

# Expression of Interest (EOI)

April 24, 2024



## The City of Spruce Grove

### Naming Right Opportunities Spruce Grove Civic Centre

#### 1.0 INTRODUCTION

The City of Spruce Grove (“the City”) invites interested parties (Sponsors) to submit an Expression of Interest (EOI) to become an overall, or feature area naming right sponsor of the new City of Spruce Grove Civic Centre. Such opportunities will be based on the organization’s desire to align their brand with the City and the City of Spruce Grove Civic Centre to reach its audience to provide mutually beneficial marketing opportunities.

In exchange for the naming right sponsor’s cash investment, the City will grant the Naming Right Sponsor recognition through available sponsorship marketing assets. These include, but not limited to, naming rights, program alignment, and activation opportunities of equal market value as the cash investment. For confirmed sponsors, a custom developed sponsorship program will be designed with applicable marketing assets that meet the naming right sponsor’s marketing goals and objectives as well as budget parameters.

#### 2.0 BACKGROUND

The City of Spruce Grove is located 11 km west of Edmonton. Part of the Edmonton Metropolitan Region – a robust hub with 1.5 million people - Spruce Grove is adjacent to the Acheson Industrial area, Town of Stony Plain and surrounded by Parkland County. Spruce Grove has just under 40,000 people and is the service and supply hub for a trade area population of 150,000.

Spruce Grove is a full-service, urban community with a diverse business sector, plenty of housing options, excellent schools, a variety of sport, recreation, and cultural opportunities, and expansive parks and greenspace.

#### 3.0 ABOUT THE CIVIC CENTRE

Through a capital investment of \$72.8 million, the new Civic Centre will be the single largest project the City has ever done. With construction anticipated to be completed by November 2024, the Civic Centre will be open and operating in early 2025.

The Civic Centre is being constructed at 50 Westwind Drive, in Westwind Centre, one of Spruce Grove’s newest commercial developments. Ideally located along the TransCanada Yellowhead Highway Westwind sees 60,000 vehicles pass by every day.

Amenities of the new Civic Centre include a spectator arena, community arena, branch location for the Spruce Grove Public Library, black box theatre, art gallery and program room, a community walking track, and the co-located Spruce Grove Transit Centre.

The name of the facility will be visible from Highway 16 through signage displayed on the north exterior of the facility. There will also be a stand alone digital pylon sign on Westwind Drive which will feature the name/brand of the civic centre naming rights sponsor.

The Community Arena will have a memorial naming aspect incorporated into the arena name. This will be in honour of fallen Edmonton Police Service constable and Spruce Grove resident Brett Ryan, ensuring his legacy and sacrifice is recognized and remembered for generations to come.

This project has been made possible through the support of several partners including the Government of Alberta’s Municipal Sustainability Initiative, a funding contribution from Parkland County, and Spruce Grove ratepayers.



## **Spectator & Community Arenas**

### **Spectator Arena**

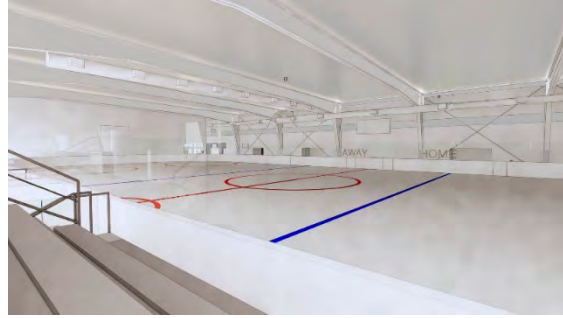
The 1,793 seat Spectator Arena in the Civic Centre is home to the Spruce Grove Junior A Saints Hockey Club and used by other ice-sport groups. During the non-ice season, the seating bowl together with the floor will increase the seating capacity to 2,500 and will host dry-space community sports and other functions.



