

REPORT OF THE SPECIAL PROJECTS MANAGER FOR THE CONSIDERATION OF COUNCIL RE: SPONSORSHIP POLICY

OBJECTIVE

To provide Council with information re. new City of Elliot Lake sponsorship policy

RECOMMENDATION

THAT the report of the Special Projects manager dated April 13, 2021 be received;

AND THAT Council direct staff to implement and adopt the new City of Elliot Lake Sponsorship Policy



Steve Antunes
Special Projects Manager



Daniel Gagnon
Chief Administrative Officer

BACKGROUND

Staff were directed to prepare an asset naming policy in February of 2021. This policy centered on the (re)naming of City assets. The (re)naming of streets focused on the use of names of past and current residents. In the preparation of that policy, staff extended the scope of City assets to include parks, trails, municipal buildings and the rooms therein. The creation of this policy highlighted the need to create a separate policy to offer direction to staff and potential sponsors on how to deal with corporate naming and sponsorship opportunities.

ANALYSIS

This policy offers clear guidelines to staff as to who should deal with sponsorship opportunities, requests, the levels of approval and the framework to determine an appropriate pricing structure. In conjunction with the City's pending Asset Naming and Renaming Policy, this Policy will provide staff the tools to seek and negotiate sponsorship agreements for City facilities, services and events.

FINANCIAL IMPACT

Sponsorship opportunities will offer a positive financial impact to the City of Elliot Lake.

LINKS TO STRATEGIC PLAN

The recommended policy addresses the Review and update by-laws, policies, and procedures section of the plan.

SUMMARY

Staff is recommending that Council adopt the new Sponsorship By-Law.

