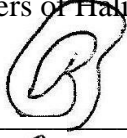


**Item No. 12.1**  
**Halifax Regional Council**  
**November 22, 2011**

**TO:** Mayor Kelly and Members of Halifax Regional Council

Original signed by 

**SUBMITTED BY:**

Richard Butts, Chief Administrative Officer

Original Signed by 

Mike Labrecque, Deputy Chief Administrative Officer

**SUBJECT:** Oval Naming Rights & Sponsorship: Next Steps

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**ORIGIN**

March 29, 2011 Regional Council motion, regarding the Long Term Arena Strategy moved by Councillor Rankin, seconded by Councillor Sloane.

**RECOMMENDATION**

It is recommended that Regional Council direct staff to return to Council in the next fiscal year with a recommendation on an approach to a sponsorship policy in general.

## **BACKGROUND**

On March 29, 2011 Halifax Regional Council approved a motion to:

1. Make the Canada Games Oval permanent on the Halifax North Common;
2. Direct staff to include the required capital and operating funds for the Canada Games Oval in the proposed 2011/12 Project and Operating Budget as outlined in the budget implications section of this report;
3. Direct staff to immediately engage consulting services as outlined in the discussion and budget implications sections of the March 25, 2011 staff report, funded from the advanced project account CBX01268 Consulting – Buildings, until a full funding strategy is approved by Council as part of the 2011/12 budget;
4. Authorize staff to accept donations to put toward the capital costs of making the Canada Games Oval permanent; and
5. Provide direction to staff as to whether or not to entertain proposals for corporate naming rights and other commercial advertising at the Canada Games Oval.

## **DISCUSSION**

The following is intended to provide an update on various ongoing activities related to the Oval.

### Formal sponsorship policy for HRM

In September 2011, Council requested that a staff report outlining research potential naming rights and sponsorship policies be brought forward with various options for Council's consideration respecting public assets and events. This work is underway. However, based on the timing of the opening of the Oval and a desire to ensure appropriate recognition for potential naming sponsors staff are proceeding as directed at the August 2011 Council session with Oval naming sponsors in advance of the above mentioned report being presented to Council. That information is addressed in the confidential in camera report of 22 November 2011.

### Programming sponsors

Staff is continuing to explore various operating program sponsors. Staff is currently confirming the oval program which will be very similar to last year's program offerings. In order to ensure that the maximum amount of public skates are available free of charge to all members of the HRM community, program sponsors will assist to offset budgetary costs.

### Amenities at the Oval

The Oval project has been divided into two phases. Phase I is "Building the Essentials". This entails building the core infrastructure required for the Winter 2011/12 skating season. This phase includes site grading and drainage, structural concrete slab to contain refrigerant piping, refrigeration system (chillers, pumps, power) a gravel surround and temporary trailers, maintenance shed and washrooms similar to what was provided for the Canada Winter Games. As discussed by Council at the March 29, 2011 Regional Council session and at ensuing

## Next Steps

**Council Report**

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Regional Council Capital Budget debates, Phase I of the Permanent Oval project budget for the oval was \$4,297,000 and the proposed funding was from Project Account #CPX01190 – Park Upgrades (10/11), \$247,000, Project Account #CPX01329 – Park Upgrades (11/12) \$300,000 and Capital Account CBX01344 – Skating Oval \$3,750,000.

Phase II, "Adding the Amenities" is set for development in 2012/13. It entails the design and construction of the permanent components required to replace the temporary support amenities. There was an allocation of \$1.4 m for Phase II in Year 2 of the Approved 2011/12 Capital Budget. Council also directed staff to consult with the public on what amenities and permanent facilities should be incorporated into Phase II. The consultation and design process for Phase II is underway.

The schedule for these phases can be found in Attachment 1. Staff are currently considering accelerating the time lines for Phase II and bringing it forward for Advanced Capital funding to ensure that the project can be completed in the summer of 2012, thereby ensuring delivery for the 2012/13 skating season and minimizing disruption on the Common. A conceptual site plan for both Phases I and II is found in Attachments 2 and 3 for reference in Council's discussions.

Recognition for Save the Oval group

The Save the Oval organization has continued to be a voice of public support for what Council is doing for the community in providing the Oval. They also continue to be a conduit through which potential sponsors have been approaching HRM. Save the Oval have had discussions with HRM staff as to how it could continue to best support the oval over the longer term. These could include fundraising, volunteer organization, event planning etc. During those discussions the concept of formalizing the relationship between the group and HRM has come up. The option of creating an agreement similar to the HRM/Public Gardens Foundation which raised money and helped facilitate the restoration of the Public Gardens has been mentioned. Further discussions with the group will be undertaken. As required, a further staff report would be brought to Council for direction with respect to this relationship.

**BUDGET IMPLICATIONS**

There are no budget implications associated with this report at this time

**FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

**COMMUNITY ENGAGEMENT**

Not applicable with this report.

