City of Kelowna
Regular Council Meeting
AGENDA

Monday, June 13, 2016
9:00 am
Knox Mountain Meeting Room (#4A)
City Hall, 1435 Water Street

Pages

1. **Call to Order**

2. **Confirmation of Minutes** 2 - 5

   Regular AM Meeting - May 30, 2016

3. **Reports**

   3.1 **City of Kelowna Sponsorship and Advertising Program and Policy Development** 60 m 6 - 47

   To provide Council with an overview of municipal sponsorship and the feedback gathered from a sponsorship workshop hosted by the City of Kelowna, and to outline the sales model to be used in the development of a City Sponsorship and Advertising Policy and Program.

4. **Resolution Closing the Meeting to the Public**

   THAT this meeting be closed to the public pursuant to Section 90(1) (a) and (e) of the Community Charter for Council to deal with matters relating to the following:

   - Position Appointment; and
   - Acquisition, Disposition, or Exropriation, of Land or Improvements

5. **Adjourn to Closed Session**

6. **Reconvene to Open Session**

7. **Issues Arising from Correspondence & Community Concerns**

   7.1 **Mayor Basran, re: Issues Arising from Correspondence** 30 m

8. **Termination**

City of Kelowna

Regular Council Meeting

Minutes

Date:	Monday, May 30, 2016
Location:	Knox Mountain Meeting Room (#4A) City Hall, 1435 Water Street
Members Present	Mayor Colin Basran, Councillors Maxine DeHart, Ryan Donn, Gail Given, Tracy Gray, Charlie Hodge, Brad Sieben, Mohini Singh, Luke Stack
Staff Present	Acting City Manager, Joe Creron, City Clerk, Stephen Fleming, Policy & Planning Department Manager, James Moore*; Planner Specialist, Ross Soward*; Sustainability Coordinator, Tracy Guidi*; Communications Advisor, Kelly Kay*; Community Planning Department Manager, Ryan Smith*; Council Recording Secretary, Arlene McClelland

(* Denotes partial attendance)

1. Call to Order

Mayor Basran called the meeting to order at 9:00 a.m.

2. Confirmation of Minutes

Moved By Councillor Hodge/Seconded By Councillor Given

R439/16/05/30 THAT the Minutes of the AM Meeting of May 16, 2016 be confirmed as circulated.

Carried

3. Reports

3.1 Urban Centres Roadmap - Interim Report

Staff:
- Displayed a PowerPoint presentation summarizing the Urban Centres Roadmap Interim Report.
- Responded to questions from Council.

Council:
- Raised questions regarding the rationale for the current boundaries of the Capri-Landmark and Midtown urban centres.

DRAFT

- Provided comment that the Parkinson Recreation Centre be part of the Midtown urban centre roadmap area.

Moved By Councillor Given/Seconded By Councillor Singh

R440/16/05/30 THAT Council receives, for information, the Report from the Planner Specialist dated May 16, 2016 with respect to the Urban Centres Roadmap.

Carried

3.2 Agriculture Plan Update Engagement Strategy

Staff:
- Displayed a PowerPoint presentation summarizing the Agriculture Plan Update Engagement Strategy.
- Responded to questions from Council.

Council:
- Provided comment on the possible additions to the Draft Vision Statement to include the positive impact agriculture has on culture and quality of life.
- Provided comment regarding the distinction between agriculture lands within or outside the ALR boundaries and how best to identify land uses for those agriculture parcels that are not within the ALR.
- Encouraged the Strategy to include secondary uses on agricultural lands.

Moved By Councillor Stack/Seconded By Councillor Donn

R441/16/05/30 THAT Council receives, for information, the report from Community Planning dated May 30, 2016, with respect to the Agriculture Plan Update Engagement Strategy.

Carried

3.3 Secondary Suite Amendments with the CD6 and Related Zones

Mayor Basran:
- Deferred the item to later in the meeting.

4. Resolution Closing the Meeting to the Public

Moved By Councillor DeHart/Seconded By Councillor Hodge

R442/16/05/30 THAT this meeting be closed to the public pursuant to Section 90(1) (a) and 90(2) (b) of the *Community Charter* for Council to deal with matters relating to the following:

- Position Appointment; and
- Negotiations with another level of government (Province).