Features of the Spectator Arena include the centre-hung video score clock (jumbotron), audio and visual booth, and press box. A concession stand on the concourse will service the Spectator Arena along with two locations for potential bar-service stations, one on the concourse level and the other in the third-level, mezzanine event space.

## **Community Arena**

The Community Arena has a seating capacity of 250 and will be heavily used by a number of minor sport associations, and the City, providing recreation opportunities for the community such as public skating, senior skates, drop-in shinny, and other casual events. During the non-ice season, this arena will also host dry-space community sports and other functions.



A concession on the main floor will service the Community Arena as well all other users of the library, art gallery, and black box theatre. Both the spectator and community arenas will be equipped with dressing rooms, referee rooms, washrooms, and other support amenities.

## **Cultural Spaces**

The cultural spaces within the Civic Centre will form an integral part of the facility. It's in these spaces where the Civic Centre expands its scope from an ice arena to a multi-purpose community facility. The cultural spaces are not intended to replace existing cultural infrastructure within Spruce Grove, but rather support and complement the existing cultural spaces.

The different cultural spaces are envisioned to function independently, while collaborating in the provision of exceptional, services. For example, the library may run children's programming during hockey tournaments to provide activities for nonparticipant siblings. Another example might be the black box used for programming, a dance practice, a community theatre presentation, an art show, or a VIP wine and cheese night before an event.

## **Public Library**

The library will be a branch location of the Spruce Grove Public Library, operated independently from the City, but considered a key partner in the Civic Centre.

The library spaces will be a mix of uses with the entrance from inside the Civic Centre. The space will be open and bright with plenty of windows and glass walls.



### **Art Gallery and Program Room**

The art gallery within the Civic Centre will be the new home for the Spruce Grove Allied Arts Council, who will be relocating from their current space within the main branch of the Spruce Grove Public Library.

The design includes gallery space, which can be used for a small receptions and retail offerings. Glass walls will allow viewing of the art when the gallery is closed.



The program room is located across the lobby between the two arena entrances and is a shared space between the Art Gallery and other users of the Civic Center and the community. This space is specifically designed to host program delivery and instruction, but could also be used for small functions, staging areas and other program delivery.

### **Black Box Theatre**

The Black Box Theatre is a bookable performing arts space, designed and capable to support a wide variety of multiple uses.

The theatre provides performance space with 150+ retractable seats for spectators. It can be easily converted into, an open practice/programming space, a space to host events, and can function as support space for other activities within the Civic Centre, such as tournament staging, art shows and VIP functions.



### **Outdoor Courtyard**

The Outdoor Courtyard is a multi-use space accessible from the lobby as well as the library, art gallery, and black box theatre.

The courtyard can be programmed and booked for outdoor shows or events. When not reserved, the space can be used by visitors to the facility.



## Transit Center/Park & Ride

The Civic Centre includes a co-located Transit/Park & Ride facility. While considered two separate projects, co-locating both amenities and working with the same project team achieved efficiencies in design, construction, cost, and use.



This amenity provides 600 stalls for commuters who will visit the space daily as they come and go to work outside of our community. This is added exposure for our naming right partner.

Funding for the Transit Centre was through the Municipal Sustainability Initiative (MSI), Investing in Canada Infrastructure Program (ICIP), and GreenTRIP.

## 4.0 FUNCTIONAL PROGRAM

The City's naming right sponsorship program provides assets and opportunities associated to the new Civic Centre. The City's sponsorship team is dedicated to working with prospective naming right sponsors to determine their unique needs and provide the assets that best meet their needs to achieve their goals and budgets.

The City, through this EOI, is seeking interested companies or organizations who would like to make such a marketing investment with the City of Spruce Grove. The City is not seeking through this EOI a detailed proposal of desired assets or a firm investment amount, but rather an overview as outlined in this EOI.

Should the City believe they can deliver on such objectives for the business or organization, further discussions and meetings would commence to understand and determine the sponsor's objectives, budgets and timelines in order for the City to develop a customized proposal for potential engagement between the City and the sponsor.

