

AGENDA

MAYOR'S STANDING COMMITTEE ON FUNDRAISING FOR KINGS ROAD COMMUNITY NATURE GREEN SPACE

Friday, October 11, 2019 – 9:00-10:00 a.m.
770 Vernon Avenue, **Committee Room 1**

1. **Approval of the September 13, 2019 meeting minutes**
2. **New Business**
 1. Update from Staff on Sponsorship Items – Council Direction
October 7, 2019 Report from Staff to Council “Mayor’s Standing Committee on Fundraising for the Kings Road Community Nature Green Space – Fundraising Plan” (Chair)
 2. Memorandum of Understanding (P. McKivett)
 3. Update on outreach to CRD, Victoria and Oak Bay (Chair)
3. **Standing Items**
 1. Review Grant Database Progress Update (J. Lum)
4. **Next Meeting**
 1. Confirm regular meeting dates (Chair)
5. **Adjournment**

**MINUTES OF THE
MAYOR'S STANDING COMMITTEE ON FUNDRAISING FOR KINGS ROAD
COMMUNITY NATURE GREEN SPACE
KIRBY ROOM, SAANICH POLICE DEPARTMENT, 770 VERNON AVENUE
FRIDAY, SEPTEMBER 13 at 9:00 a.m.**

Present:

Members: Mayor Haynes (Chair), Councillor Chambers, Julian Lum Paul McKivett, Councillor Plant, Rebecca Sterritt
Staff Members: Paul Thorkelsson, Chief Administrative Officer; Brent Reems, Director of Building, Bylaw, Licensing and Legal Services; Valla Tinney, Director of Finance; Rachel Mattiuz, Administrative Assistant

The meeting was called to order at 9:01 a.m.

1. Approval of the August 26, 2019 Meeting Minutes

Moved by P. McKIVETT and Seconded by J. LUM that the August 26, 2019 Meeting Minutes be approved.

CARRIED

Councillor Plant provided an update on the September 9, 2019 Saanich Council Meeting approving recommendations from this committee and next steps.

2. New Business

2.1. Discuss Parameters to Offer Potential Donors/Kickoff Lead

Discussion ensued on the following and the Committee confirmed there will be no further changes to be made to the Fundraising Plan document going forward to Council on September 16.

2.2. Review Grant Database

J. Lum provided an overview of the grant database. Discussion ensued and staff summarized Saanich's contribution to date on the KCNGS.

Going forward, Review Grant Database will be a standing agenda item and committee members that are part of SLF-FC will update the database as a living dashboard document showing current progress.

2.3. Update on September 14 Fundraising Event

Discussion ensued on the following:

- Event/campaign media and guest speakers; and
- donor communications.

3. Other Business

Discussion ensued on next steps for distributing letters of support, naming rights for park donations, and the Fundraising Plan going to Saanich Council on September 16.

Next Meeting

Friday, October 11, 2019

On the motion from Councillor Plant the meeting was adjourned at 10:03 a.m.

Chair

I hereby certify these Minutes are accurate.

Committee Secretary



The Corporation of the District of Saanich

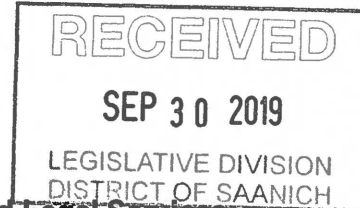
Report

To: Mayor and Council

From: Brent Reems, Director of Building, Bylaw, Licensing and Legal Services

Date: 09/30/2019

Subject: Mayor's Standing Committee on Fundraising for the Kings Road Community Nature Green Space – Fundraising Plan



C/W 7 Oct/19

RECOMMENDATION

That Council refer this report along with the sponsorship and incentive sections of the fundraising plan back to the Mayor's Standing Committee on Fundraising for the Kings Road Community Nature Green Space to address the items in section 6 of the fundraising plan that have projected costs that exceed estimated sponsorship revenues.

PURPOSE

The purpose of this report is to provide information to Council in relation to the fundraising plan recommended by the Mayor's Standing Committee on Fundraising for the Kings Road Community Nature Green Space (the "Committee").

DISCUSSION

At its meeting of September 16, 2019, Council approved the fundraising plan for the Kings Road Community Nature Green Space ("KCNGS") with the exception of the pages that referred to donation numbers and sponsorship, which were referred to staff for review and comment. The fundraising plan is attached as Appendix "A".

