved through pledges made by community members to support the theatre. A large portion of the \$1.3 million dollar target was met through the selling of the naming rights for \$500,000 to the Mady Development Corporation (MDC). MDC was only able to make \$200,000 in contributions to its \$500,000 commitment, leaving the City of Barrie with a \$300,000 shortfall.
15. Pratt Homes and Pratt Development are very interested in allowing the community to name the theatre and to promote pride in this public asset. Pratt Homes and Pratt Development are requesting to work with the City of Barrie staff to host a community wide competition for the naming of the theatre. The winning name selected by the community will become the future name of the downtown theatre. In the interim the theatre will be known as the Centre for the Performing Arts until the competition is completed and the community has selected the new name.

16. A community wide competition will be hosted by Pratt Homes and supported by the City of Barrie, to give the community the opportunity to name the theatre. There will be set rules established for this competition, consistent with other contests the city has led. The City of Barrie's sponsorship policy will be followed avoiding any inappropriate names that do not align with City values. This competition will be promoted throughout Barrie and consist of three phases.
- a) Phase 1- An open opportunity for the community to submit their suggestions online that they would like the downtown theatre to be named.
 - b) Phase 2- There will be a shortlist of the top 3 names received. These names must be agreed to by the City of Barrie, Pratt Homes and Pratt Development.
 - c) Phase 3-The top 3 names will go back to the community for voting using an online platform. Once voting closes, the name with the most amount of votes will win.
17. In order to recognize the theatre sponsor on the signage, there will be a section underneath the theatre name that will have the wording "Presented By" and then the Pratt Homes logo. By keeping the sponsor name separate from the theatre name, it will allow for consistency not only for the theatre but also for the community. The name the community choses will remain the theatre name indefinitely. Future sponsorship opportunities will be for the "Presented By" portion of the sign, even once the Pratt Homes & Pratt Development agreement has ended.

ENVIRONMENTAL MATTERS

18. There are no environmental matters related to the recommendation.

ALTERNATIVES

19. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could decline the sponsorship offer made by the Pratt Homes and Pratt Development in respect to the naming of the downtown theatre. It could then be added to the list of Sponsorship Pilot Program assets to be sold.

This alternative is not recommended as it will be very difficult to find another sponsorship offer that will make up for the current short fall. This sponsorship offer is a generous offer and provides the community with a resolution to this issue allowing for the community to be engaged in the naming of the theatre. The list of assets in the pilot is already established and is quite extensive for the 18 month pilot period.

FINANCIAL

20. During the construction phase of the downtown theatre, there was a set fundraising target of \$1.3 million dollars. This target was achieved through pledges. A large portion of the target was met through the \$500,000 contribution by Mady Development Corporation (MDC). As MDC was not able to make their pledge commitments there is now a \$300,000 cash shortfall for the theatre.

LINKAGE TO 2014-2018 STRATEGIC PLAN

21. The recommendation(s) included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:
- ☒ Responsible Spending
 - ☒ Inclusive Community
22. By seeking a sponsor for the downtown theatre, it allows the City of Barrie to adhere to its fundraising commitments that were previously made for the project. These fundraising commitments were implemented to ensure responsible spending. This sponsorship also helps create an inclusive community through the public naming competition. By embracing the community, it establishes an inclusive process for the naming of the theatre.