

STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | www.princegeorge.ca

DATE: July 11, 2022

TO: MAYOR AND COUNCIL

NAME AND TITLE: Andy Beesley, Director of Recreation & Events

SUBJECT: Coliseum Naming Rights Expressions of Interest

ATTACHMENT(S): 1. Naming Rights Policy

RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION the report dated July 11, 2022, from the Director of Recreation and Events titled "Coliseum Naming Rights Expressions of Interest".

PURPOSE:

This report is to inform Council of administration's intention to invite Expressions of Interest (EOI) for the sponsored naming rights to the Prince George Coliseum.

BACKGROUND:

The Junior A Prince George Spruce Kings are the major tenant of the Prince George Coliseum, and have approached administration with a request to explore a sponsorship that would include naming rights to the Coliseum. As per the City's Naming Rights Policy, administration intends on publicly inviting interested parties to provide notice of interest, and depending on the response to the EOI, either pursuing direct negotiations with an interested party or inviting formal request for proposals from the responding interested parties. Administration would seek input from the Spruce Kings with any agreement. A final recommended agreement would be brought to Council to consider for approval.

STRATEGIC PRIORITIES:

Seeking sponsorships for building naming rights as well as working with community groups such as the Prince George Spruce Kings contributes to Council priorities including cultural richness, supportive and engaged community, sustainable infrastructure and a diversified and vibrant economy.

FINANCIAL CONSIDERATIONS:

Naming Rights proposals must include a net financial benefit to the City, as well as directly benefiting the community of Prince George.

SUMMARY AND CONCLUSION:

Administration intends on making this opportunity available to the entire community in order to gauge interest and expressions of interest from potential sponsors, while working with the Spruce Kings to find an agreement that aligns with their organization as well as benefitting the City.

RESPECTFULLY SUBMITTED:

Andy Beesley, Director, Recreation and Events

APPROVED:

Walter Babicz, City Manager

Meeting Date: 2022/07/11