Carried

5. Adjourn to Closed Session

The meeting adjourned to a closed session at 10:44 a.m.

6. Reconvene to Open Session

The meeting reconvened to an open session at 11:35 a.m.

3.3 Secondary Suite Amendments with the CD6 and Related Zones

DRAFT

Staff:
- Displayed a PowerPoint presentation summarizing the interim report regarding Secondary Suite amendments with the CD6 Zone.
- Responded to questions from Council.

Moved By Councillor Hodge/Seconded By Councillor Singh

R443/16/05/30 THAT Council receives, for information, the report from Community Planning Department dated May 30, 2016, with regards to a proposed text amendment that would permit secondary suites within single family dwellings throughout the City of Kelowna, eliminate the CD6 zone, and amend various secondary suite regulations;

AND THAT Council directs staff to report back at a PM Council Meeting with zoning amendments and a communication strategy as identified in the Report of the Community Planning Department Manager dated May 30, 2016;

AND THAT Council directs Staff to not enforce secondary suite 'land use' infractions on properties within the RU4, RU5, RH1, RH2, RH3, CD2, & CD6 zones until further notice;

AND FURTHER THAT Council considers allocating up to $14,000 from Council Contingency to support this project.

Carried

7. Issues Arising from Correspondence & Community Concerns

7.1 Mayor Basran, re: Lakeshore Road Bus Lane

Mayor Basran:
- Deferred the item to later in the meeting.

7.2 Mayor Basran, re: Issues Arising from Correspondence

There were no issues arising.

The meeting was adjourned at 12:26 p.m.

8. Reconvene to Open Session

The meeting reconvened to an open session at 4:34 p.m.

7.1 Mayor Basran, re: Lakeshore Road Bus Lane

Staff:
- Displayed a PowerPoint presentation summarizing the issue with respect to the Lakeshore Road Bus Lane.
- Responded to questions from Council.

Moved By Councillor Donn/Seconded By Councillor Hodge

R444/16/05/30 THAT Council confirms there be no on-street parking permitted on that portion of Lakeshore Road fronting the strata development at 600 Sherwood Road;

AND THAT that portion of Lakeshore Road fronting the strata development at 600 Sherwood Road be used as a "Bus Only" Lane, as intended;

AND THAT Council authorizes the Mayor to inform the Strata of this decision.

Carried

DRAFT

9 **City Clerk, re: EOC Tour**

Council:
- Politely declined the invitation to tour the EOC.

10. Termination

The meeting was declared terminated at 4:48 p.m.

Mayor

City Clerk

/acm/sf

DRAFT

Report to Council

Date: June 1, 2016

File: [RIM Classification Number]

To: City Manager

From: Jodie Foster, Communications Supervisor

Subject: City of Kelowna Sponsorship and Advertising Program and Policy Development

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Recommendation:

That Council receives, for information, the report from the Communications Supervisors dated June 1, 2016, with respect to the development of a City of Kelowna Sponsorship and Advertising policy and program.

Purpose:

To provide Council with an overview of municipal sponsorship and the feedback gathered from a sponsorship workshop hosted by the City of Kelowna, and to outline the sales model to be used in the development of a City Sponsorship and Advertising Policy and Program.

Background:

City Council has identified exploring opportunities to generate revenue as a Council Priority for strong financial management.

More municipalities are turning to sponsorship as one option for revenue generation. In the 2015 Citizen Survey, 81 per cent of respondents said they would support corporate sponsorship for municipal programs and facilities, including 41 per cent who said they strongly support it.

In 2015, Partnership Group conducted an inventory and valuation of several City properties and their associated assets, which would be appropriate for sponsorship and advertising. The exercise indicated that over time, the City could expect to generate about $1 million annually in ongoing revenue.

