

Wednesday, March 02, 2016

1:00 p.m. – Regular Meeting

Council Chambers – 4th Floor – City Hall

Members: City Councillor J. Bowman – Wards 3 and 4 (**Chair**)
Regional Councillor G. Gibson – Wards 1 and 5
Regional Councillor E. Moore – Wards 1 and 5
Regional Councillor M. Palleschi – Wards 2 and 6
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8
Regional Councillor J. Sprovieri – Wards 9 and 10
City Councillor D. Whillans – Wards 2 and 6
(*Vice-Chair, Economic Development and Enterprise Services*)
City Councillor P. Fortini – Wards 7 and 8
City Councillor G. Dhillon – Wards 9 and 10

For inquiries about this Agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact:

Sonya Pacheco, Legislative Coordinator

Phone (905) 874-2178, TTY (905) 874-2130, cityclerksoffice@brampton.ca

Note: Some meeting information may also be available in alternate formats, upon request

Agenda
Economic Development Committee

Note: Please ensure all cell phones, mobile and other electronic devices are turned off or placed on non-audible mode during the meeting. Council Members are prohibited from sending text messages, e-mails and other electronic messaging during the meeting.

1. **Approval of Agenda**

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Consent**

* The following items listed with an asterisk (*) are considered to be routine and non-controversial by the Committee and will be approved at this time. There will be no separate discussion of any of these items unless a Committee Member requests it, in which case the item will not be consented to and will be considered in the normal sequence of the agenda.

(nil)

4. **Announcements**

5. **Delegations**

6. **Staff Presentations**

6.1. Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: **Canada Day 2016**.

7. **Economic Development and Enterprise Services**

7.1. Report from Dennis Cutajar, Chief Operating Officer, dated February 4, 2016, re: **Brampton Sister Cities Protocol** (File CE.x)

To be received

7.2. Report from Dennis Cutajar, Chief Operating Officer, dated February 3, 2016, re: **Approval of a Corporate Policy Regarding In-bound Sponsorship**.

Recommendation

Agenda
Economic Development Committee

8. Minutes

9. Other/New Business

10. Referred Matters

Note: In accordance with the Procedure By-law, the Referred Matters List will be published quarterly on a meeting agenda for Committee's reference and consideration. A copy of the current [Referred Matters List](#) for this Committee is publicly available on the City's website.

11. Deferred Matters

12. Notices of Motion

13. Correspondence

14. Councillors Question Period

15. Public Question Period

15 Minute Limit (regarding any decision made at this meeting)

16. Closed Session

17. Adjournment

Next Meeting: April 6, 2016

2016 Canada Day Presentation

Economic Development Committee

March 2, 2016





Proposed Event Plan: Canada Day 2016

Date: Friday, July 1, 2016.

Location: Chinguacousy Park

Time: 12 – 10 pm

Event Background: Brampton's annual Canada Day Celebration attracts and entertains over 100,000 guests. The event covers 80 acres that includes a midway, fireworks, kid's zone and live performances. The annual Celebration involves the participation, cooperation and coordination of several City departments and partners that ensures everyone has a fun and safe event.





Key Information

Main Stage Re-Location:

Due to the Ching Park Skating Trail Project, the Main Stage will be re-located from the Special Events Field to old Band Shell.

The entertainment will be focused on more local and grassroots Canadian talent.





Entertainment Highlights

Local Talent

Cultural Performances

Children's Entertainers

Internationally Recognized Entertainers

Roaming Mascots

Local Buskers

Midway

Fireworks

And more!



Celebrate
Canada Day
Brampton 

Regular Park Programming

Splash Pad

Jungle Gym

Paddle Boating

Mini Golf

Petting Zoo

Beach Volleyball

Picnic Areas

BMX/Skateboarding Park



Celebrate
Canada Day
Brampton 

New Initiatives

Grassroots Canadiana Theme Featuring:
Lumberjack Shows
Canadian Wildlife Show
Traditional Canadian Food Trucks
Maple Syrup Sampling
And more!





CELEBRATE CANADA DAY BRAMPTON 2016 – PROJECTED BUDGET

| Item | 2016 Projected Budget |
|----------------------------------|-----------------------|
| EXPENDITURES | |
| 1. Marketing | \$20,000 |
| 2. Safety | \$91,500 |
| 3. Operations | \$43,000 |
| 4. Entertainment and Programming | \$196,500 |
| Total Expenditures | \$351,000 |
| REVENUES | |
| Grant | \$70,000 |
| Sponsorship | 25,000 |
| Total Revenues | \$95,000 |
| NET EXPENDITURE | \$256,000 |

Celebrate
Canada Day
Brampton 

Results Measurement

- Number of Canada Day event attendees
- Event attendee satisfaction ratings
- Social Media activity
- Earned Media





Questions ?

Date: 2016-02-04

File: CE.x

Subject: **Information Report: Brampton Sister Cities Protocol**

Contact: Dennis Cutajar, Chief, Office of the COO
(Tel: 905-874-2698), dennis.cutajar@brampton.ca

Recommendations:

1. That, the report from Dennis Cutajar, Chief, Office of the Chief Operating Officer, dated February 4, 2016 to the Economic Development Committee meeting of March 2, 2016, **re: Information Report: Brampton Sister Cities Protocol**, be received.