Sponsorships and incentives are addressed primarily in section 6 of the fundraising plan. Subject to any alternate direction provided by Council, staff are proceeding on the assumption that any costs associated with the sponsorship items will be covered by the sponsorship revenue received for that item, as any such costs are not currently budgeted or planned. Staff comments on the specific items follow.

6.1 a) Ground Sponsor - \$50 per square meter of protected Green Space, including recognition on the Virtual Green Space map on website and certificate of recognition;

The Saanich Legacy Foundation ("SLF") has confirmed that it will manage this incentive and is planning to develop a 'virtual map' to be maintained on its website. As there are no direct service delivery impacts or operational costs for the District associated with this item, staff have no specific comments with respect to its inclusion in the fundraising plan.

6.1 b) Named Tree Sponsor - \$500 – plant a tree along the east side tree named and certificate of recognition;

The District does not have a memorial tree program. Memorial tree programs tend to have fairly high operational costs from both an installation and maintenance perspective. In addition there are costs associated with trees dying and needing to be replaced.

The proposed amount (\$500) does not cover the costs of purchasing, planting and maintaining. The current tree planting costs (included in the current Parks fees and charges schedule) are as follows:

Boulevard replacement trees: planting and maintenance: \$1,350

Replacement tree (planting only): \$575

Maintaining a replacement tree (2-5 years): \$775

In this case, the costs associated with ongoing maintenance could be reduced on a per tree basis as an irrigation system could be installed to help maintain a group of trees planted on the property. However, any efficiencies gained by the proximity of the trees would not be sufficient to ensure cost recovery for this sponsorship item. The fundraising plan offers 30 tree planting opportunities. Under the District's current fee structure, 30 trees would require actual costs of \$40,500.00. At \$500 per tree, the sponsorship program would only collect \$15,000 in revenue, which falls short of the costs to plant and maintain.

6.1 c) Entrance sponsor - \$1,000 – name on a brass plaque on the Entrance Stone at one of the three designated entrances to the Green Space;

The document attached to the fundraising plan indicates that the names will be on an entrance "stone gate," suggesting there will be three stone entrance gates. The costs associated with this item are difficult to estimate, as it depends on the nature of the gate that is constructed. By way of example, the cost to construct a stone gate for Shelbourne Memorial Avenue was approximately \$30,000. If built to this standard, three gates would cost approximately \$90,000. Ongoing maintenance costs would be minimal.

The fundraising plan contemplates 75 sponsorships of \$1,000 each, with total revenue of \$75,000. Depending on the level of gate construction, the costs of building the stone gate could exceed the revenue collected.

6.1 d) \$6,000 per bench – a dedicated park bench either along the Bowker Creek pathway or in the greater Community Green Space;

Saanich Parks has a furniture donation program that includes park benches. Under the program, benches can be donated for a total of 10 years with an option to renew. Benches are \$3,000 each for the 10-year term with an additional \$1,500 for a second 10-year term. These costs cover initial purchase and installation and ongoing maintenance.

The plan envisions 10 benches. The total costs for 10 benches for 10 years would be \$30,000 and \$45,000 for 20 years. The fundraising plan contemplates 10 bench sponsorships at \$6,000, for gross revenue of \$60,000 and net revenue of \$30,000 or \$15,000, depending on length of sponsorship.

6.1 e) Picnic Table Sponsor - \$10,000 per table – a dedicated picnic table in the greater Community Green Space, one available for each main area;

The District's furniture donation program includes picnic tables. Like benches, picnic tables can be donated for a total of 10 years with an option to renew. Tables are \$4,650 each for the 10-year term with an additional \$2,150 for a second 10-year term. These costs cover initial purchase and installation and ongoing maintenance.

The total costs for four tables over 10 years would be \$14,600. For 20 years, the costs would be \$23,200. The fundraising plan envisions 4 bench sponsorships at a cost of \$6,000, for gross revenue of \$24,000. Net revenue for a 10-year sponsorship would be \$9,400. The sponsorship revenue would not cover the costs of a 20-year sponsorship.

6.1 f) Bowker Creek Pathway Sponsor - \$100,000 – name the pathway that meanders adjacent to Bowker Creek from Kings Road to Haultain Drive. Details to be negotiated by the District of Saanich;

The path is estimated to be 600 meters long. At a construction cost of \$80 per meter, the total cost estimate for construction is about \$460,000. Ongoing repair and maintenance would be about \$5,000 every four years.

The costs to construct the path are in excess of the \$100,000 that will be received in sponsorship revenue.