Partnership Group has been retained this year to assist with drafting a policy and finalizing the asset list. In addition, Partnership Group will develop a strategic program plan including a sales approach and model, templates, a prospect list, revenue forecasts and timelines that

would allow the City to launch a formal sponsorship and advertising program. The policy and program will come to Council for consideration later in 2016.

Community Workshop:

If the City formalizes a sponsorship and advertising policy and program, there is the potential for real or perceived impact on other organizations that also undertake philanthropic and sponsorship activity in the community.

Partnership Group advises that this is a commonly noted issue in other municipalities where formalized programs have evolved. One mitigation is to assist local organizations through professional development opportunities to "elevate the sponsorship game" across the community. This has already been a successful strategy in Kelowna through programs like artsVest B.C., which supports cultural organizations by guiding them on how to develop sponsorship relationships and then apply for matching funds.

To determine the needs of non-profits and City partners, staff and the Partnership Group hosted a workshop on May 16. The workshop provided a sponsorship basics learning opportunity, as well as a venue to gather community feedback on the potential for a formalized City of Kelowna Sponsorship and Advertising policy and program.

Invitations went out to over 40 organizations directly by email, as well as a general invitation on the City's social media channels. 26 people from 13 organizations attended (See Appendix A for the list). Feedback was gathered during the workshop and through a questionnaire gathered after the workshop. Three main themes emerged:

- A couple of the organizations expressed some concern that the City entering into a more formal sponsorship program could impact their revenues or limit their ability to conduct their own sponsored events within City facilities
- The organizations found this learning opportunity useful and said they could benefit from future opportunities with topics such as prospect development, writing agreements, valuation of assets, networking with the business community, networking with other like-minded organizations
- Organizations requested continued involvement as the policy and program drafts are developed including specific information on how the City could provide community support going forward

This feedback will be addressed while drafting the Sponsorship and Advertising policy and program.

Sponsorship and Advertising Sales Model:

In order to generate accurate revenue projects, the sponsorship policy and program will need to include a finalized asset list and the operational sales model. The asset list will be finalized for Council consideration and brought forward later this year.

In general, there are three models used to sell sponsorship and advertising assets in most municipalities. These include:

- Using a sales agency or contractor to conduct all sales and manage the program
- Using staff to conduct all sales and manage the program

- Using a hybrid model with a base level of staff to manage the program and a sales agency or contractor for sales and other support

Staff will to use the hybrid model of sales for the development of the policy and business case portion of the program plan for the following reasons:

- Staff consistency allows the City of Kelowna to own sponsor relationships
- Using a hybrid model allows flexibility to build the program over a period of time
- Using a hybrid model allows flexibility to incorporate areas such as the Airport and Regional Services that already have a contractor doing advertising sales on their behalf

Next Steps:

The next steps include the development of a draft Sponsorship and Advertising policy and program for Council consideration later this year.

Internal Circulation:
Carla Weaden, Communications and Information Services Divisional Director
Jim Gabriel, Active Living and Culture Divisional Director

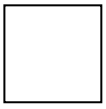
Existing Policy:
City of Kelowna Civic Community Facilities Naming Policy Number # 343
City of Kelowna Park Naming Policy Number # 251

Financial/Budgetary Considerations:
There is $100,000 in the 2016 budget for the sponsorship and advertising project.

Personnel Implications:
If Council approves the program later this year, a staffing request would be submitted for Council consideration as part of the 2017 budget. It is expected that staffing costs would be off-set by program revenue over time.

Considerations not applicable to this report:
Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
External Agency/Public Comments:
Communications Comments:
Alternate Recommendation:

Submitted by:
J. Foster, Communications Supervisor

Approved for inclusion: 

cc:
Carla Weaden, Communications and Information Services Divisional Director
Jim Gabriel, Active Living and Culture Divisional Director

Appendix A – Sponsorship Workshop Attending Organizations May 16, 2016

Attended
Opera Kelowna
Theatre Kelowna Society
Festivals Kelowna
Cool Arts Society
Kiwanis Music Festival Society of Kelowna
Okanagan Men's Sheds Association
Rotary Centre for the Arts
Okanagan Xeriscape Association
Okanagan Gymnastics Centre
Kelowna Falcons
Okanagan Korean Culture and Knowledge Club
Kelowna and District Pony Club
Kelowna United

CORPORATE SPONSORSHIP AND MUNICIPALITIES!