Overview

- As requested by Economic Development Committee on January 20, 2016, this report provides information on the Brampton Sister City Protocol, including its history and current program.
- Sister City activities are intended to create and strengthen relationships between Brampton and international communities. Along with facilitating new economic linkages and international business networks, often these alliances are forged from within the community and are founded on the important municipal roles of City promotion, goodwill, political diplomacy, and community relations. They are often symbolic and ceremonial in nature.
- Since incorporation in 1974, City of Brampton elected officials, staff, along with business and community leaders, have co-operated, supported and promoted a number of relationships with communities around the globe. The first formal agreement was signed by the City of Brampton in 1992 with the City of Benxi, China, following a business mission to China led by the City of Brampton. It should be noted that the Town of Brampton also participated in the universal protocol of municipal twinning with the signing of an agreement with the Parish of Brampton, Cumbria, England in 1967.
- Like many municipalities in Canada, the City of Brampton currently has two formal Sister City relationships and several friendly/economic development focused relationships

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Background

Origin of Report

This report originates from the following Council Resolution (EDC005-2016) adopted on January 27, 2016:

“That staff be requested to report back to Committee on the Sister City Agreement Program, including its history and current status”.

Current Situation

History of Sister Cities

Sister City relationships, or twinning, is not a Brampton phenomenon. In fact, it is practiced globally at the community level. Internationally, the concept of sister cities was realized after World War II as a symbolic and ceremonial gesture to rebuild diplomatic relationships and reconcile people through cultural and educational exchanges. Since then, Sister City relationships have evolved to include the promotion of economic ties, such as trade, tourism, direct investment and strategic business alliances.

Summary of Existing Relationships – City of Brampton

Brampton has formed relationships with other municipalities dating back almost 50 years when in 1967 the Town of Brampton signed a ceremonial proclamation with the Parish of Brampton, Cumbria, England to commemorate the historic ties of Brampton’s founding fathers.

Other Brampton relationships have been goodwill in nature, diplomatic, social, educational, business and/or culturally focused. More recently, the City of Brampton has forged alliances that have been focused on economic development purposes. Brampton has formed three types of relationships in the past:

Sister City Relationship: A formal relationship between two or more communities formalized by a Council member sponsor, community/business sponsor and is subject to a Council Resolution. Brampton has two such relationships in the United States of America. Both are inactive, that is, Plano in the Dallas-Fort Worth Region of the state of Texas, and Miami Beach in Dade County of the state of Florida.

Friendship Relationship: A more symbolic or ceremonial relationship between two or more communities formalized by a Council member sponsor and a community sponsor. A proclamation is also considered in the City’s protocol.

Alliances/Partnerships: A business and economic development relationship formalized by staff and a Council member sponsor. A business or trade association sponsor is also encouraged to participate. These types of alliances are guided by a Memorandum of Understanding.

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Relationships can be city-to-city, port-to-port, business-to-business, chamber-to-chamber, university-to-university. For example, The Brampton Board of Trade (BBoT) is pursuing MOUs with international chambers of commerce, and through partnership with BBoT, Brampton Economic Development is involved at arm's length in supporting these agreements. BBoT signed an MOU with Kocaeli, Turkey, in autumn 2015.

Looking ahead to the next three years, in 2016, Brampton Economic Development intends to build activity levels with Current MOUs, and work with the business community, trade associations, international chambers of commerce in the GTA/Ontario, the Brampton Board of Trade to fulfill partnership commitments. 2017 will see a strengthening of relationships as more communication and activity takes place. In 2018, monitoring the advantages of these relationships will identify gaps and opportunities for future agreements, both renewals and those in new markets.

Appendix 1 summarizes Brampton's municipal cooperative relationships, and status, to date.

Brampton's Sister City Protocol

Often, the first seed of an idea for a new relationship originates from within the community. A corporation, a business association, diaspora group or other special interest group sees value for symbolically uniting with an international counterpart through the partnering of Brampton and the corresponding municipality. For example, Northern Telecom, with its global HQ in Brampton and one of Brampton's largest businesses in the late 1990s, initiated the sister city activity with Plano, Texas because of its US Headquarters located in the Dallas-Fort Worth area. In order to manage numerous requests from other Cities, and from within the community, in 2000 the City of Brampton Economic Development Committee adopted a Sister City Protocol.

The adopted staff recommendations are cited below:

1. "That the report from Dennis Cutajar, Director of Economic Development, entitled "Sister City Agreement Protocol" be received; and further
2. That the "Sister City Agreement Protocol" be adopted as a policy guideline and a step-by-step process for the Brampton Economic Development Office in managing requests from international cities; and further
3. That an Ad-hoc Committee be established to review all economic development related Sister City requests from International Cities. The staff liaison on this committee will be the Director of Economic Development and it is recommended that the Chairman of Economic Development become the chairman of the proposed ad-hoc committee."

Appendix 2 summarizes the phases involved in this protocol.

Types of Activity and Benefits

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Brampton supports the growth and vitality of the existing business community through a global perspective, and aims to expand its brand and image as an attractive location for further business investment. International business networks and municipal relationships can support these sales and marketing efforts. In recent years, Brampton has focused its promotional efforts on economic relationships, or strategic alliances, where a particular business group presents opportunities for information transfer, technology transfer and/or bilateral trade through the joining of their organization with a Brampton company facilitated by the Brampton Economic Development.

Typical bi-lateral activities include:

- Forge new business networks, strategic alliances and match-making opportunities
- Promote business development;
- Provide information on investment and business opportunities;
- Support in-bound and out-bound business missions, networking events, video conference seminars;
- Endeavour to organize various activities for enhancing connectivity;
- Consider other projects and specific ideas upon mutual consent;
- Generate community pride, enhance global reputation.