**ATTACHMENTS**

Attachment 1 – The Planning and Development Process

Attachment 2 – Phase 1: Building the Essentials

Attachment 3 – Phase 2: Adding the Amenities

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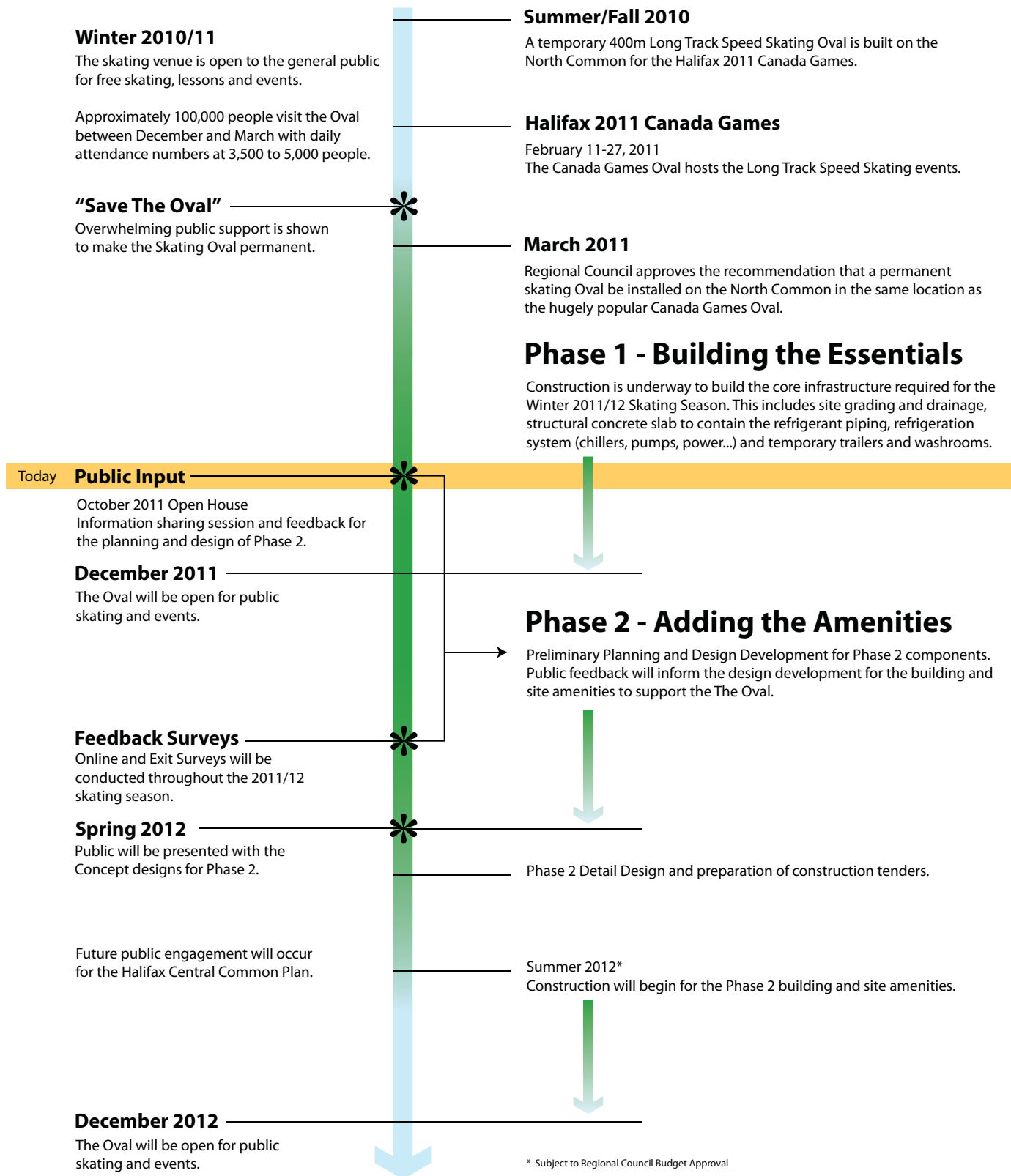
A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Jennifer Church, Managing Director Government Relations and External Affairs, 490-3677  
Peter Bigelow, Manager Real Property Planning, Planning and Infrastructure, 490-6047

Report Approved by: \_\_\_\_\_  
Phillip Townsend, Director, Planning and Infrastructure

Financial Approval by: \_\_\_\_\_  
James Cooke, CGA, Director of Finance/CFO, 490-6308

# The Planning and Development Process



## The *Oval* Public Open House



# Phase 1 - Building the Essentials



## Legend:

### Permanent:

- 1 New alignment and location of the Oval to improve site layout for large crowds and future building.
- 2 Site grading to better integrate the Oval within the surrounding park; improved drainage.
- 3 Reinforced concrete pad with embedded refrigerant piping on structural sub-base.
- 4 Ice refrigeration system - chillers, mechanical pumps and electrical system.
- 5 Sport field lighting
- 6 Grass field inside the Oval

