



**TO:** Mayor J. Lehman and Members of Council

**FROM:** M. Limani, M.A, MPA, Council Constituent Administrator 

**NOTED:** C. Ladd, Chief Administrative Officer 

**RE:** Sponsorship of non-City events

**DATE:** November 16, 2015

On the January 12, 2015, City Council adopted motion 15-G-007 regarding City Sponsorship of non-City events including not-for-profit or charitable initiatives, such as follows:

That the Chief Administrative Officer develop a policy to govern and clarify City sponsorship of non-City events and not-for-profit or charitable initiatives with the intent of reducing or eliminating such sponsorships except under specified circumstances to be approved by Council, and report back to General Committee by June 2015.

This memo is in response to this referral and provides analyses of the City of Barrie sponsorship practices and an overview of the research of other municipality's sponsorship policy practices. Based on these analyses, the memo provides a conclusion on this matter.

#### **ANALYSIS**

The City staff have conducted a review of the current sponsorship practices in the City of Barrie as well as a review of policy practices in other municipalities.

#### **Current sponsorship practices**

A review of the current sponsorship of non-city events practices has been conducted in all City departments. The review is focused on the events organized by external organizations that receive financial support from the City of Barrie. As a result, the list included in the Appendix "A" reflects a cross section of major non-City events supported by various city departments.

There are four types of non-City events sponsored by the City of Barrie:

1. Community Development Events
2. Council Supported Events
3. Business Development Events and
4. Special Sponsorship Events

1. **Community Development Events:** The community development category includes events that aim to benefit the community. Under this category, the City of Barrie provides in-kind support to the following events:

- 1.1 Sports Celebrity Dinner
- 1.2 Santa Clause Parade
- 1.3 Dragon Boat
- 1.4 Various charities events (marketing/advertisement support)

Some of the above listed events include the participation of City staff teams, for example the Dragon Boat event. In general, these types of events are intended to support both community and staff development. In total approximately \$3,900 are provided annually to support community development events.

2. **Council Supported Events:** These events are a legacy from previous City councils. They represent a large portion of sponsorship expenses. In total \$19,054 has been provided to support the following events:
  - 2.1 Hockey Night in Barrie (12-G-200)
  - 2.2 International Plowing Match (14-G-048)
  - 2.3 Meeting space for charities and non-for-profit organizations (91-G-524)
  
3. **Business Development Events:** These events are supported for business development purposes and aim to attract investments, bring new businesses and talent to Barrie's economy. In all these events, the City of Barrie is well promoted and recognized as a sponsor. While these are sponsored events, they are an important component of Invest Barrie's business partnerships and program. On annual basis, approximately \$ 20,750 have been provided for the following events:
  - 3.1 Job Fairs (partnership with Employment Ontario and Business Community)
  - 3.2 Shared Facility Pathways Project (One time start up sponsorship)
  - 3.3 Ontario Entrepreneur Week
  - 3.4 Barrie Chamber of Commerce
  
4. **Special Sponsorship Events:** Historically two events have been funded on an annual basis to support our community partners:
  - 4.1 Georgian Gala (organized by Georgian College)
  - 4.2 Colts Golf Tournament (organized by Barrie Colts)

The City of Barrie has provided up to \$7,260 in support of special sponsorship events. This amount is funded from the CAO's community and staff relations budget line which in total has an annual allocation of \$7,000. The Georgian Gala and Colts Golf Tournament had been supported for a number of years however, no sponsorship was provided on 2015.

#### **Sponsorship Practices in other municipalities**

Research has been conducted to review the sponsorship policy and practices in other municipalities. The following municipalities have been included in the research: City of Guelph, City of Brampton, City of Windsor, City of Oshawa, City of Oakville and the City of Hamilton.

The research findings indicate that most municipalities have put in place policies that deal with the sponsorship of the non-city events. In general two models are used:

- Grant Schemes - are used by a number of municipalities to provide support to non-city events. These grants are open to community groups and non-for-profit organizations that deliver programs, services and activities that benefit to community. Municipalities using this model issue calls for proposals once or twice a year. The financial support provided to each project ranges from hundreds to thousands of dollars. For example, the City of Guelph has a funding limit of \$15,000 per project.
  