The intended outcomes relate to generating economic activity through B2B opportunities, building pride in the community and promoting international goodwill.

Neighbouring City Relationships

A scan of neighbouring municipalities demonstrates the various levels of involvement with international relationships.

City of Toronto: Has an International Alliance Program that features four Partner Cities and five Friendship Cities, namely:

- Chicago, Illinois
- Chongqing, China
- Frankfurt, Germany
- Milan, Italy

City of Mississauga:

- Kariya, Japan

City of Vaughan:

- Ramla, Israel
- Sora (Lazio), Italy

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City of Markham:

- Cary, North Carolina
- Farmer's Branch, Texas
- Nordlingen, Germany
- Wuhan, China

City of Brampton

- Plano, Texas
- Miami Beach, Florida

Corporate Implications

Financial Implications:

In 2015, the actual programming expenditure on Sister City initiatives was \$0. Funding for Sister City initiatives is included as part of the Inbound Delegation budget of the "International Business Development and Marketing Program 2016", that is \$10,000, with up to an additional \$8000 more available where activities are specifically linked to local programming.

The 2016 work-plan does not include any planned Sister City related activities, and staff will respond to opportunities that may arise from its sister/friendship/partners network.

Other Implications:

The Sister Cities program (including Friendship Cities and MOUs) fits within the mandate of the Economic Development Committee. Staff will look to this Committee for guidance, direction and advice on the program for the balance of 2016 and future years.

Strategic Plan

This report aligns with the City's Strategic Plan priority of Smart Growth: Cultivate economic growth and stability, innovation hubs and foreign investment

Conclusion

This reported provided information on the current status of Brampton's historic international ties with various global communities.

Dennis Cutajar
Chief, Office of the COO

Attachments:

Appendix 1- Historical Municipal Cooperation 1967- present day.

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Appendix 2 -Sister City Protocol.

Appendix 3 -Benxi-Brampton Friendship Agreement (1992)

Appendix 3 -Gapyeong - Brampton Friendship Agreement (2005)

Appendix 3 -Plano-Brampton Sister City Agreement (2000)

Appendix 3 Marikina-Brampton Friendship Agreement (2005)

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Appendix 1

Historical Municipal Cooperation, 1967- present

| Sister City Relationships | | | | | |
|----------------------------------|----------------|-------------|-------------|---------------|-------------------|
| Municipality | Country | Date | Type | Status | Connection |
| Plano, TX | USA | 2000 | Sister City | Inactive | Economic |
| Miami Beach, FL | USA | 2008 | Sister City | Inactive | Arts & Culture |

| Friendship Relationships | | | | | |
|---------------------------------|----------------|-------------|-------------|---------------|---------------------|
| Municipality | Country | Date | Type | Status | Purpose |
| *Brampton, Cumbria | England | 1967 | Friendship | Active | Historic |
| Brampton, Cumbria | England | 2003 | Friendship | Active | Historic |
| Benxi | China | 1992 | Friendship | Inactive | Social, Cultural |
| Gambo, Nfld | Canada | 1999 | Friendship | Inactive | Social, Cultural |
| Punjab Cities | India | 2005 | Friendship | Inactive | Social, Cultural |
| Marikina City | Philippines | 2005 | Friendship | Active | Social, Cultural |
| San Pedro, Monterrey | Mexico | 2005 | Friendship | Inactive | (link to Plano) |
| Gapyeong, Seoul | Korea | 2005 | Friendship | Active | War Memorial, Youth |
| Xuzhou | China | 2012 | Friendship | Active | Economic |
| Funhill, Beijing | China | 2012 | Friendship | Active | Economic |

| Business Alliances | | | | | |
|---------------------------|----------------|-------------|------------------|---------------|----------------|
| Municipality | Country | Date | Type | Status | Purpose |
| Chicago, Ill | USA | 1996 | Strat. Alliance | Inactive | Economic |
| Erie, PA | USA | 1997 | Strat Alliance | Inactive | Education |
| Noyabrsk | Russia | 1999 | Diplomatic Visit | Inactive | Political |
| World Trade Centre | India | 2013 | MOU | Active | Economic |
| SME Chamber of India | India | 2013 | MOU | Active | Economic |
| All India Ass. of Ind | India | 2014 | MOU | Active | Economic |

*Town of Brampton (initiated prior to incorporation of the City of Brampton in 1974).

Source: Economic Development Office, 1992-present

Appendix 2 – Sister City Process

Sister City Protocol

Phase 1: Meeting of the two municipalities

Phase 2: Information Exchange

Phase 3: Business Development Discussions

Phase 4: Meeting in Brampton

Phase 5: Formalize Friendship Relationship

Phase 6: Arrange Strategic Alliance Program

Phase 7: Sister City Discussions

Phase 8: Formalize Sister City Relationship

Phase 9: Relationship Maintenance



Friendship Agreement

Whereas, many residents of the City of Brampton, Province of Ontario, Canada and the Republic of Korea share many common linkages; and

Whereas, on Wednesday February 16, 2005 Consul General HA, Tae-yun, Consulate General of the Republic of Korea in Toronto met with the City of Brampton to introduce Gapyeong County; and