The District has a park naming policy that provides guidance in relation to park naming (attached as Appendix B). Sponsorship naming is not recognized in the policy. That said, Council has discretion to name outside the boundaries of the policy. The fundraising plan specifically states that the details are to be negotiated by the District of Saanich. This provision is meant to provide Council oversight and control of the naming sponsorship, which would be communicated by SLF to potential sponsors and form part of the fundraising process.

6.1 g) Naming sponsor - \$500,000 – name the Kings Community Natural Green Space. Details to be negotiated by the District of Saanich.

As noted above, although the District's park naming policy does not recognize sponsorship naming, Council has discretion to name outside the boundaries of the policy. As is the case with path sponsorship, the fundraising plan provides for Council oversight and control of the naming sponsorship by stating that the details are to be negotiated by the District of Saanich. SLF will communicate this requirement to potential sponsors, and negotiation would form part of the fundraising process to ensure any of the District's requirements on naming are met.

ALTERNATIVES

1. That Council approve the recommendation as outlined in this staff report
2. That Council receive this report for information.
3. That Council provide alternate direction to Staff.

FINANCIAL IMPLICATIONS

The financial implications associated with each sponsorship item in the fundraising plan are outlined above. Proceeding with the sponsorship incentives that have costs exceeding

expenses would result in those costs being borne by the District through future operational budgets.

STRATEGIC PLAN IMPLICATIONS

There are no strategic plan implications associated with the recommendation.

CONCLUSION

Several of the items outlined in section 6 of the fundraising plan have costs that exceed planned sponsorship revenues. Staff are recommending that those items be referred back to the Committee for further review and refinement.

Report prepared by: 
Brent Reems, Director of Building, Bylaw, Licensing and
Legal Services

Reviewer: 
Suzanne Samborski, Director of Parks and Recreation

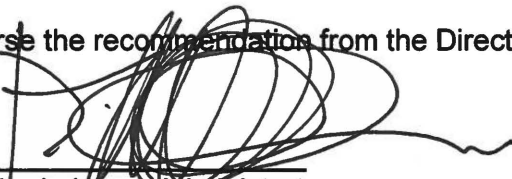
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Attachment: Appendix A – Fundraising plan
Appendix B – Council policy, Parks Naming Policy

cc: V. Tinney, Director of Finance

ADMINISTRATOR'S COMMENTS:

I endorse the recommendation from the Director of Building, Bylaw, Licensing & Legal Services.


Paul Thorkelson, Administrator

1. FUNDRAISING PLAN for the KINGS ROAD COMMUNITY NATURE GREEN SPACE ("KCNGS")

As per the Terms of Reference this Fundraising Plan (the "Plan") is being submitted by the Mayor's Standing Committee on Fundraising for the Kings Road Community Nature Green Space (the "MSC").

This document will assist in clarifying the Plan and roles related to the fundraising efforts for the KCNGS. This is an exciting partnership that the Saanich Legacy Foundation (the "SLF") is leading under the MSC on Fundraising for the KCNGS that will bring together community members and stakeholders. Importantly, this is a fluid plan that is subject to change based on the input and advice from the community, Saanich staff and others.

The SLF is a registered charity with the Canadian Revenue Agency and a society organized under the B.C. Societies and Corporation Act. The SLF was created in 1999 and is run by a volunteer Board of Directors assisting various groups in Saanich to achieve their vision of making Saanich an even better place to reside in and to raise families. The SLF Community Fundraising Committee (the "SLF-FC") is a subcommittee of the SLF and is responsible for fundraising for the KCNGS.

2. SLF COMMUNITY FUNDRAISING COMMITTEE ("SLF-FC") MEMBERS

Chair: TBD

Members: Rebecca Sterritt, Julian Lum, Alison Edwards, Paul McKivett, Suraiya Khan, Susan Tysh, Adam Kreek, Isobel Hoffman, Soren Henrich, Deanna Pfeifer.

During the work of the committee, membership may change.

3. OBJECTIVE

To raise \$2.75 million to ensure that the KCNGS remains a natural green space in perpetuity.

This amount represents half of the total purchase price of \$5.5 million to purchase the property from B.C. Hydro. The acquisition is currently financed with \$1.5 million from the Land Sale Reserve Fund and \$4 million in debt pending the outcome of the fundraising campaign.

4. FUNDRAISING CAMPAIGN

The fundraising campaign begins on September 1, 2019 and concludes on August 31, 2020. The Committee may return to Council to request a timeline extension based on fundraising progress and unresolved fundraising opportunities.

The Fundraising Campaign will have several components.