The featured naming opportunities will include a naming or presenting right and potentially other supportive marketing assets such as, but not limited to, rink boards (community arena), wall signage, activation opportunities, and use of feature area.

The number of supportive marketing assets built into the partnership agreement will determine the annual investment; thus, each featured opportunity provides an investment range. The number of marketing assets included in opportunity to achieve a greater ROI, the higher the investment within the proposed range listed below.

Please note that the Spectator Arena and related components will be exclusive to the Spruce Grove Saints Hockey Club and their partners and not a part of this EOI.

The naming opportunities available at the Civic Centre as described below.

### **Featured Civic Centre Naming Opportunity**

1. Overall Centre Naming

### **Other Featured Naming Opportunities**

2. Main Centre Lobby / Atrium Naming
3. Community Arena Overall Naming - a memorial naming aspect as described in Section 3.0 will be incorporated into the arena name.
4. Dressing Rooms Naming:
  - Spectator Arena Dressing Rooms Naming (4)
  - Community Arena Dressing Rooms Naming (4)
5. Community Arena Score Clock Panel Opportunities
6. Art Gallery Naming
7. Black Box Theatre Naming
8. Black Box Theatre Dressing Rooms Naming (2)
9. Library Presenting Rights
10. Centre Multi-Purpose Program Room Naming
11. Outdoor Courtyard Naming

## **5.0 SPONSORSHIP GUIDELINES AND RESTRICTIONS**

- a. Sponsors **must** comply with The City's Sponsorship Policy as amended from time to time and attached for reference.

## **6.0 SUBMISSION OUTLINE**

Submissions should include the following information:

- Description of Your Organization
- Mission and Mandate
- Type of business and operating area

- Ownership, structure and affiliations
- Brief history and core strengths
- Full contact information
- In case of a third-party provider such as a broker/marketing firm, provide the following:
  - a) Information on commission/fee structures.
  - b) Describe your firm's experience in the provision of related services.
  - c) Provide details around recent naming and sponsorship agreements within the past 3 years with property, contact information (phone and email, title and role in working with you) for two contacts at each property and the annual naming rights.
  - d) sponsorship fee (or range) secured.
  - e) the extent of your sales network and access to interested parties.

#### Past Sponsorship Experience

- Brief description of relevant, past sponsorship activities either with municipalities or charities, associations, non-profits, pro or amateur sponsors teams etc.
- Description of how previous sponsorship has resulted in positive impact to the community and the sponsor
- Contact information for references from previous organizations sponsored
- Range of investment level in other sponsorships
- Average length of your past sponsorship investments
- If you have not done sponsorships in the past, which is acceptable, just note accordingly in your EOI submission.

#### Sponsorship Objectives

- Identify your overall marketing goals and objectives
- Indicate your key and secondary target audiences
- Proposed timeline for initiation and possible length of partnership
- Provide a list of any specific assets or types of sponsorship, such as naming of a City facility or association to programming with young families etc. you might like to be engaged with and your general reasoning for this alignment. (If you do not have any such specifics in mind, just note accordingly in your EOI submission.)

## 7.0 SELECTION PROCESS

The City will review all EOI submissions and respond to those the City feels it can deliver results for. The selection process will be based on the following and will be ongoing:

- a. Submissions will be reviewed and investigated through discussion with the proponent to ensure that minimum investment amounts are met, and submissions comply with The City's Sponsorship Policy;
- b. Submissions will be reviewed to determine the overall best value to The City, with a good Return on Investment for the sponsor and be beneficial to the City's citizens and stakeholders;

- c. The City intends to invite potentially interested parties into discovery/exploratory discussion meetings with The City to explore mutually beneficial marketing sponsorship opportunities;
- d. Any ultimate sponsorship proposal presentation by the City to a sponsor prospect will come through collaborative discussions and negotiation between the City and the sponsor prospect while all final decisions from the City's perspective will be made by the appropriate authority levels based on level of investment.

