



RPT 23-107

TITLE: Lakeland Ford Park Sponsorship Agreement

DATE: **March 10, 2023**

TO: City Council

PUBLIC: **X**

INCAMERA:

RECOMMENDATION:

1. That the Lakeland Ford Park Naming Rights agreement with J.D. Excavating Inc. in the amount of \$1500.00 cash per year for (3) years and a total of \$4500.00 in-kind fieldwork from the date of signing to December 31, 2025 be approved,
2. That the Mayor and City Clerk be authorized to execute the attached sponsorship agreement on behalf of the City of Prince Albert.

TOPIC & PURPOSE:

The purpose of this report is to outline the renewal of a naming rights agreement for Lakeland Ford Park which will provide further resources to upgrade the park which is owned by the City of Prince Albert and operated by the Prince Albert Slo-Pitch League.

BACKGROUND:

The City of Prince Albert and Prince Albert Slo-Pitch league operates under a License Agreement for Lakeland Ford Park. In 2016 the League and Community Services Department developed a Sponsorship Plan for the former Downtown Lions Park which has been successful in securing sponsorship funds to support facility and equipment upgrades.

Naming Rights to the park, all 7 diamonds and a washroom building all have sponsorship components resulting in \$31,000 being available annually for improvements. These improvements have included shale replacement on all diamonds, construction of a new washroom building, some fencing repairs and improved security in the concession building. Recently a request was made from the PA Slo-Pitch League Reserve for steel tables in the concession area of the park.

Since 2016, the Lakeland Ford Park Sponsorship Plan has generated \$205,500 for improvements at the ballpark.

PROPOSED APPROACH AND RATIONALE:

Upgrades at Lakeland Ford Park in the near future will include replacing and maintaining fencing for the facility, upgrading equipment and other improvements as identified by the PA Slo-Pitch League in reference with the City of Prince Albert.

CONSULTATIONS:

- The Prince Albert Slo-Pitch League
- Community Services Department
- Dean Caruthers, owner – J.D. Excavations Inc.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The City will execute the commitments outlined in the agreements in conjunction with the sponsors.

POLICY IMPLICATIONS:

The Sponsorship Plan for Lakeland Ford Park was developed in conjunction with the City's Naming Rights & Sponsorship Policy.

FINANCIAL IMPLICATIONS:

The sponsorship of this diamond will provide a total of \$9,000 split 50/50 between cash and in-kind over the term of the agreement for the PA Slo-Pitch League to continue to improve the facility at Lakeland Ford Park.

STRATEGIC PLAN:

The report aligns with the Strategic Priority of Promoting a Progressive Community. These sponsorship dollars will allow Lakeland Ford Park additional funding to support payment of the cost of recent and future improvements at the ballpark. These funds reduce the implication on residential property taxes and increase Prince Albert's event hosting capacity.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

ATTACHMENTS:

1. 2023 J.D. Excavating Sponsorship Agreement

Written by: Duane Krip, Marketing & Sponsorship Coordinator

Approved by: Director of Community Services & City Manager