Whereas, the City of Brampton, with a population of 412,000 people is Canada's 10th most populous City, is the proud home of the Canadian "National Wall of Remembrance" a memorial dedicated to fallen Canadian soldiers who fought bravely in the Korean War; and

Whereas, Gapyeong County is the proud home of the Canadian War Memorial, also a special place dedicated to the Canadian soldiers who died during the Korean War; and

Whereas, on the 22nd Day of September in the year 2005 the City of Brampton, Ontario received a special delegation from municipal officials of Gapyeong County; and

Whereas, the City of Brampton, along with Gapyeong County wish to celebrate our common cultural, community and municipal linkages and to explore economic development cooperation initiatives, such as trade promotion, strategic alliances, investment expansion, economic research exchange, business forums, entrepreneurship development and best practices; and

Therefore, be it resolved that the municipalities of Gapyeong County, Republic of Korea and Brampton, Ontario, Canada celebrate its common community, and cultural relationship and recognize an opportunity for economic cooperation by way of this Agreement; and

Further, that the City of Brampton, Canada and Gapyeong County shall extend to each other a courteous invitation to visit at anytime for the purpose of enjoying the diverse cultures, vibrant economies, rich history, outstanding festivals and kind people of each community; and

**Signed on this day, September 22, 2005, in the City of Brampton,
Province of Ontario, Canada**

Lee, Kwang-soo
Director of General Affairs
Gapyeong County

Susan Fennell
Mayor
City of Brampton, Ontario

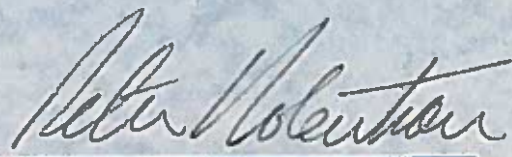
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Sister City Agreement

On establishing sister city relations between the cities of Brampton, Ontario, Canada and Plano, Texas, USA, the following is agreed:

- We, representatives of the city governments of Brampton, Ontario (Canada) and Plano, Texas (USA), are unanimous in our desire to promote mutual understanding between peoples and to live in peace and friendship. We are firmly convinced that friendly ties between our two communities will contribute to achieving these goals.
- With this agreement, we solemnly proclaim Brampton (Canada) and Plano (USA) as sister cities, with the common goals of developing understanding and respect between our two communities as well as between the peoples of the United States and Canada.
- In line with this agreement, the cities will encourage the development of cultural and economic ties; mutual exchanges of commercial, educational, athletic, and other civic and youth groups; and the strengthening of links between the institutions and public organizations of the two cities.
- The people of both cities will freely exchange ideas, opinions, and information. All activities in connection with the development of friendly relations between our partner cities will be carried out according to yearly plans.
- This agreement comes into effect on September 29, 2000 at City of Brampton, Ontario, Canada, and is endorsed in principle by the City Council of Brampton, (Ontario, Canada) and Plano (Texas, USA).



Jeran Akers
Mayor, City of Plano



Peter Robertson
Mayor, City of Brampton





Twinning Agreement

Whereas, many residents of the City of Brampton, Province of Ontario, Canada and Marikina City, Republic of Philippines share many common linkages; and

Whereas, members of the Federation of Filipino Canadians of Brampton brought together municipal officials from Marikina City and the City of Brampton in 2005; and

Whereas, the City of Brampton, with a population of 412,000 people is Canada's 10th most populous City, is the proud home of many residents from the Philippines; and

Whereas, Marikina City is a highly urbanized, first class City, featuring a population of 400,000 residents in the Metro Manila urban region; and

Whereas, on the 1st Day of August in the year 2005 the City of Brampton, Ontario received a special delegation led by Vice Mayor Marion S. Andres, M.D. and City Councillor Wilfred Reyes of Marikina City; and

Whereas, the City of Brampton, along with Marikina City wish to celebrate cultural, community linkages and explore economic development cooperation initiatives, such as trade promotion, strategic alliances, investment expansion, economic research exchange, business forums, entrepreneurship development and best practices; and

Therefore, be it resolved that the municipalities of Marikina, Republic of Philippines and Brampton, Ontario, Canada celebrate its common community, and cultural relationship and recognize an opportunity for economic cooperation by way of this Agreement; and

Further, that the City of Brampton, Canada and Marikina City shall extend to each other a courteous invitation to visit at anytime for the purpose of enjoying the diverse cultures, vibrant economies, rich history, outstanding festivals and kind people of each community; and

**Signed on this day, August 1st 2005, in the City of Brampton, Province of Ontario, Canada
Witnessed by the Federation of Filipino Canadians of Brampton**

Marion S. Andres, M.D.
Vice Mayor of Marikina City

A handwritten signature in black ink, appearing to read "Susan D. Fennell".

Susan Fennell
Mayor
City of Brampton, Ontario

Mr. Wilfred Reyes
City Councillor of
Marikina City

Date: 2016-02-03

Subject: **Approval of a Corporate Policy Regarding In-bound Sponsorship**

Contact: Dennis Cutajar, Chief, Office of the COO, (T: 905-874-2698)

Overview

- The purpose of this report is to seek Council approval of a Corporate Policy regarding the management and administration of sponsorship relationships and delegation of authority to enter sponsorship agreements.
- The primary objective of the Sponsorship Policy (“Policy”) is to ensure that the City’s corporate values, image, assets, and interests are safeguarded while increasing the opportunity for community and economic benefit through sponsorships.
- The Policy applies to all relationships between the City and businesses, not-for-profit organizations and individuals that contribute either financially or in-kind to defined City Sponsorship opportunities in return for recognition, public acknowledgement or other promotional considerations. More specifically, the Policy applies to the following: services, programs, initiatives, attractions and special events, as defined herein, that are owned, operated, managed, hosted or supported by the City in relation to which the City may solicit Sponsorship.
- This report recommends approval of the Sponsorship Policy and amendment of the Delegation of Authority By-law 191-2011.