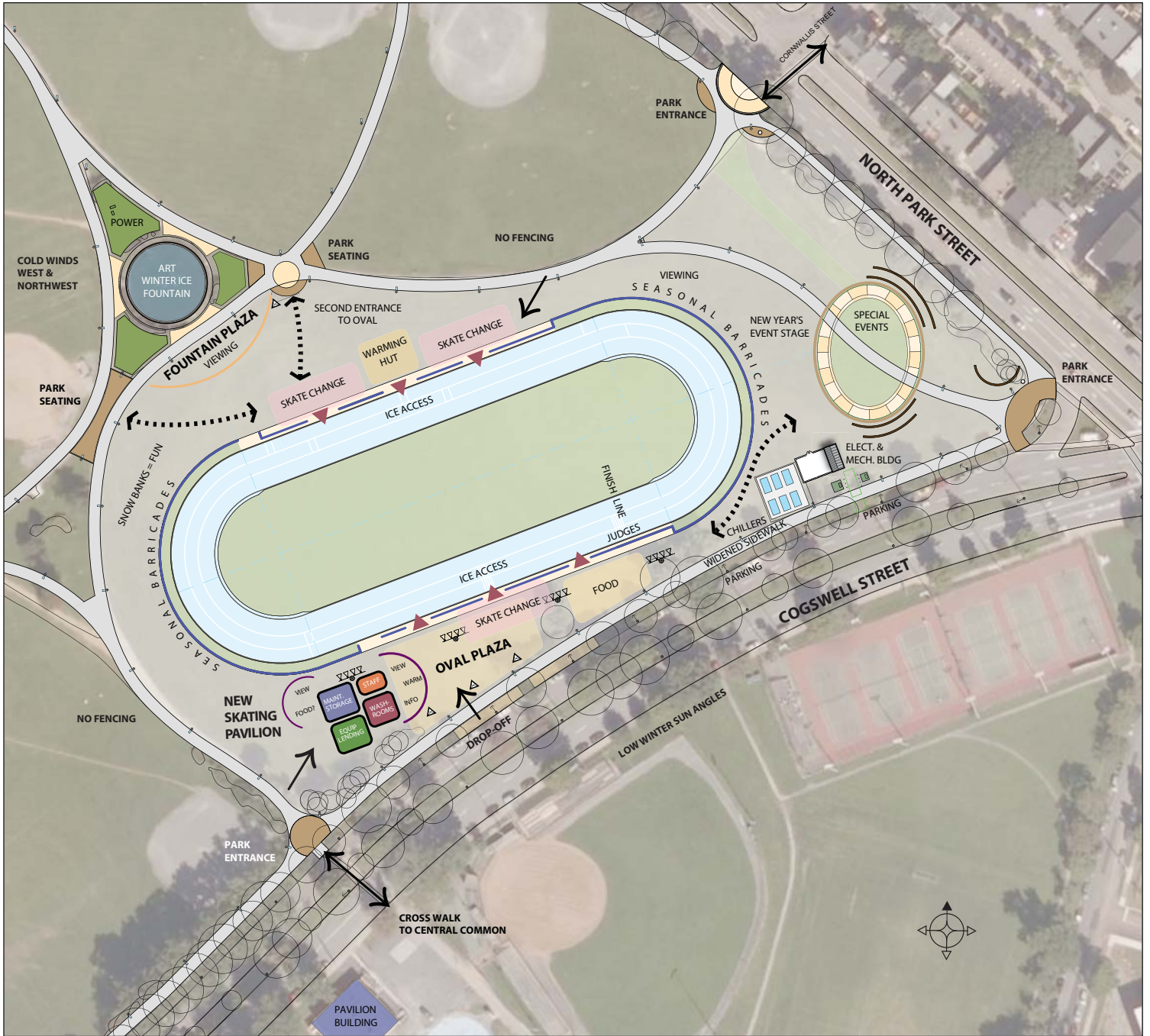
### Temporary (Winter 2011/12):

- 7 Maintenance shed
- 8 Maintenance equipment compound - fenced
- 9 Site trailers for:  
Skate and helmet lending; speed skaters and hospitality
- 10 REC staff offices and special events
- 11 New Year's Eve stage
- 12 Portable toilets
- 13 Food services
- 14 Skate change benches and mats
- 15 Bleachers for spectators

The **Oval** Public Open House

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# Phase 2 - Adding the Amenities



## Design Considerations:

### Functional Programming for Site and Building:

- Maintenance equipment storage
- Staff room and offices
- Public washrooms
- Helmet and skate lending
- Skate change/ boot storage
- Food vendors
- Spectator areas
- Festivals and special events
- Crowd capacity (3,500 to 5,000 visitors per day)

### Needs and Conveniences:

- Food - vendors; picnic areas, tables, menus, nutrition
- Ambiance - lighting, music, pageantry, public art
- Warmth - wind screening, warming huts, indoor space
- Conveniences - skate change/ boot storage; washrooms, skate sharpening, seating
- Access - walking, transit, drop-off and parking

### Design and Aesthetics:

- Building Architecture
- Landscape and Park Design
- Integration within the context of the Halifax Common

### Summer Uses:

- Recreational sports
- Festivals, tournaments, civic gatherings
- Incidental recreation and park enjoyment

The **Oval** Public Open House

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