

**HALIFAX**

P.O. Box 1749  
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**DECLASSIFIED**

FOIPOP Review [REDACTED]

Approved to Release [REDACTED]

Date April 21, 2023

**Item No. 2**

Halifax Regional Council  
September 13, 2022  
In Camera (In Private)

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

**SUBMITTED BY:**

Original Signed by 

Jacques Dubé, Chief Administrative Officer

**DATE:** July 27, 2022

**SUBJECT:** Oval Naming Rights Confidential Companion Report

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**PRIVATE & CONFIDENTIAL INFORMATION REPORT**

**ORIGIN**

The public recommendation report titled "Oval Naming Rights" has been placed before Regional Council on September 13, 2022 for consideration and decision.

**LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter, Section 19:*

(1) Except as otherwise provided in this Section, Council meetings and meetings of committees appointed by the Council are open to the public.

(2) The Council or any committee appointed by the Council may meet in closed session to discuss matters relating to

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(e) contract negotiations;

(3) No decision may be made at a private Council meeting except a decision concerning procedural matters or to give direction to staff of, or solicitors for, the Municipality.

**BACKGROUND**

See "Background" details in the public recommendation report titled "Oval Naming Rights" that is before Regional Council on the same date as this *in camera* information report.

**DISCUSSION**

See additional "Discussion" details in the public recommendation report titled "Oval Naming Rights" that is before Regional Council on the same date as this *in camera* information report.

As part of the naming process HRM Staff contracted Performance Sponsorship Group (PSG), an external consultant, to provide expertise in determining the value for the naming rights for the Oval and Events Plaza. The valuation recommended by PSG was based on factors such as existing comparable agreements, tangible and intangible assets, and an estimated return on investment. [REDACTED]

[REDACTED] The sponsorship amount proposed by Emera in the Key Objectives (Table 1) is valued at \$100,000/year, [REDACTED]

Key Negotiation Objectives

[REDACTED] These key objectives will form the foundation of the negotiations, should Council direct staff to proceed.

Table 1:

Key Objective	Details
[REDACTED]	[REDACTED]
Financial Offer	\$1,000,000 over the 10-year term [REDACTED]
[REDACTED]	[REDACTED]



The Emera proposal is a balance of a financial contribution [REDACTED] as well as the opportunity to enhance service provision for youth, families, and persons with disabilities who use the Oval. Staff have recommended in the companion public recommendation report titled "Oval Naming Rights" that Regional Council direct the Chief Administrative Officer to move forward with negotiations with Emera for the naming rights of the Oval.

#### **FINANCIAL IMPLICATIONS**

Net revenues received from the naming partner would be included in Cost Center C471 – Emera Oval and will be used for funding operations at the Oval.

#### **COMMUNITY ENGAGEMENT**

The sale of naming rights is a confidential process therefore community engagement was not a component in the completion of this process.

#### **ATTACHMENTS**

None.

A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

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