Recommendations

1. That, the report prepared by Dennis Cutajar, Chief, Office of the COO, dated February 3, 2016, to the Economic Development Committee meeting of March 2, 2016, **re: Approval of a Corporate Policy Regarding In-bound Sponsorship**, be received; and
2. That, the draft Sponsorship Policy as substantially presented in this report be approved by Council, and further, that staff be authorised to effect the implementation and maintenance of this corporate policy; and
3. That, a by-law to delegate the authority of Council to enter sponsorship agreements as set out in the draft Sponsorship Policy, and to further amend the Delegation of Authority By-law 191-2011, as amended, as set out in Appendix 2, annexed hereto, be approved by Council.

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Background

In June 2009, the CAO and Senior Management Team of the City of Brampton prepared and authorised a policy and procedure to guide departments on the administration of sponsorship relationships at the City of Brampton, including the introduction of sponsorship related contract administration.

This current report was prepared for two reasons: firstly, to update the existing administrative policy and procedure, and secondly, to align the Sponsorship Policy with the new Governing Policy adopted by Council in 2015.

Current Situation

Definition of Sponsorship

The definition of sponsorship for the purpose of this report, and as stated in the attached draft policy, is:

“An agreement between the City and an external company, organization, enterprise, association or individual evidenced in writing whereby the external party (sponsor) contributes money, goods or services to City programs and services, and initiatives, events and attractions operated, managed, hosted or supported by the City, and other unique sponsorship opportunities offered by the City in return for recognition, acknowledgement, or other promotional considerations or benefits”.

Policy Principles

The Sponsorship Policy was structured on the following major principles:

1. The City welcomes and encourages sponsorship to assist in the provision of City services and projects. The primary objective of the Sponsorship Policy is to ensure that the City's corporate values, image, assets, and interests are safeguarded while increasing the opportunity for community and economic benefit through sponsorships.
2. The Policy applies to all City departments (“Departments”). The Policy does not apply to members of City Council.
3. The Policy applies to all relationships between the City and businesses, not-for-profit organizations and individuals that contribute either financially or in-kind to defined City Sponsorship opportunities in return for recognition, public acknowledgement or other promotional considerations.
4. The Policy applies to City services, programs, initiatives, attractions and special events, as defined herein, that are owned, operated, managed, hosted or supported by the City in relation to which the City may solicit Sponsorship.
5. The Policy does not include Naming Rights. A naming right is a type of sponsorship in which an external company, organization, enterprise, association or individual purchases the exclusive right to name a municipal asset or venue for a fixed or indefinite period of time. Naming rights shall be managed on a case-by-

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case basis by the Department responsible for managing and administering the municipal asset, and shall be subject to Council approval.

6. The forms of sponsorship include: Cash (i.e., a sponsorship received in the form of money); In-kind (i.e., goods or services of value to the City are received rather than cash); and a combination of the above.
7. Sponsorship activities should continue, as always, to be the result of direct solicitation by the applicable City Department.
8. Defined management staff are authorized to enter into agreements in accordance with the Sponsorship Policy that do not exceed pre-authorized limits to a maximum of \$100,000. Aggregated sponsorship values in excess of \$100,000 shall require Council approval.
9. All Sponsorships shall be confirmed by a legal agreement for which the form is satisfactory to the City Solicitor and the content satisfactory to the applicable department head.
10. Departments are responsible for maintaining a log of all sponsorship agreements each administers and for maintaining communications with the sponsor.
11. In the absence of a centralized marketing function at the City, a cross-functional department team comprised of subject matter experts from applicable Department(s) shall oversee the Policy and related operating procedures. In addition, this team shall provide strategic coordination of sponsorship activities across Departments to focus on continuous improvement.

A full version of the draft Sponsorship Policy can be found in Appendix 1.

Corporate Implications

Financial Implications

There are no anticipated financial impacts related to the approval and implementation of this Policy. The total value of monetary and in-kind contributions to the City from sponsorship relationships, in 2015, was on the order of \$538,000.

Other Implications

The attached Policy was reviewed by internal legal Counsel and effected Departments.

A new Municipal Sponsorship Strategy is in-progress and is anticipated to be completed in 2016. This Strategy shall include strategic directions, governance and resource requirements to guide the City forward.

Strategic Plan

This Sponsorship Policy aligns with the Good Government priority in the City of Brampton Strategic Plan 2016-2018.

Conclusion

This report presented information, recommendations and a draft policy guiding departments in the management and administration of sponsorship relationships.

In conclusion, staff recommend that the draft Sponsorship Policy, as substantially presented in this report, be approved by Council.

Dennis Cutajar,
Chief, Office of the COO

Attachments:

Appendix 1 -Draft Sponsorship Policy
Appendix 2 -By-Law Amendment

Report authored by: Dennis Cutajar

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DRAFT SPONSORSHIP POLICY

BACKGROUND:

The City of Brampton (“City”) welcomes and encourages sponsorships (“Sponsorships”) to assist in the provision of City services and projects. All Sponsorships shall be consistent with the City’s vision, mission and values and will not compromise or contradict any by-law or policy of the City, or reflect negatively on the City’s public image.