City of Kelowna

Council Presentation

Monday June 13, 2016

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SESSION OVERVIEW

1. Defining corporate sponsorship versus advertising and philanthropy?
2. Industry trending – sponsorship overall as well as specific to municipalities and best practices
3. The “Six Steps to Sponsorship Success”
4. Questions and Discussion

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WHAT IS SPONSORSHIP?

"Sponsorship reaches people in an environment that matches their lifestyle rather than intrudes upon it. Sponsorships speaks to the public, not at them."

IEG Sponsorship Consultants

- ✓ Philanthropy
- ✓ Advertising
- ✓ Corporate Sponsorship

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TRENDS

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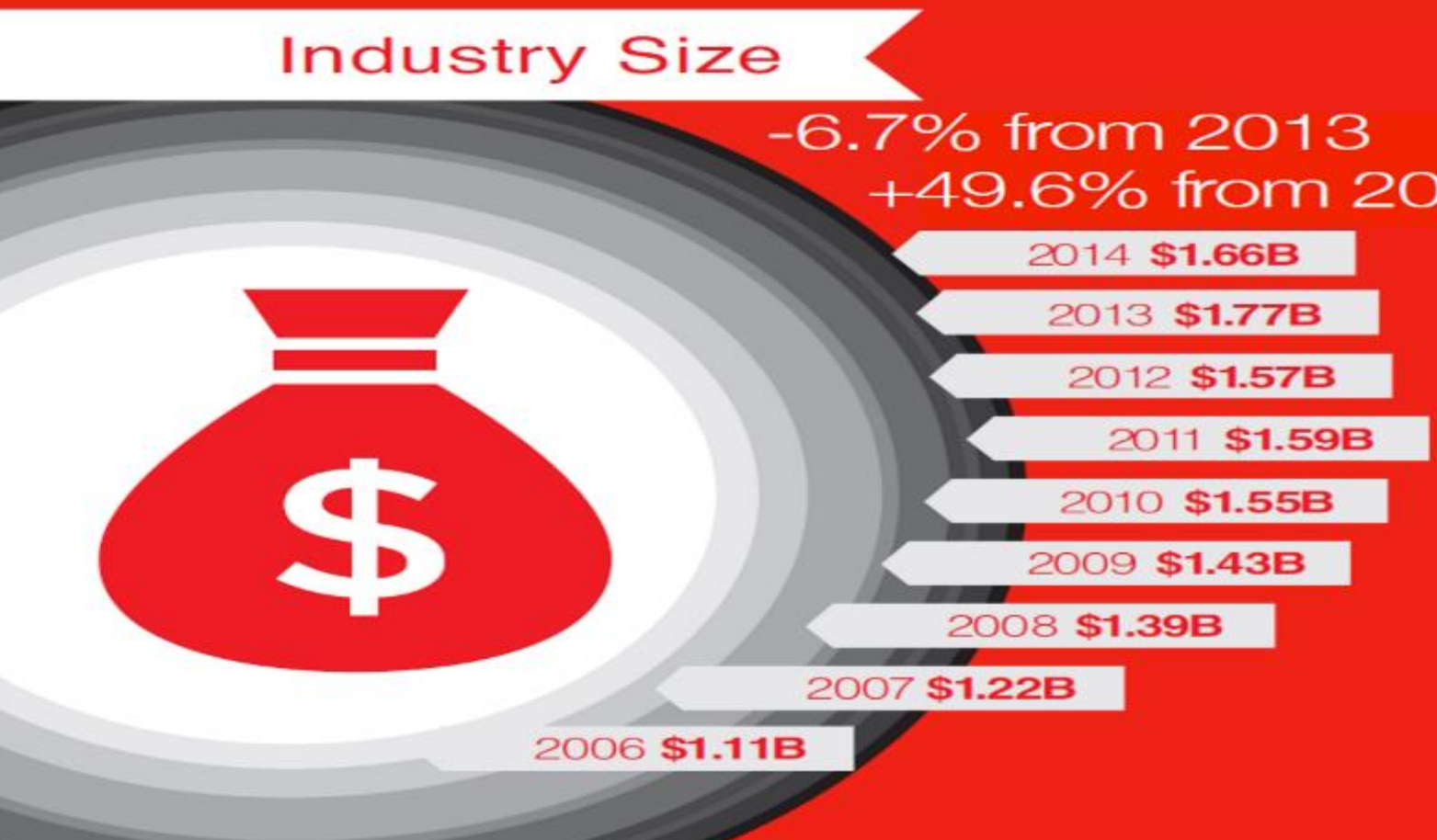
CSLS
Canadian Sponsorship Landscape Study