5. ROLES

5.1. SLF-FC SHALL BE RESPONSIBLE FOR THE FOLLOWING:

5.1.1. Donations through Public Fundraising:

- a) Solicit donations from the general public;
- b) the SLF-FC shall receive donations from individuals and organizations for which a charitable tax receipt will be issued for the year in which the donation is made; and

- c) guidance from Saanich staff and the MSC on Fundraising for KCNGS will ensure the fundraising activities are conducted in accordance with Saanich policies, bylaws and procedures.

5.1.2. **Grant Applications:**

- a) Developing a Memorandum of Understanding, (“MOU”) with Saanich staff and the MSC on Fundraising for the KCNGS that expresses the separate roles and responsibilities in their undertaking;
- b) compiling and maintaining a database of potential charitable organizations / sources of funding;
- c) applying to funding organizations that do not accept applications from municipalities;
- d) holding the funds in trust to ensure the funds are applied to the intended objective; and
- e) once the \$2.75 million is reached, transferring the funds to the Corporation of the District of Saanich.

5.2. THE DISTRICT OF SAANICH WILL:

- a) Develop a Memorandum of Understanding, (“MOU”) with the SLF-FC and the MSC on Fundraising for the KCNGS that expresses the separate roles and responsibilities in their undertaking;
- b) process the grants prepared by the SLF-FC that are required to be submitted by a municipality and hold any funds received in trust;
- c) provide financial, legal and administrative guidance for the SLF-FC in preparing grant applications when necessary;
- d) prepare a request to the Capital Regional District (the “CRD”) Land Acquisition Fund to support the purchase of the KCNGS;
- e) reach out for support from the District of Oak Bay and the City of Victoria for the application to the CRD from the Land Acquisition Fund for the purchase of the KCNGS; and
- f) reach out for support from the Vancouver Island Health Authority for the purchase of the KCNGS.

6. SPONSORSHIP INCENTIVES & RECOGNITIONS

6.1 The following proposed incentives will be offered to the public:

- a) Ground Sponsor - \$50 per square meter of protected Green Space, including recognition on the Virtual Green Space map on website and certificate of recognition;
- b) Named Tree Sponsor – \$500 – plant a tree along the east side tree named, and certificate of recognition;
- c) Entrance Sponsor – \$1,000 – name on a brass plaque on the Entrance Stone at one of the three designated entrances to the Green Space;
- d) Bench Sponsor – \$6,000 per bench – a dedicated park bench either along the Bowker Creek pathway or in the greater Community Green Space;
- e) Picnic Table Sponsor – \$10,000 per table – a dedicated picnic table in the greater Community Green Space, one available for each main area;

- f) Bowker Creek Pathway Sponsor – \$100,000 – name the pathway that meanders adjacent to Bowker Creek from Kings Road to Haultain Drive. Details to be negotiated by the District of Saanich; and
- g) Naming Sponsor – \$500,000 – name the Kings Community Natural Green Space. Details to be negotiated by the District of Saanich.

7. COMMUNICATION STRATEGY

7.1 Communication will be:

The primary responsibility of SLF-FC and community members. MSC will provide guidance and assist in communication activities as needed.

- a) The SLF-FC will utilize social media and other media outlets to provide 'earned' media wherever possible. This will be publicity gained through the promotional efforts;
- b) an existing Facebook Page (@savekingsparkhydrofield) will promote the project and allow individuals to make a donation through PayPal or a link to the SLF website that to issue tax receipts to any donor giving \$20.00 or more;
- c) the SLF website will promote and include materials (brochure) related to the fundraising effort as well as links to donate; and
- d) news organizations will be contacted to carry stories and assist in promotion of our Campaign (e.g. CHEK TV, Saanich News, CBC Victoria, Shaw Cable, Saanich Voice Online, or other); and
- e) Saanich communications will amplify fundraising messaging as appropriate.

8. TIMELINE

The subsequent timeline will be followed (see also attached Gantt chart).

AUGUST 2019

- a) Mayor's Standing Committee on Fundraising for the KCNGS meetings held on:
 - a. August 19;
 - b. August 26; and
 - c. August 30.
- b) SLF-FC established and prepared grant database, created a grant template;
- c) drafted and approved Terms of Reference;
- d) confirmed September 14 fundraising kickoff event;
- e) approved name of Mayor's Standing Committee on Fundraising for KCNGS; and
- f) drafted fundraising plan document to present for information to Council.