PURPOSE:

The primary objective of the Sponsorship Policy (“Policy”) is to ensure that the City’s corporate values, image, assets, and interests are safeguarded while increasing the opportunities for community and economic benefit through Sponsorships.

SCOPE:

The Policy applies to all City departments (“Departments”). The Policy does not apply to members of City Council.

The Policy applies to all relationships between the City and businesses, not-for-profit organizations and individuals that contribute either financially or in-kind to defined City Sponsorship opportunities in return for recognition, public acknowledgement or other promotional considerations.

The Policy applies to the following:

- Services, programs, initiatives, attractions and special events, as defined herein, that are owned, operated, managed, hosted or supported by the City in relation to which the City may solicit Sponsorship.

Excluded-Out of Scope

The Policy does not apply to:

1. Community Grant-Making: That is, a policy and procedure that guides the City in the determination of a not-for-profit organization’s request for a grant.
2. Partnerships: Partnership means a formal agreement between two or more parties that have agreed to work together in the pursuit of common goals.
3. Naming Rights: A naming right is a type of Sponsorship in which an external company, organization, enterprise, association or individual purchases the exclusive right to name a municipal asset or venue for a fixed or indefinite period of time. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant cash and/ or other considerations under a long-term arrangement. This arrangement is documented in a written agreement signed by the interested parties and has a specified end date to the

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contractual obligations. Naming rights shall be managed on a case-by-case basis by the Department responsible for managing and administering the municipal asset, and shall be subject to Council approval.

4. Advertising: The selling or leasing of advertising space on City property whereby the advertiser is not entitled to any additional benefits beyond access to the space purchased. Advertising is a straightforward purchase of space based on pre-established rates for a specified period of time. Advertising on City property is guided by a separate Policy of the City.
5. Donation: A gift or contribution of cash, goods or service given voluntarily toward an event, project, program or corporate asset as a philanthropic act.

Further, the Policy does not govern nor administer strategic alliances, strategic partnerships, tenant-landlord relationships, pouring rights and concession contracts, other contracts in accordance with the City's Purchasing by-law, marketing cooperatives or other partnership agreements managed by the City.

These initiatives shall be managed on a case-by-case basis in accordance with City by-laws and other policies, and by separate agreements, incorporating where applicable, Council approval, and applying definitions, principles, and conditions from this Policy.

DEFINITIONS:

1 Sponsorship

An Agreement between the City and an external company, organization, enterprise, association or individual evidenced in writing whereby the external party (sponsor) contributes money, goods or services to City programs and services, and initiatives, events and attractions operated, managed, hosted or supported by the City, and other unique Sponsorship opportunities offered by the City in return for recognition, acknowledgement, or other promotional considerations or benefits.

This does not include donations and gifts to the City where no business relationship or association is contemplated or is required and where no reciprocal consideration is being sought.

Forms of Sponsorship

- Cash: A Sponsorship received in the form of money.
- In-kind: Goods or services of value to the City are received rather than cash.
- A combination of the above.

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2 Ethical Scans

A general search of a potential sponsor's main company and subsidiaries, if any, that is performed to determine if the sponsor meets the requirements defined by the Policy or is otherwise affected by the "Restrictions on Sponsorships" section of the Policy.

Departments shall refer to the sponsorship guidelines or standard operating procedures for more information on how to conduct this research.

The applicable Department managing Sponsorship arrangements aggregating more than \$10,000 from a single potential sponsor will conduct ethical scans and retain a record of their findings. Should a conflict be discovered which is contrary to the provisions of this Policy then the applicable Agreement shall not be executed by the Department.

APPLICATION:

General Requirements

Sponsorship Agreements must comply with federal and provincial statutes, Ontario Human Rights Code, municipal by-laws, the Brampton Employee Code of Conduct and other applicable policy and procedures of the City.

The following conditions apply when establishing Sponsorship relationships:

- The City will maintain control over the planning and delivery of sponsorship activities.
- Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the City, or endorsement of the Sponsor's products and/or services by the City.
- The relationship must not cause a City employee to receive any product, service or assets for personal gain or use.
- The promotional or other consideration to be received under a Sponsorship Agreement shall not adversely impact the City or its values, image, assets or interests.
- The sponsorship opportunity should be appropriate to the target audience.
- Departments shall manage all aspects of a Sponsorship Agreement, including approvals, execution, reporting, performance, administration and recognition.
- Acceptance of Sponsorships shall also be based on, but not limited to, the following criteria:
 - the value of the product, service and cash provided to the City.
 - the relationship must be beneficial for both parties.

7.2-8

- the sponsorship must be consistent with the vision, policies and goals of the City.
- the sponsorship must enhance the development, delivery, awareness or continuance of one or more City programs, services or facilities.
- the value of the Agreement must be consistent with the level of recognition or acknowledgement of the sponsor, and not result in increased cost to the City.

Restrictions for Sponsorship

The City will not solicit or accept Sponsorship from companies whose reputation could prove detrimental to the City's public image and/or whose main business is derived from:

- The sale of tobacco.
- Pornography.
- The support of or involvement in the production, distribution, and sale of weapons and other life-threatening products.
- Represents political endorsement of a party, elected representative or candidate from any level of government

Solicitation, and Consideration of Sponsorship Opportunities

Sponsorship activities should continue, as always, to be the result of direct solicitation by the applicable City Department.