CANADIAN INDUSTRY SIZE



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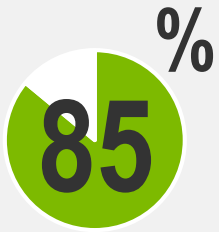
CSLS
Canadian Sponsorship Landscape Study

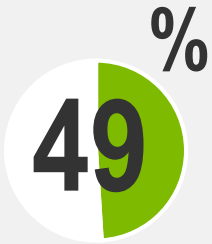
MARKETING COMMUNICATIONS BUDGET

Approximately 1 in every 4 marketing communications dollars are spent on sponsorship.

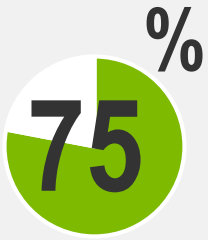
OPINIONS ON MUNI'S SPONSORSHIP



Companies should be able to **sponsor public spaces** such as hockey rinks, ball parks and recreational facilities



Companies should be able to **retitle existing buildings** named after prominent citizens or community benefactors



No preferential treatment for corporate sponsors of muni's – sponsorship and awarding of contracts should be separate

What are Canadian Municipalities Doing?

Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights

NANAIMO
THE HARBOUR CITY

THE CITY OF Edmonton

POINTE-CLAIRE

SARNIA SEMPER

TORONTO

City of Peterborough

LLOYDMINSTER
Canada's Border City

WHISTLER

City of Prince Albert

What are Canadian Municipalities Doing?

- 66% of municipalities are involved in some form of corporate engagement
- Almost 50% more municipalities in the naming rights game since 2013
- 47% have actively marketed their opportunities for over 5 years
- Most common assets are naming rights; then events then programs

Source: *Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights*
Centre of Excellence For Public Sector Marketing

What are Canadian Municipalities Doing?

- 94% of these identified municipalities in the game are actively seeking naming rights of which almost 2/3 have agreements in place
- Most common length or term for naming rights is 5-10 years – "perpetuity agreements" are now scarce
- Arenas, recreation complexes, pools and sports fields are the most common naming

What are Canadian Municipalities Doing?

- 55% of the municipalities have sponsorship centrally managed for the municipality and 45% allocate by department
- 62% have naming rights policy only in place
- 82% have sponsorship policy in place
- 43% have just advertising policy in place
- Many communities between 30,000 and 110,000 people have over a million in revenue potential annually

Office of Partnerships

- ✓ 2013: 280 partnerships (sponsorships, joint ventures, donations and grants worth more than $5,000) generated $24.9 million to enhance existing programs and services

Bike Share Program

TORONTO

TORONTO

Petsecure
pet health insurance

- ✓ Petsecure is the proud sponsor of Toronto Animal Services' Chip Truck, a mobile license and microchip clinic for your pets.
- ✓ Petsecure is Canada's oldest and largest pet insurance provider.

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by Toronto Animal Services
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TORONTO

Rock the waves

cochrane
HOW THE WEST IS NOW

Jayman Aquatic Centre

- ✓ Secured Jayman Homes as a naming rights partner for the Aquatic Centre.
- ✓ The "Rock the Waves" fundraising capital campaign is a $10.6 million undertaking for a total $45 million project. Jayman is contributing $1.1 million over 10 years.

