

**Community Services Report to
Executive Committee
2025 April 15**

**ISC: CONFIDENTIAL
EC2025-0378**

Calgary Soccer Centre Naming Rights Sponsorship

PURPOSE

The purpose of this report is to secure Council's approval for the proposed sponsorship agreement for Calgary Soccer Centre (7000 48 St SE). The City has negotiated the terms of the sale of naming rights with MaxWell Realty. If approved, the Calgary Soccer Centre will be renamed the "MaxWell Soccer Centre" for the duration of the term of the sponsorship agreement.

RECOMMENDATIONS:

That the Executive Committee recommend that Council:

1. Approve the fundamental terms and conditions of the proposed sponsorship arrangement with MaxWell Realty for the Calgary Soccer Centre as outlined in Attachment 1. This includes the naming rights to the "MaxWell Soccer Centre" for 10 years.
2. Direct that this report and associated presentation be held confidential pursuant to Section 16 (1) (Disclosure harmful to business interests of a third party) of the Freedom of Information and Protection of Privacy Act until the public announcement of the new name is made, such announcement to be reviewed on August 31, 2025, prior to release; and
3. Direct that Attachment 1 be held confidential pursuant to Section 16 (1) (Disclosure harmful to business interests of a third party) of the Freedom of Information and Protection of Privacy Act, in perpetuity.
4. Forward this report to the 2025 April 29 Regular Meeting of Council.

RECOMMENDATION OF THE EXECUTIVE COMMITTEE, 2025 APRIL 15:

That Council:

1. Approve the fundamental terms and conditions of the proposed sponsorship arrangement with MaxWell Realty for the Calgary Soccer Centre as outlined in Attachment 1. This includes the naming rights to the "MaxWell Soccer Centre" for 10 years;
2. Direct that this report and associated presentation be held confidential pursuant to Section 16 (1) (Disclosure harmful to business interests of a third party) of the *Freedom of Information and Protection of Privacy Act* until the public announcement of the new name is made, such announcement to be reviewed on August 31, 2025, prior to release; and
3. Direct that Attachment 1 be held confidential pursuant to Section 16 (1) (Disclosure harmful to business interests of a third party) of the *Freedom of Information and Protection of Privacy Act*, in perpetuity.

CHIEF ADMINISTRATION OFFICER/GENERAL MANAGER COMMENTS

GM Katie Black concurs with the contents of this report.

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HIGHLIGHTS

- The City publicly advertised the sponsorship opportunity for the Calgary Soccer Centre in 2023 February.
- MaxWell Realty made an offer in 2025 February to be the official naming sponsor of the Calgary Soccer Centre for a 10-year term.
- A third-party marketing valuation of the current market price for naming sponsorship of the Calgary Soccer Centre aligns with the value of the offer by Maxwell Realty.
- The sponsorship agreement provides The City with additional funding for maintaining and improving the Calgary Soccer Centre's infrastructure and services that would otherwise need to be addressed through fees.
- Council directed in 2012 that the Calgary Soccer Centre (C2016-0253) receive no tax support.

DISCUSSION

GamePLAN, the recently approved strategic framework for public recreation, addresses the growing needs and gaps in the system due to aging facilities, rising costs and increasing demand for recreation spaces. To support The City's vision for reimagining public recreation in Calgary, various funding opportunities will be pursued, including sponsorships, philanthropic contributions, partnerships and other potential avenues.

The City seeks opportunities to increase revenues that are reinvested directly into publicly funded assets to maintain and improve facilities. The MaxWell Realty sponsorship agreement sends a positive message, inviting third-party organizations to invest in public recreation.

The Calgary Soccer Centre has been operated by The City since 2013, after being managed by the Calgary Soccer Federation from 1992. It was previously named Subway Soccer Centre (2009-2013). The Centre features eight indoor fields, three outdoor artificial turf fields and a new permanent air-supported structure (dome) covering a fourth artificial turf field, with an attached amenities building. The Centre hosts over 700,000 visitors per year and is a prime venue for league play and tournaments.

In 2012, a \$5.23 million investment in the annex building added four indoor fields, and in 2016, \$3 million was invested for lifecycle upgrades to the main building. In 2025, the dome and turf upgrades will include replacing the natural turf field with a competition 11v11 indoor artificial turf field, covered with a permanent air-supported dome structure. A new amenity building with changing rooms and improved parking lot infrastructure will also be added. The current budget for this project is \$28 million and it will open to the public in May 2025.

A due diligence review of the proposed sponsorship agreement has been completed and the Policy Steward's team has confirmed its alignment with The City's CP2024-03 Sponsorship of City Assets Policy requirements.

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EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | |
|---|---|
| <input type="checkbox"/> Public engagement was undertaken | <input type="checkbox"/> Dialogue with interested parties was undertaken |
| <input checked="" type="checkbox"/> Public/interested parties were informed | <input checked="" type="checkbox"/> Public communication or engagement was not required |

Public engagement is not expected on sponsorship arrangements as they are confidential until approval. The Calgary Soccer Centre previously had a sponsorship agreement in place and there were no recorded objections or concerns raised by the public about that agreement during the time it was in place.

IMPLICATIONS

Social

The City leads and invests in Calgary's publicly funded recreation sector, delivering spaces and services to help Calgarians thrive. The Calgary Soccer Centre is a City-owned and operated facility and offers accessible and equitable recreation opportunities that promote social, mental and physical wellbeing. Youth soccer and lacrosse are the primary activities, and the facility is Calgary's primary destination tournament site hosting over 700,000 visitors per year. New investment dollars will offset growing costs to allow the Calgary Soccer Centre to continue to provide affordable quality experiences for our citizens.

Environmental

The artificial turf upgrades, the dome and the annex building capital projects included environmental considerations such as: retrofitting the existing facility with water remediation for increased rain and snowfall events; upgrading the turf groundwork to increase capacity to retain all stormwater on-site; providing air conditioning that promotes a more climate resilient building and extended use; and adding a protective coating to the dome fabric which allows better snow shedding that can prevent dome collapse during increased snowfall events. Sponsorship investment dollars will help ensure climate initiatives are met at the Calgary Soccer Centre.

Economic

The Calgary Soccer Centre, as a destination tournament site, hosts events that bring participants from out of town. Local businesses and tourism related venues benefit from the increase of visitors to the south Calgary area. The benefits of this sponsorship initiative include refreshed signage, activities and public promotion that Calgary is a great place to live, work and play.

Service and Financial Implications

No anticipated financial impact

There is no new funding request as a result of this agreement. Any implementation costs associated with the sponsorship agreement will be paid by the sponsorship fees. This sponsorship agreement reduces the need for tax or fee support, highlighting the anticipated financial impact of having a sponsor.

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RISK

The City faces a reputational risk if the proposed sponsorship arrangement is not approved. The proposed sponsorship arrangement was a response to The City's open call for sponsorship opportunities and is fully compliant and has been negotiated in good faith.

MaxWell Realty is a Canadian real estate brokerage franchise with an Alberta-based head office. Their line of business is well aligned with the family-centric nature of the Calgary Soccer Centre and a media scan revealed no legal or public relations controversies that may impact an association with a City-owned facility.

ATTACHMENTS

1. Terms and Conditions of Sponsorship Arrangement (Confidential)
2. Presentation (Confidential)

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
GM, Katie Black	Community Services	Approve
GM, Michael Thompson	Infrastructure Services	Consult/Inform

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