Unsolicited Sponsorship proposals received by the City will be reviewed and evaluated by the City in keeping with corporate procedures and may be declined, accepted, referred or reported to Council.

The City reserves the right to reject any unsolicited Sponsorships that have been offered to the City and to refuse to enter into agreements for any Sponsorships that originally may have been openly solicited by the City.

The City reserves the right to terminate an existing sponsorship Agreement should conditions arise that make it no longer in the best interests of the City.

RESPONSIBILITIES:

Delegation of Authority

Staff are authorized to enter into Sponsorship Agreements that do not exceed the following pre-authorized limits and have been approved as to form and content in accordance with this Policy:

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1. Manager and Director Approval

Managers are responsible for approving and may execute all Sponsorship Agreements with a value equal to \$5,000.00 or less provided they satisfy all provisions of this Policy.

Directors are responsible for approving and may execute all Sponsorship Agreements with a value equal to \$50,000 or less provided they satisfy all provisions of this Policy.

2. City Manager (CAO) and Department Head Approval

The City Manager or Department Heads are responsible for approving and may execute all Sponsorship Agreements for values equal to \$100,000.00 or less provided they satisfy all provisions of this Policy.

3. City Council Approval

Council approval is required for any contract equal to or exceeding \$100,000 or that that does not satisfy the provisions of this Policy.

For the purposes of determining delegated authority in accordance with the foregoing provisions, the value of any Sponsorship Agreement shall be the aggregate of all monies and value of goods and/or services that might be given over the term of the agreement including any renewals or extensions.

Sponsorship Agreement

All Sponsorships shall be confirmed in a legal Agreement. All Agreements are to be prepared by the City, using an approved legal form. All Sponsorship Agreements shall be approved as to content by the applicable Department Chief pursuant to the Policy. All Agreements are required to be approved as to form satisfactory to the City Solicitor.

Departments are responsible for soliciting, negotiating, preparing and administering their own Agreements, including contract management. Staff approving sponsorship proposals must ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, ethical scans, and permits have been obtained. Furthermore, Departments are responsible for ensuring that all agreements consider the References noted in this Policy.

Reporting

Departments are responsible for maintaining a log of all Sponsorship Agreements each administers and for maintaining communications with the Sponsor. The total value of Sponsorship contributions (in-kind and cash) shall be reported in a consolidated report, prepared by the team identified in the Governance Section of the Policy, to the CAO,

7.2-10

Executive Leadership Team and Treasurer by March 31 of each year for the prior calendar year.

GOVERNANCE:

In the absence of a centralized marketing function at the City, a cross-functional department team comprised of subject matter experts from applicable Department(s) shall oversee the Policy and related Sponsorship guidelines and/or operating procedures. In addition, this team shall provide strategic coordination of sponsorship activities across Departments to focus on continuous improvement.

RELATED DOCUMENTS:

1. Delegation of Authority By-law
2. Employee Code of Conduct
3. Ontario Human Rights Code
4. Visual Standards Guidelines
5. Advertising on Municipal Property Policy

ADMINISTRATIVE CONTACT:

The designated contact responsible for updating the Policy is the staff Chair and/or Vice Chair of the Sponsorship Committee (or assigned designates).



THE CORPORATION OF THE CITY OF BRAMPTON

BY-LAW

Number _____ -2016

To delegate certain powers under the Municipal Act, 2001 relating to the execution of Sponsorship Agreements and to amend By-law 191-2011, as amended

WHEREAS s. 270(1) of the Municipal Act, 2001 requires a municipality to adopt and maintain policies with respect to certain matters including the delegation of its powers and duties;

AND WHEREAS the Council has approved a Sponsorship Policy which inter alia provides for the approval and execution of Sponsorship Agreements by defined City officials subject to monetary limits and other requirements of the policy;

AND WHEREAS Delegation of Authority By-law 191-2011 consolidates delegations of authority under various City By-laws;

NOW THEREFORE, the Council of The Corporation of the City of Brampton HEREBY ENACTS as follows:

1. THAT The following City officials are hereby authorized to execute, on behalf of the City, subject to approval as to content by their Department Head and approval as to form by the City Solicitor, any Sponsorship Agreement otherwise compliant with the City's Sponsorship Policy and subject to the following monetary limits:
 - a) Managers in the responsible Department are authorized to execute Sponsorship Agreements with a value equal to \$5,000.00 or less;

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- b) Directors in the responsible Department are authorized to execute Sponsorship Agreements with a value equal to \$50,000.00 or less;
 - c) The Department Head of the responsible Department or the City Manager is authorized to execute Sponsorship Agreements with a value equal to \$100,000.00 or less.
2. THAT By-law 191-2011, as amended, is hereby further amended by adding the following section to Schedule "A" thereof under Column 1:

Manager, Director or Chief of Department Responsible for a Sponsorship Agreement

19.1 The following City officials are hereby authorized to execute, on behalf of the City, subject to approval as to content by their Department Head and approval as to form by the City Solicitor, any Sponsorship Agreement otherwise compliant with the City's Sponsorship Policy and subject to the following monetary limits:

- a) Managers in the responsible Department are authorized to execute Sponsorship Agreements with a value equal to \$5,000.00 or less;
- b) Directors in the responsible Department are authorized to execute Sponsorship Agreements with a value equal to \$50,000.00 or less;
- c) The Department Head of the responsible Department or the City Manager is authorized to execute Sponsorship Agreements with a value equal to \$100,000.00 or less,

and inserting this by-law number opposite the foregoing in Column 2.