The City is open to ongoing discussion and collaboration through the EOI submission process and other submissions offered directly to the City.

## 8.0 EVALUATION CRITERIA

The selected partner for any naming agreement will be based on several criteria including but not limited to:

- Negotiated price based on included marketing assets associated to any specific naming opportunity itself
- Adherence to the City's Sponsorship Policy and the alignment of the business to the opportunity
- Competitive nature of the sector the business is involved in desire of the business for exclusivity

The City is seeking long term partners as indicated in section #4 and are interested in businesses locally, regionally, provincially, nationally and internationally that are sustainable and looking to engage in such terms and that illustrate qualities in their completion of section #7.

The City, through discussions with the EOI proponent and their section #7 submission information will match the public profile and history of the proponent through an ethics scan to ensure the alignment with the City's identified corporate values demonstrated in the sponsorship policy.

## 9.0 EOI TIMELINES

The City is inviting EOI submissions for the first round of consideration by June 28, 2024. However, it should also be noted that the City's sponsorship program is ongoing and not focused on a single naming right or program alignment but rather offers sponsorship assets to sponsorship marketing partners on an ongoing basis based on the timelines and needs of the sponsor. As such this EOI timeline remains open-ended to provide businesses and organizations the opportunity to submit an EOI when they are ready to engage.

But with a limited number of available opportunities (only 11 featured opportunities) the opportunities we expect will be acquired very quickly. Thus, opportunities will be based on availability as features and naming opportunities get sold.



The City, at its sole discretion, reserves the right to amend any condition of this EOI.

## 10.0 SUBMISSION INFORMATION

Proponents are to submit their proposals electronically by email to Judy Haber, Founder, Performance Sponsorship Group (PSG) at [jhaber@performancesponsorship.com](mailto:jhaber@performancesponsorship.com).

## 11.0 INQUIRIES

Any questions related to this Sponsorship Opportunity are to be directed to:

Judy Haber, Founder  
Performance Sponsorship Group (PSG)  
Phone: 403-966-4605  
E-mail: [jhaber@performancesponsorship.com](mailto:jhaber@performancesponsorship.com)

## 12.0 RESERVATION OF RIGHTS

The City reserves the right, in its sole discretion, to:

- a. enter into exploratory discussions and consultation with any respondents; and
- b. enter into contract negotiations with any or all respondents at any time; and

The City retains the right, at all times, to name City facilities according to established policies and standards, as well as to advertise and sell space on City's printed materials, properties and equipment.

The City is not liable or responsible for any costs incurred in the preparation, submission or presentation of any response or submission pursuant to this EOI. Acceptance of or the use of any information contained in any submission shall not entitle any applicant to reimbursement or other consideration at any time.

This request for EOI is not intended to create and will not create any formal legally binding contract or bidding process. The issuance of this request for EOI does not constitute any obligation on the part of the City to enter into an agreement with any respondent to this request for EOI or to issue a competitive bidding opportunity. The City may determine, at its sole discretion, whether to proceed or not proceed with negotiations in relation to any areas discussed within the EOI.

There will be no RFP initiated following the Expression of Interest as the Expression of Interest in and of itself is the initiating action. All submissions will be followed up by the City of Spruce Grove team overseeing this EOI as noted above.

### **Compliance with the Freedom of Information Act and Protection of Privacy Act:**

All documents submitted to the City of Spruce Grove will be subject to the protection and disclosure provisions of the Freedom of Information and Protection of Privacy Act ("FOIP"). FOIP allows persons a right of access to records in the City of Spruce Grove's custody or control. It also prohibits the City from disclosing personal or business

information where disclosure would be harmful to an applicant's business interests or would be an unreasonable invasion of personal privacy as defined in Sections 16 and 17 of FOIP.

Applicants are encouraged to identify what portions of their submissions are confidential and what harm could reasonably be expected from its disclosure. However, the City cannot assure applicants that any portion of their documents can be kept confidential under FOIP.