

Municipality of Lakeshore – Report to Council

Community Health and Safety

Corporate Leader - Community Health and Safety Services



To: Mayor & Members of Council
From: Frank Jeney, Corporate Leader – Community Health and Safety Services
Date: May 1, 2024
Subject: Lakeshore & Lakeshore Sports Excellence Hall of Fame Lease Agreement

Recommendation

Approve a licensing agreement with the Lakeshore Sports Excellence Hall of Fame (LSEHOF) for a five-year contract, with an option to renew for an additional five-year contract; for the purpose of displaying hall of fame inductee plaques on the wall at the ATRC located between Shuren Rink and Rink C and in the main entrance for new inductees; and

Direct the Clerk to read By-law 67-2024, being a by-law to authorize a license agreement with the Lakeshore Sports Excellence Hall of Fame, all as presented at the June 18, 2024 Council meeting.

Strategic Objectives

This report does not relate to one of Council's Strategic Objectives but is a citizen centered municipal function.

Background

At the Regular Council meeting of December 12, 2023, Jim Rauth presented an idea to Council to have the newly formed Lakeshore Sports Excellence Hall of Fame (LSEHOF) inductees displayed on the walls of the Atlas Tube Recreation Centre.

Resolution #347-12-2023. Direct Administration to work with the Lakeshore Sports Excellence Hall of Fame organization and bring back a report regarding potential participation with the Municipality of Lakeshore at the Atlas Tube Recreation Centre.

Comments

The addition of a sports excellence hall of fame to the walls of the Atlas Tube Recreation Centre can highlight and honor the incredible accomplishments of the inductees, as well as pave the way, and help set new goals and work ethic for our youth who aspire to someday join those that came before on the wall.

The plan is to utilize the wall space in the arena hallways to showcase the plaques of the inductees. The LSEHOF plans to induct its first class of inductees in the fall of 2024.

The size of the plaques honoring the inductees will be designed through Administration, to maintain the established look of the Atlas Tube Recreation Centre design. The size of the plaques will be established to allow for a minimum of 10 years of inductees to fit onto the proposed wall space area, with a plan to expand the display further into the ATRC in the future.

The hall of fame design will be finalized by Lakeshore administration, and the lettering and plaque purchases will be donated to the Municipality of Lakeshore by the LSEHOF.

The LSEHOF logo package was designed by the Lakeshore Communications division, to assist in brand guidelines, and to ensure the logos are an independent representation of the LSEHOF, separate from the Municipality of Lakeshore branding guidelines (attached).

The LSEHOF may submit proposals for changes, improvements, and reconfigurations of wall space at the ATRC, installations, signage, display cases and lighting which may or may not include future capital funding requests. All improvements added to the facility are the property of the Municipality of Lakeshore, and all exhibit material and display cases are the property of the LSEHOF.

The LSEHOF will be required to hold appropriate insurance for general liability and tenants' legal liability.

Annually, the recommended list of inductees will be brought to Lakeshore Council in a closed session report, for approval, prior to announcement.

The LSEHOF

The LSEHOF is made up of seven local sports enthusiasts, that operate as a board structure, holding regular meetings.

The LSEHOF Mission Statement

The Lakeshore Sports Excellence Hall of Fame was conceived by a group of sports enthusiasts who believe in preserving the Lakeshore communities' rich sports history. The awards are presented to individuals who have made a significant contribution to sports in any Lakeshore community.

Honoring the heroes of the game and recognize those Lakeshore residents who through achievement, participation or support have made outstanding contributions to society. They have helped bring honor, distinction, and excellence to our communities.

Eligibility

Anyone who has a distinguished career in one of the four categories (1. Athlete – Modern, 2. Athlete – Legend, 3. Builder, or 4. Open). Anyone identified with Lakeshore is eligible, including members of the Board of Directors. Only one candidate in each category is voted to be inducted into the LSEHOF in a given year.

Others Consulted

Lakeshore Sports Excellence Hall of Fame (LSEHOF).

Financial Impacts

All improvements added to the facility are the property of the Municipality of Lakeshore, and all exhibit material and display cases are the property of the LSEHOF

Routine maintenance, and routine cleaning will be required for the space, which will come out of the annual ATRC maintenance budget. All installations will be carried out by the Municipality of Lakeshore using established business practices and will be paid for by LSEHOF.

Attachments

Lakeshore Sports Excellence Hall of Fame concept images.

Lakeshore-HOF-Brand-Guidelines

Report Approval Details

Document Title:	Lakeshore and Lakeshore Sports Excellence Hall of Fame Lease Agreement.docx
Attachments:	- Lakeshore Sports Excellence Hall of Fame concept.pdf - Lakeshore-HOF-Brand-Guidelines.pdf
Final Approval Date:	Jun 3, 2024

This report and all of its attachments were approved and signed as outlined below:

Prepared by Frank Jeney

Approved by the Corporate Leadership Team