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- ✓ Beyond funding for the contest and Awards ceremony, IBM offered access to technology, Subject Matter Experts, and software for contest participants.

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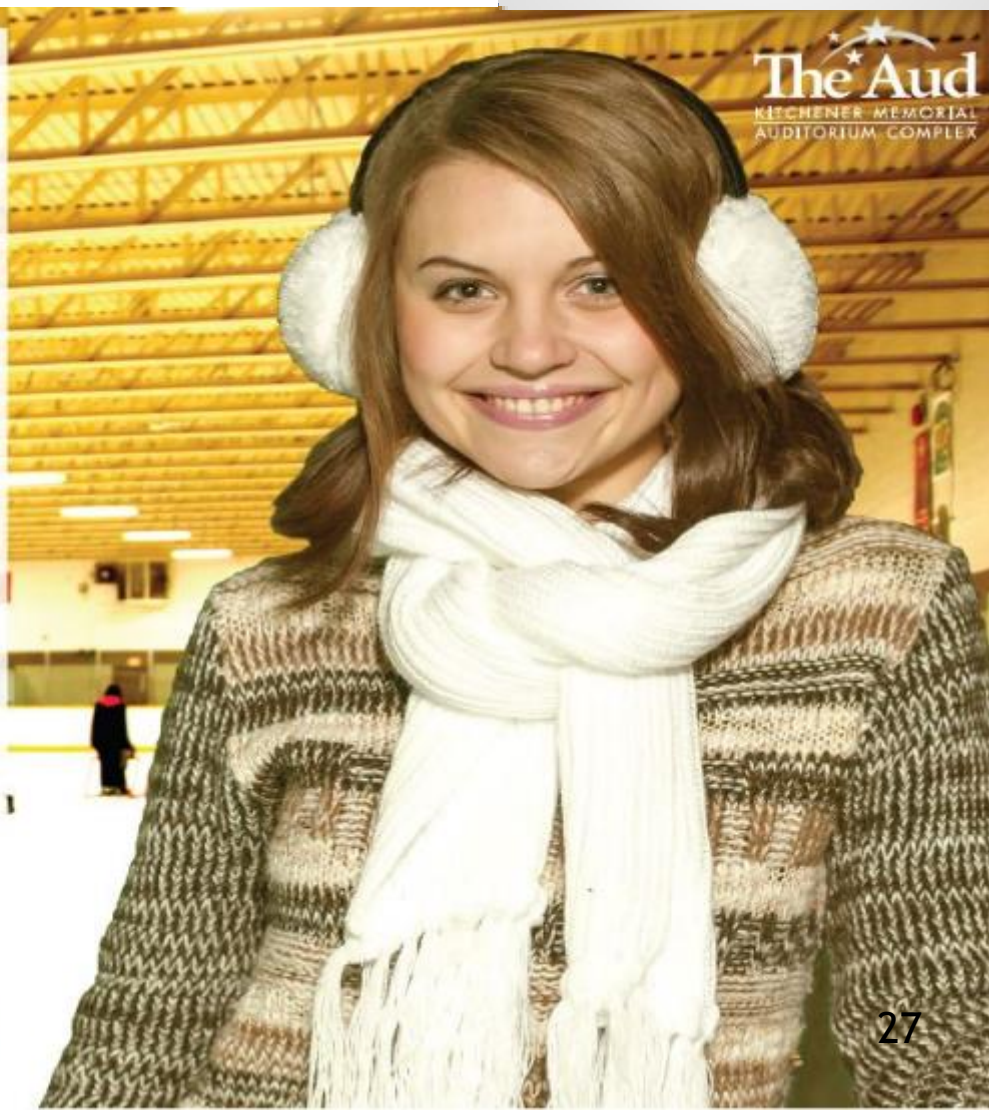

Community Clean-Up Programs

THE Great NOVA SCOTIA PICK-ME-UP

20 YEARS
KEEP VANCOUVER SPECTACULAR!

Meewasin & Affinity Credit Union
clean UP campaign
Affinity Meewasin

15 to Clean Challenge!

