

THE CORPORATION OF THE CITY OF WINDSOR
Community Development and Health Services - Administration

**MISSION STATEMENT:**

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 17091 GM/9330	Report Date: March 21, 2014
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To: Mayor and Members of City Council

Subject: Naming of Community Rink #2 at the WFCU Centre

1. RECOMMENDATION: City Wide: _____ Ward(s): 6

THAT City Council **APPROVE** the renaming of Community Rink #2 at the Windsor Family Credit Union Centre to the "*Corporal A.P. Grenon and Canadian Veterans Memorial Rink*".

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

The WFCU Centre opened in 2008 and as part of the business plan for the building, the WFCU Centre Steering Committee was to establish a Capital Campaign Cabinet to lead and secure naming rights for facilities within the WFCU Centre. At their meeting of May 3, 2010, City Council approved CR172/2010:

"That the sponsorship of facilities within the WFCU Centre for Naming Rights over a ten year period effective January 1, 2009 until December 31, 2018 by the following companies/organizations:

- *AM800 CKLW*
- *The Windsor Star*
- *Green Shield Canada*
- *Optimist Clubs of Windsor*
- *The Collavino Group*
- *Jamieson Laboratories*
- *Festival Tent and Party Rentals*

***BE APPROVED**, and further, that the Chief Administrative Officer and City Clerk **BE AUTHORIZED** to sign the agreements subject to approval as to the form by the City Solicitor and as to content by the Executive Director of Recreation and Culture and the City Treasurer, and further, that the authorization for the execution and signing agreements for additional future Naming Rights of facilities at the WFCU Centre **BE DELEGATED** to the Chief Administrative officer for those sponsorships of \$150,000 or less."*

There are four rinks at the WFCU Centre, with the main bowl being considered as rink #1, followed by community rinks #2, #3 and #4 running north to south. The Windsor Star name was initially attached to rink #2.

As reported to the Social Development, Health and Culture Standing Committee on March 5, 2013, the Windsor Star ended their sponsorship of rink #2 early. The Standing Committee approved the use of the name Windsor Rink until such time as a new sponsorship can be obtained.

3. DISCUSSION:

There are several instances where facilities, parks and other municipal properties have not been subject to paid naming rights, but rather named to recognize significant achievements by Windsorites, or a person or persons that have contributed to the development of the City. The Naming/Renaming or Dedicating Municipal Property, Buildings or Parks Policy – CR144/2007 provides for those circumstances.

Corporal Andrew Paul Grenon was a 23 year old member of Princess Patricia's Canadian Light Infantry, 2nd Battalion. Born in Windsor, he enlisted in the military on April 7, 2004. He was twice injured on his first tour of duty in Afghanistan, yet returned for a second tour.

On September 3, 2008, while on security patrol, his armoured vehicle was attacked. Five personnel were injured. Corporal Grenon and two others did not survive. Cpl. Grenon was the only Windsorite killed in action in Afghanistan, sadly just before he was to return home. Cpl. Grenon received the General Campaign Star – International Security Assistance Force and posthumously, the Sacrifice Medal.

Windsor has a long history of military service. Many men and women have served and returned home and many did not. It is appropriate to continue to incorporate their contributions and memories into daily activities so that their sacrifice is never forgotten. Administration is bringing forward a recommendation that community rink #2 in the WFCU Centre be named after Corporal A.P Grenon and the many Canadian War Veterans who have given their lives for our country.

4. RISK ANALYSIS:

As reported to Council as part of the September 2013 Capital Variance report, the projected surplus in the WFCU Centre project was estimated to be approximately \$2.2 million.

With the projected variance in the naming rights revenue, the projected surplus in the overall project is now estimated to be \$2.1 million. It should be noted that the projected surplus is still subject to change as the final sale prices of the redundant facilities has not yet been realized.

5. FINANCIAL MATTERS:

The Windsor Star had originally committed \$170,000 (\$17,000 per year over 10 years) for the naming of a community rink. The Corporation did receive three years of payments, for a total of \$51,000, from the Windsor Star. It is not known how much the community rink in question could generate in sponsorship dollars if such a course of action were pursued. However, the original commitment for the four community rinks ranged from approximately \$17,000 per year (3 rinks) to \$36,000 per year (1 rink).

Costs associated with naming community rink #2 after Corporal Grenon and the Veterans are related to changing the signage. It is anticipated that the cost would be less than \$5000 to create signage consistent with that which appears in the facility now and would be absorbed within the WFCU capital project (#7064900) where the current naming rights revenue is being deposited. As reported to Council as part of the September 30, 2013 capital variance report to Council, it is projected to be in a surplus position of approximately \$2.2 million by the end of 2018 (prior to the loss of revenue projected from the Windsor Star). After taking this into consideration, the surplus is projected to be approximately \$2.1 million. Therefore, there are sufficient funds available to pay for this estimated expenditure.

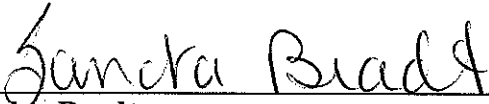
There is still an opportunity at the WFCU Centre to attract paid naming rights through the other available rink and community rooms.

6. CONSULTATIONS:

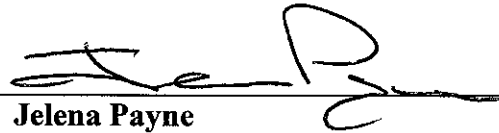
Executive Director of Parks and Facilities
Executive Director of Recreation and Culture
Acting Manager, WFCU Centre
Manager of Operating Budget Control & Financial Administration

7. CONCLUSION:

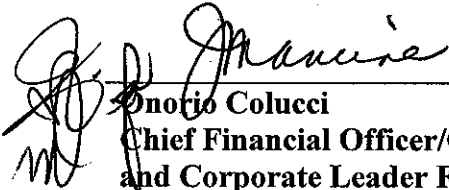
It is appropriate to recognize the supreme sacrifice made by Corporal Grenon and countless men and women from Windsor and Essex County in times of war and peacekeeping. Those attending events at the WFCU Centre will be continuously reminded of the service of our veterans and current personnel. Lest we forget.




Sandra Bradt
Executive Initiatives Coordinator



Jelena Payne
**Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture**



Onorio Colucci
**Chief Financial Officer/City Treasurer
and Corporate Leader Finance &
Technology**



Helga Reidel
Chief Administrative Officer

SB

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:

Name:

Phone #: 519 ext.

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX