

DATE: September 7, 2022

TO: MAYOR AND COUNCIL

NAME AND TITLE: WALTER BABICZ, CITY MANAGER

SUBJECT: Proposed Naming Rights Agreement for Prince George Coliseum

ATTACHMENT(S): Staff Report dated July 11, 2022 titled “Coliseum Naming Rights EOI”
Proposed Naming Rights Agreement dated September 19, 2022

RECOMMENDATION(S):

That Council APPROVES and AUTHORIZES the City Manager to sign the proposed draft Naming Rights Agreement with Kopar Administration Ltd. regarding the Prince George Coliseum, as attached to the Staff Report to Council from the City Manager dated September 7, 2022 titled “Proposed Naming Rights Agreement for the Prince George Coliseum.”

PURPOSE:

The purpose of this report is to seek Council’s authorization to enter into a Naming Rights Agreement with Kopar Administration Ltd. (Kopar) for the naming rights of the Prince George Coliseum (the “Coliseum”), pursuant to the City’s Naming Rights Policy.

BACKGROUND:

After the expiry of the previous naming rights agreement for the Coliseum, City staff presented the attached Staff Report to Council at the July 11, 2022 Council meeting.

City Staff then issued a public solicitation requesting submission from companies interested in purchasing the naming rights for the Coliseum. A request for expression of Interest (“RFEOI”) was publicly posted on July 20, 2022 and closed on August 4, 2022.

There was one entity registered to submit a proposal, Kopar Administration Ltd. Staff directly contacted Kopar to enter into negotiations with respect to terms and conditions of a naming agreement between the parties.

The agreement with Kopar would allow the City to enter into a strategic partnership with a well-known local corporate citizen.

FINANCIAL CONSIDERATIONS:

The Proposed Agreement provides the City with an annual revenue of \$15,000 for 4 years, amounting to a total of \$60,000, ending on the same date as the current licence agreement between the Spruce Kings and the City for use of the Coliseum.

SUMMARY AND CONCLUSION:

The proposed naming rights agreement provides the City with an annual revenue stream for a guaranteed 4 years. The Agreement is compliant with the City's Naming Rights Policy.

RESPECTFULLY SUBMITTED:

Walter Babicz, City Manager

PREPARED BY: Kristopher Henderson, Manager Risk and Procurement

Meeting Date: 2022 09 21