

Hoist the Hoops – Landmark Outdoor Basketball Project

ISSUE

This report summarizes the request by Hoist the Hoops to build a feature outdoor basketball court in River Landing Phase 2. Hoist the Hoops have formally requested that the City of Saskatoon (City) accept the capital project as a donation and for the City to project-manage, construct, maintain and operate the feature outdoor basketball court facility.

RECOMMENDATION

That the Standing Policy Committee on Planning, Development and Community Services recommend to City Council:

1. That the concept for this project, including naming and sponsorship details set out in this report, be approved;
2. That the Hoist the Hoops Project be designated as a municipal project;
3. That the Corporate Revenue Department, Corporate Financial Services Division, be authorized and requested to issue appropriate receipts to donors who contribute funds to the project; and
4. The City Solicitor be requested to prepare the appropriate agreements and that His Worship the Mayor and the City Clerk be authorized to execute the appropriate agreements under the Corporate Seal.

BACKGROUND

In August of 2019, a group of individuals, Michael Linklater, Marcus Storey and Michael Donauer, formed Hoist the Hoops and presented to the Standing Policy Committee on Planning, Development and Community Services an idea to build a feature outdoor basketball court in Saskatoon's core neighbourhood area. The information was received by Committee and the Administration was directed to follow up with the group once a detailed business plan had been received. Recreation and Community Development received an updated business case from Hoist the Hoops on August 12, 2020.

Administration also received a letter of support from Saskatoon Minor Basketball Association (Minor Basketball) on November 19, 2020. Minor Basketball is prepared to collect, manage and administer the capital donations on behalf of Hoist the Hoops.

DISCUSSION/ANALYSIS

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Hoist the Hoops has requested to build a feature outdoor basketball court in River Landing Phase 2 (see Appendix 1).

Hoist the Hoops, in partnership with Minor Basketball, is prepared to raise the capital funds for this new facility, including 10 years of operating funds. The proposed plan

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includes one full size court (84' x 50'), lights, up to six basketball standards with back boards, hoops and nets. The actual footprint would be approximately 95 feet by 65 feet (see Appendix 2). The estimated capital cost for the feature outdoor basketball court is \$530,000.

Public Engagement and Communication

Public Engagement was conducted under COVID protocols. Below is an overview of the public engagement and communication for the Hoist the Hoops project:

1. An Engage page was added to the City of Saskatoon website. This page provided background information on the project, imagery to give site visitors a sense of where the basketball court would be located and approximately what it would look like, provided a link to the online comment form and included a discussion forum that site visitors could use to ask questions or make comments.
2. A brief, online comment form was created and posted to the Engage page. Community members were able to submit their comments, as well as provide contact information if they wanted a response from the City to any questions or concerns submitted.
3. A virtual online public meeting, hosted on Microsoft Teams Live, allowed for the City to provide some background information and for a member of Hoist the Hoops to present the concept plan to everyone who attended. The presentation was followed by a Q&A session.

The purpose of the virtual online public meeting was focused more on informing the community on the project and answering questions. These comments and questions were recorded and are included in the engagement summary. For a complete summary of the Public Engagement, please refer to Appendix 3.

Administration has reviewed and supports Hoist the Hoops' plans for a feature outdoor basketball court, in principle, subject to Hoist the Hoops meeting the following conditions:

- 1) City Council approving the project, accepting the capital donation and for the City to undertake ongoing operations of the outdoor basketball court;
- 2) Hoist the Hoops achieving their project fundraising goal prior to construction proceeding; and
- 3) the City and Meewasin Valley Authority approving the final detail design.

Launch of the Capital Campaign Concept

Subject to approval by City Council, Hoist the Hoops, in partnership with Minor Basketball, will launch their capital fundraising campaign. The campaign will consist of soliciting individual donations and seeking donations which include naming rights or other sponsorship opportunities.