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READ A FIRST, SECOND AND THIRD TIME AND PASSED IN OPEN COUNCIL THIS
_____ day of _____, 2016.

Approved as to
form.

____/____/____

Linda Jeffrey, Mayor

Approved as to
content.

____/____/____

Peter Fay, City Clerk



GTMA FDI INITIATIVE – Rio de Janeiro, São Paulo and Recife – March 2016

In-Market Program Overview - Week One - Rio de Janeiro and São Paulo

(Subjected to Changes according hosts availability and last confirmations)

| Sat. / Sun. March 05 – 06 th | Monday March 07 th Rio de Janeiro | Tuesday March 08 th Rio de Janeiro | Wednesday March 09 th Rio de Janeiro / São Paulo | Thursday March 10 th Sao Paulo | Friday March 11 th Sao Paulo |
|--|---|--|--|---|---|
| <p>Group Arrival to Rio de Janeiro</p> <p><u>Sunday</u> 10:30am Group activity, attend CCCA program meetings prep, orientation</p> <hr/> <p>***Hotel – Sofitel</p> | <p><u>9:30 – 11.00</u> Meeting with FBLAW Rio de Janeiro and invited guests</p> <p><u>12.00 – 13.30</u> Working Lunch with GSOL</p> <p><u>14.30 – 18.30</u></p> <div style="border: 1px solid black; padding: 5px;"> <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> • Pandora Games – 15h30 • MTI Studio - 16h30 </div> | <p><u>09.00 – 11.00</u> Pre-Qualified Meetings with Local organizations together with ABRADI-RJ</p> <p><u>12.00 – 14.00</u> Lunch at leisure</p> <p><u>14.30 – 16:30</u> Meeting with FIRJAN (Federation of Industries in Rio de Janeiro) and invited guests</p> <p><u>17:15 – 18:45</u> Meeting with Nuuvem</p> | <p><u>08.30 – 10:00</u> Visit to the Rio Content Market Trade Show in partnership with ABIPTV – Brazilian Association of Television Producers</p> <div style="border: 1px solid black; padding: 5px;"> <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> • Pindorama Films – 8h30 • Zola - 9h00 </div> <p>Depart for Santos Dumont Airport to Congonhas Airport in São Paulo 11:45am – TAM AIRLINES</p> <p><i>São Paulo</i></p> <p><u>15:00 – 18:00</u></p> <div style="border: 1px solid black; padding: 5px;"> <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> • Colab – 15h00 • Cross Trading – 16h00 • Geleia dos Monges – 17h30 </div> <p>*** Hotel Intercontinental – Al.Santos</p> | <p><u>9.30 – 11.00</u> GTMA Seminar on doing business in the GTA in partnership with ABRAGAMES – Brazilian Association of Gaming Organizations and invited guests at the Canadian Consulate/SP</p> <p><u>12.00 – 13.30</u> Working Lunch Meeting with Totvs</p> <p><u>14.30 – 17.30</u></p> <div style="border: 1px solid black; padding: 5px;"> <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> • Anilhas Capri – 14h30 • One Pack – 16h00 • Galena – 17h00 </div> | <p><u>09.30 – 11.00</u> GTMA Seminar on doing business in the GTA in partnership with ABRADI (Brazilian Digital Agency) and networking event with local companies.</p> <p><u>12.00 – 14.00</u> Working Lunch with CCBC (Canadian Chamber of Commerce) referred organization (TBC)</p> <p><u>14.00 – 16.00</u></p> <div style="border: 1px solid black; padding: 5px;"> <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> • Laguna – 14h00 • Vyvedas – 15h00 • Vezta – 15h00 </div> <p>Depart for Guarulhos Airport to Recife 19h50 – TAM AIRLINES</p> <hr/> <p>Transfers to the Hotel</p> |

In-Market Program Overview - Week Two - Recife

(Subjected to Changes according hosts availability and last confirmations)

| Sat. / Sun. March 12 – 13th Recife | Monday March 14th Recife | Tuesday March 15th Recife | Wednesday March 16th Recife | |
|---|--|---|--|--|
| <p><u>Saturday</u> 10:30am <i>Group activity, week's recap & prep for Recife meetings</i></p> | <p><u>09.30 – 11.00</u> Meeting with Softex Recife for collaboration and possible plans in the GTA</p> <p><u>12.30 – 14.00</u> Working lunch with EBBA</p> <p><u>14.30 – 18.00</u></p> <table border="1"> <tr> <td> <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> Joy Street - 14h30 </td> </tr> </table> | <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> Joy Street - 14h30 | <p><u>09.30 – 11.00</u> GTMA Seminar on doing business in the GTA in partnership with Porto Digital and invited guests</p> <p><u>13.00 – 15.00</u> Visit to M.Dias Branco Industry and meeting for possible investment alternatives in the GTA</p> <p><u>16.30 – 18.30</u> One-a-one meetings with Assespro PE and local companies</p> | <p><u>8:00 – 9:30</u> Breakfast meeting with CMTECH for possible support in the GTA</p> <p><u>11:48</u> Depart for Guarulhos International Airport (15:05 – estimated arrival)</p> <p><u>20:30</u> Depart from Guarulhos to Canada</p> |
| <p>Pre-qualified Meetings</p> <ul style="list-style-type: none"> Joy Street - 14h30 | | | | |