- Delegated Authority - a number of municipalities delegate their authority to CAO and staff for approval of the sponsorships requests. For example, the City of Windsor delegate's authority to CAO to approve sponsorships up to \$150,000 or the City of Oakville delegates authority to CAO to approve sponsorships over \$50,000, Commissioners up to \$50,000 and Department Heads up to \$25,000.

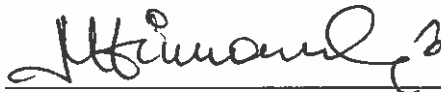
**CONCLUSION**

The City of Barrie provides sponsorship for non-city events to support events enabling business and community development. The business development events promote the City of Barrie strengths and serve as means to attract and retain a talented workforce in Barrie. The community development and the events supported by Council motions promote an inclusive community in Barrie. All these three categories are well aligned to the City of Barrie Strategic Plan - in particular with the Vibrant Business Environment Goal and the Inclusive Community Goal.

Another stream of City of Barrie sponsorship is the special sponsorship events. Historically, the City of Barrie has joined the fundraising efforts of Georgian College and Barrie Colts aiming to support local charities.

The research relative to other municipalities' practices shows that grant schemes and the delegation of authority are the two most common policy practices that are used to regulate the way cities provide sponsorship to non-City events. However, considering that the value of sponsorship of non-City events in the City of Barrie is minimal, developing such policy is not necessary or required.

In order to address Council concerns, staff will discontinue the sponsorship of Special Sponsorship Events unless there is a direct benefit to the City of Barrie and in those cases staff will seek Council approval.



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Meli Limani, M.A, MPA  
Council Constituent Administrator

Non-City Event	Organization/Beneficiaries	Donation Details	City Department & sponsorship year
<b>Community Development Events (\$ 3,900)</b>			
Sports Celebrity Dinner Bi- Annual Event	Barrie Rotary Club Fundraise for various charities and community projects	\$900 City Staff team	Recreation Services
Santa Clause Parade Annual Event	Chamber of Commerce Barrie residents/community	City Staff Support No financial donation provided	Legacy Culture and Recreation, Transit, Roads Services
Dragon Boat Annual Event	Barrie Public Library Dragon Boat Festival fundraises for various charities	\$1,500 Staff Boat	CAO Office Since 2005
Advertisement/Publication	Various charities or organizations	\$1,500 Various Annual per publication or less frequent for community events (i.e. Remembrance Day, RVH Vital Signs, commemorative (Base Borden Anniversary).	Legacy Mayor's Office/Access Barrie
<b>Council Supported Events (\$ 19,054)</b>			
International Plowing Match Annual Event	See Motion 14-G-048 International Plowing Match	\$15,000 Awards of Excellence Banquet	Council Motion
Hockey Night in Barrie Annual Event	Council Motion 12-G-200	\$ 4,054 Council Motion Supports: Direct staffing (including ushers, b) Summer Ice rental; c) Facility Maintenance costs d) Socan fees	Business Development Department 2011-2015
Any not-for-profit or charitable organization Daily Events	See Motion 91-G-524 Not-for-profit or charity Any not for profit organization/group	By Council motion, not-for-profit organizations and charities are provided with free meeting room space in City Hall.	Since 1991 motion (and probably pre-dates) Council Motion
<b>Business Development (\$ 19,250)</b>			
Job Fairs	BDD in Partnership with Employment Ontario and Business Community	\$4,000 In-kind space, BDD staff time & resources	Business Development Department 2010
Shared Facility Pathways Project	Non for Profit Barrie Pathways	\$5,000 Startup – One time funding	Business Development Department 2014

Ontario Entrepreneur Week- Bronze Sponsorship	Metroland Media	\$1,500	Business Development Department 2014
Barrie Chamber of Commerce- Annual Sponsorship	One time annual sponsorship for year round business events (Barrie Business Awards and other business development support events)	\$8,750	Business Development Department 2014
<b>Special (Sponsorship) Events (\$ 7,260)</b>			
Georgian Gala Annual Event	Georgian College Students that cannot afford higher education	\$5,000 Reservation of Table	CAO Office 2013/2014
Colts Golf Tournament Annual Event	Barrie Colts Beneficiaries usually are local charities	\$2,260 Hole Sponsorship	CAO Office 2013/2014