CELEBRATING 10 YEARS OF CLEAN
Capital City Clean Up

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- ✓ Recognize the efforts of all of our friends and neighbors' efforts to create more beautiful communities

THE CITY OF Edmonton

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KAL TIRE PLACE

RECIPE FOR
SUCCESS

SIX STEPS TO SPONSORSHIP SUCCESS

1) Inventory Asset Valuation

2) Policy Development

3) Understanding Community Impact

4) Strategy and Model Development

5) Implementation of Policy, Strategy and Model

6) Fulfilment of Agreements

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SIX STEPS TO SPONSORSHIP SUCCESS

1) Inventory Asset Valuation

- Critical to determine what you have to sell
- Essential to understand what those assets are worth individually
- Knowing what the potential revenue truly is and how it can be achieved

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SIX STEPS TO SPONSORSHIP SUCCESS

2) Policy Development

- Critical to have policy specific to sponsorship in addition to advertising and naming rights etc.
- Necessary to make sure these all work in conjunction with each other and are up to date and have no conflicts
- Ensure policy is flexible to meet all departmental needs

SIX STEPS TO SPONSORSHIP SUCCESS

3) Understanding Community Impact

- Ensuring you have community input and education from the charities, non-profits and local businesses
- Raising the bar for sponsorship in the community at the grassroots levels
- Teaching the organizations to fish rather than continuing to feed them

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SIX STEPS TO SPONSORSHIP SUCCESS

3) Understanding Community Impact

- Potential workshops for the community to ensure they can get better at what they do and understand the difference between advertising, sponsorship and donations / philanthropy
- The success of existing programs like ArtsVest in Kelowna is raising the bar and delivering results

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SIX STEPS TO SPONSORSHIP SUCCESS

4) Strategy and Model Development

- Essential to have a full strategic plan in place looking at the sales model; fulfilment delivery, prospect development and timelines and staffing levels
- The average timeline for a sponsorship in Canada is 18-22 months

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SIX STEPS TO SPONSORSHIP SUCCESS

4) Strategy and Model Development

- Looking at models for sales and considering all options
  - Presently sales firm selling advertising at Airport
  - Do you go with 100% outsourced sales method
  - There exists the option to bring everything in house
  - Alternatively it could be a hybrid of the above or transitional

SIX STEPS TO SPONSORSHIP SUCCESS

5) Implementation of Policy, Strategy and Model

- Once the first four steps are complete it is time to put the theory into practice
- Critical to follow the strategy and not stray
- Ensure the policy is working and meets all stakeholder needs

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SIX STEPS TO SPONSORSHIP SUCCESS

6) Fulfilment of Agreements

- Long term success and renewals depend on you delivering on what you promised to partners
- You are setting the bar for the community organizations to understand the need for fulfilment
- You need to ensure staffing levels are met in fulfilment

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WRAP UP

- You are well on your way to success
- One of 6 Steps done
- 3 of 6 Steps in the works
- You are reaching out for interaction, input and engagement
- The final two steps will come with Council consideration of policy, strategy and model