Hoist the Hoops will begin conversations with key individuals and corporations to request donations for the project. The capital campaign is expected to take approximately six to nine months to achieve Hoist the Hoops capital fundraising goal.

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The current Council Policy for Sponsorship recognizes two forms of sponsorships, one where there is recognition for the donation and one where the naming rights to the facility are marketed. Administration seeks approval through this report on the concept to permit Hoist the Hoops to market the naming rights with the goal of getting a single title sponsor and a small number of recognition sponsors.

As part of the process, Hoist the Hoops will work with Administration to assist Minor Basketball in creating the agreement for any donation/sponsorship proposals which exceed the current \$100,000 threshold and the 10-year time limit outlined in Policy C09-028 – Sponsorship; these would be brought back to City Council for final approval. Further, for those recognition agreements which concern donations of less than \$100,000, Administration will have the opportunity to receive, review and confirm each agreement is appropriate.

Saskatoon Minor Basketball Association Funding Agreement

If approved by City Council, the City and Minor Basketball will enter into a funding agreement prepared by the City Solicitor's Office, which would see Minor Basketball collect, manage and administer the capital donations on behalf of Hoist the Hoops. Once Hoist the Hoops have achieved their project fundraising goal, Minor Basketball will donate the capital funds, including the first 10 years of operating funds, to the City to project-manage and construct a feature outdoor basketball facility located in River Landing Phase 2 adjacent to Victoria Park.

Hoist the Hoops Project – Declare as a Municipal Project

In order to help encourage donations and for donors to claim their contribution under the *Income Tax Act*, Hoist the Hoops, in partnership with Minor Basketball is requesting City Council to declare the Feature Outdoor Basketball Court Project as a municipal project and authorize the Corporate Revenue Department to accept donations and issue appropriate receipts.

The Income Tax Act allows for tax receipts to be issued for gifts to a municipality as for gifts to registered charities. An income tax receipt will be issued for items which are contributed and qualify and will be valued as prescribed by the *Income Tax Act* of Canada.

Administration supports the project and is recommending the Corporate Revenue Department, Corporate Financial Services Division, be authorized and requested to issue receipts to donors who contribute funds to this project.

FINANCIAL IMPLICATIONS

Hoist the Hoops has estimated the capital cost to complete the feature outdoor basketball court is approximately \$400,000. With the additional detail design, project management, site survey and project contingency costs, the total capital project is estimated at \$530,000 in 2021 dollars.

In consultation with the Facilities Department, it is estimated the annual operating impact will be \$10,000. The contribution to Civic Buildings Comprehensive

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Maintenance program is estimated at \$4,800 (1.2% of the construction cost) and the operating impact is estimated at \$5,200 (1.3% of the construction costs). Hoist the Hoops have offered to increase their capital fundraising another \$100,000 to include the first 10 years of operating impact; the request is that the City then assume responsibility to cover the operating impact beginning in year 11.

OTHER IMPLICATIONS

There are no privacy, legal, social, or environmental implications identified.

NEXT STEPS

Hoist the Hoops will be responsible for the capital fundraising campaign. Once they have achieved their project fundraising goal, they will donate the capital funds, including the first 10 years of operating impact, to the City to project-manage and construct a feature outdoor basketball facility located in River Landing Phase 2 adjacent to Victoria Park.

Subject to City Council approval:

1. Hoist the Hoops will plan to launch their capital fundraising campaign; and
2. The City will finalize the terms and conditions with Minor Basketball to create a funding agreement.

APPENDICES

1. Victoria Park/River Landing Phase 2 Layout Plan
2. Proposed Outdoor Basketball Court Mock-up
3. Hoist the Hoops – Feature Outdoor Basketball Court Engagement Summary

REPORT APPROVAL

Written by: Brad Babyak, Recreation Services Manager
Reviewed by: Andrew Roberts, Director of Recreation and Community Development
Approved by: Lynne Lacroix, General Manger, Community Services

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