

City Council Report

REPORT NUMBER 343-2025-Community Services-Recreation & Culture

DATE

PREPARED

October 14, 2025

FILE

CITY COUNCIL

November 4, 2025

MEETING DATE

SUBJECT

Multi-Use Indoor Turf Facility Name

RECOMMENDATION TO CITY COUCIL

WITH RESPECT to Report 343-2025-Community Services-Recreation & Culture, we recommend that the new Multi-use Indoor Turf Facility at 480 Beverly Street be named Tbaytel Multiplex;

AND THAT the name be limited to the term of the Naming Rights Agreement (10 years) in form and content satisfactory to the City Solicitor;

AND THAT any necessary by-laws be presented to City Council for ratification.

EXECUTIVE SUMMARY

Administration is recommending that the new Multi-use Indoor Turf Facility be named Tbaytel Multiplex, as an outcome of selling primary naming rights for the facility. The name reflects the facility's multiple uses, signifying multiple sports and activities under one roof for shared community goals of sport, health and well-being.

The recommendation follows the process identified in the Civic Naming of Streets, Buildings, Structures and Recreational Facilities Policy, with a review coordinated through Planning Services.

DISCUSSION

The development of the new multi-use turf facility provided an opportunity for primary naming rights sponsorship. As per the City's Sponsorship and Naming Rights Policy, the City actively seeks and encourages businesses to become sponsors of municipal programs, facilities, events and other assets. Naming rights provide a tangible way for businesses to support the

community while increasing the City's ability to deliver quality programs and services as an alternative revenue generation strategy.

Administration is negotiating a primary naming rights sponsorship of the new turf facility with Tbaytel. Tbaytel has a long-standing history of supporting community initiatives, organizations and events, and is demonstrating support for the new turf facility through the naming rights sponsorship. This sponsorship provides long-term revenue to the City to help offset operating costs. Terms of the agreement are considered confidential.

As per the Civic Naming of Streets, Buildings, Structures and Recreational Facilities Policy, Planning Services circulated the proposed name to advisory agencies identified in the policy for review. In general terms, new Civic Names shall adhere to the following guidelines:

1. Similar sounding names shall be avoided.
2. Names should reflect the character of the surrounding area.
3. Names shall be easily recognizable, readable and spellable.
4. Names shall be unique.
5. Names of local citizens, living or deceased, shall be used only with the approval of City Council.
6. Corporate or company names shall not be used. Alternatively, Council may consider allowing corporate names that are consistent with the other guidelines and charge a fee to recognize the corporate exposure and advertising value in the name.

City Council has the authority to approve naming rights of City facilities as per the Sponsorship and Naming Rights Policy.

CONSULTATION

Planning Services circulated the proposed name to internal departments and external agencies for comment in accordance with the Civic Naming of Streets, Buildings, Structures and Recreational Facilities Policy. There was discussion of whether the name might be confused with the Canada Games Complex for navigation purposes. Administration intends to complete a wayfinding project in addition to branding and marketing this growing recreational hub.

FINANCIAL IMPLICATION

The value of the Naming Rights sponsorship with Tbaytel is \$50,000 per year for a 10-year term. As the facility is new, there is no cost associated with removing prior signage. Any revenues associated with naming rights for the facility will be included in future operating budgets.

BACKGROUND

City Council adopted the Sponsorship and Naming Rights Policy in 2023 (Report 102-2023 – Community Service – Recreation and Culture)to help guide the City with respect to the development and management of sponsorship and naming rights agreements.

Administration engaged Performance Sponsorship Group to investigate the potential value of naming rights opportunities for several municipal assets in fall 2024. In February 2025, Council approved the implementation plan for Administration to pursue Naming Rights for priority assets (Report 29-2025-Community Services-Recreation & Culture).

In August 2025, Council approved an exception to the Sponsorship and Naming Rights Policy to allow administration to negotiate this naming rights agreement without formally advertising the opportunity, and to authorize the Commissioner Community Services to execute the associated Naming Rights Agreement to the satisfaction of the City Solicitor (Report 176-2025 Community Services).

REFERENCE MATERIAL ATTACHED

None.

REPORT PREPARED BY

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REPORT SIGNED AND VERIFIED BY

Kelly Robertson, Commissioner, Community Services

Date (10/29/2025)