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QUESTIONS & DISCUSSION

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Thank You

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for more information

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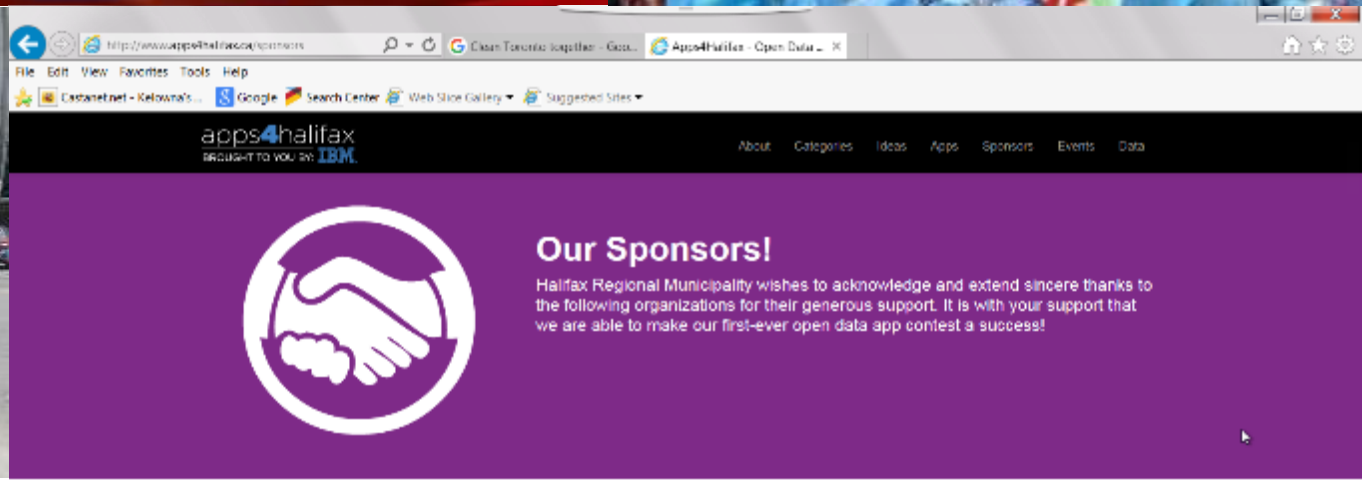

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City of Toronto (@TorontoC...

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TWEETS 15.1K
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FOLLOWERS 183K
LIKES 93
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. @TOAnimalService's Chip Truck is a mobile licence/rabies/microchip clinic for pets. Info: ow.ly/Baqb300RM2W
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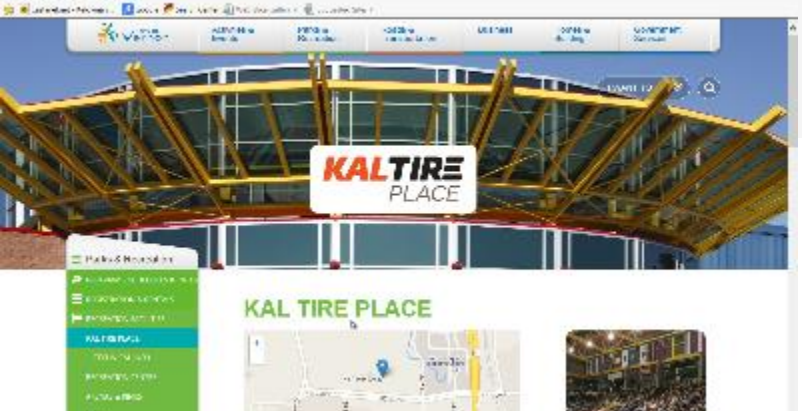
KALTIRE PLACE
KAL TIRE PLACE

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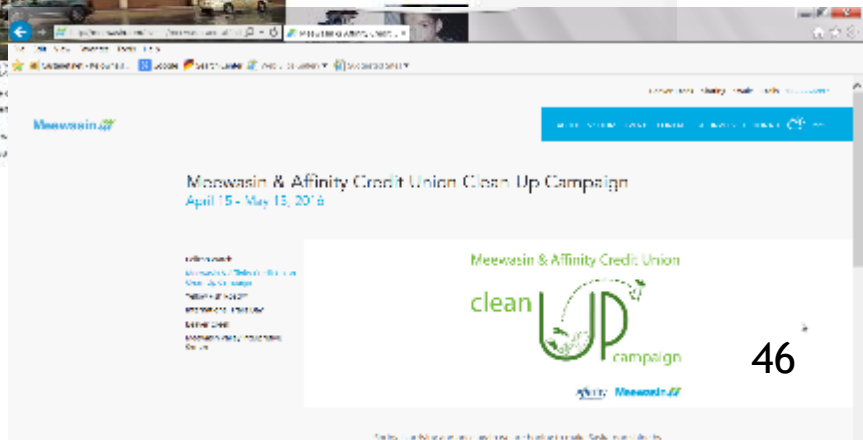
Meewasin & Affinity Credit Union Clean Up Campaign
April 15 - May 15, 2016
Meewasin & Affinity Credit Union
clean UP campaign

Thank You

Please visit our website
for more information

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