SEPTEMBER / OCTOBER 2019

- a) On September 9, the MSC on Fundraising for the KCNGS presents the Plan to Council for information;
- b) initial check-in with Council by MSC on Fundraising for the KCNGS;
- c) SLF-FC to host fundraising kick-off block party on September 14, 2019 from 1:00 – 3:00 pm;
- d) request Saanich to solicit support from the CRD Land Acquisition Fund for the purchase of the KCNGS property;

- e) request Saanich to solicit support from the City of Victoria and the District of Oak Bay on the application to CRD Land Acquisition Fund for the purchase of the KCNGS property; and
- f) request Saanich to solicit support from the Vancouver Island Health Authority beginning with a scheduled meeting at UBCM;
- g) the Committee will solicit support from other levels of government; and
- h) preparation of the MOU by SLF-FC, MSC and Saanich staff.

DECEMBER 2019

- a) MSC on Fundraising for the KCNGS' quarterly check-in with Council.

MARCH 2020

- a) MSC on Fundraising for the KCNGS' quarterly check-in with Council.

JUNE 2020

- a) MSC on Fundraising for the KCNGS' quarterly check-in with Council.

AUGUST 2020

- a) MSC on Fundraising for the KCNGS' quarterly check-in with Council; and
- b) Celebration Event to be held.

SEPTEMBER 1, 2019 – AUGUST 30, 2020

- a) MSC on Fundraising for the KCNGS meetings to be held as needed;
- b) SLF-FC will solicit donors and submit grant applications; and
- c) Saanich staff to support and advise as needed.

join the movement to save
**Kings Road Community
 Natural Green Space**

**We are thrilled to be presented with the opportunity of a lifetime;
 the first and final chance to protect our community's natural
 greenspace in perpetuity for generations to come.**



100 years from now, our community envisions a restored and thriving natural community greenspace, with enhanced and strengthened local ecosystem, and the reestablished historical land use, including:

- Restored native species and tree canopy, camas meadow, forest restoration
- Historic orchard trees rejuvenated and additional plantings, and the establishment of community gardens on a small portion of the land
- Cathedral tree walk extended around the full perimeter of the park
- Fully restored Bowker Creek Watershed within Kings Park and through the St. Patrick's Diocese Land connecting to the hospital grounds

*Now is your chance, be a part of history
 Help save Kings Road Community
 Natural Green Space*

**You have the unique opportunity to be a part of something fantastic!
Your donation today will help preserve this
natural area for generations to come.**

GROUND SPONSOR	X <i>available</i>
\$50 per square meter of protected park including a certificate of recognition as a supporter	
TREE SPONSOR	30 <i>available</i>
\$500 per tree Plant a tree along the east side of the park as well as a certificate of recognition as a supporter	
ENTRANCE SPONSOR	75 <i>available</i>
\$1,000 per stone Including a brass plaque on the entrance stone gate as well as a certificate of recognition as a supporter	
BENCH SPONSOR	10 <i>available</i>
\$6,000 per bench A dedicated park bench either along the Bowker Creek pathway or in the greater Community Green Space	
PICNIC SPONSOR	4 <i>available</i>
\$10,000 per table A dedicated picnic table in the greater Community Green Space, one available for each main area of the park	
PATHWAY SPONSOR	1 <i>available</i>
\$100,000 Name the Pathway along Bowker Creek. This is a once in a lifetime opportunity to..... This will need some additional text, or it's own sheet.	
NAMING SPONSOR	1 <i>available</i>
\$500,000 Name the Kings Road greenspace! This will need some additional text, or it's own sheet.	

**Donations made be made directly by credit card at saanichlegacy.ca
For other arrangements or to discuss a potential donation please contact Paul McKivett,
President, Saanich Legacy Foundation at 250-477-3806 or paulmckivett@shaw.ca**

Appendix "B"**COUNCIL POLICY**

NAME: Parks Naming Policy	
ISSUED: March 15, 1993	COUNCIL REFERENCE: 01/479
AMENDED: April 24, 2017	COUNCIL REFERENCE: 17/CNCL

1. In general:
 - Neighbourhood parks shall be named after an adjacent street.
 - Community parks shall be named after an adjacent street or geographic feature.
 - Municipal parks shall be named after a geographical feature, a historically significant individual, or a commemorative event.
2. Significant features within a park may be named separately based on a recommendation from a community organization, reviewed by the Parks, Trails and Recreation Advisory Committee, and approved by Council.
3. Input will be sought from related community organizations for naming new Community and Municipal parks.
4. Procedurally, all names for new parks or requests to change names of existing parks are to be considered by the Parks, Trails and Recreation Advisory Committee with a subsequent recommendation to Council which has the final authority to name or rename the park.