



REPORT TO GENERAL COMMITTEE

TO: Mayor and Members of Council

FROM: Stuart Taylor, Director, Strategic Services

PREPARED BY: Cathy Joyce, Manager of Partnerships and Marketing

DATE OF MEETING: 2006-03-06

SUBJECT: Town of Markham and Cachet Dental Office Partnership

RECOMMENDATION:

That the non-exclusive partnership between the Town of Markham and Cachet Dental Office, for the Interior Naming of the West Arena at the Angus Glen Community Centre in the amount of \$20,000 per year for a three year term with an option to renew for an additional two years based upon mutual agreement be approved by Council;

And that a legal agreement between Cachet Dental Office and the Town of Markham detailing the partnership be prepared by Legal Services;

And that Council authorize the Mayor and Clerk to execute this agreement in a form satisfactory to the Town Solicitor;

And that the Manager of Marketing and Community Partnerships work with internal stakeholders to implement and service the partnership.

PURPOSE:

The purpose of this report is to seek Council approval for a community partnership between the Town of Markham and Cachet Dental office relating to the naming of the West Arena at Angus Glen Community Centre.

BACKGROUND:

On, May 25, 2004 Mayor and Members of Council approved and adopted a policy for the interior naming of Town owned facilities. On April 12, 2005 Mayor and Members of Council authorized entering into an agreement between the Town of Markham and Mercedes Benz for the naming of the East Arena at the Angus Glen Community Centre. This partnership has been successfully implemented, benefiting both the Town and its partner. It has helped attract interest in partnerships from other corporations operating within the Town of Markham.

In January 2006, Cachet Dental Office contacted the Town of Markham to inquire about advertising and partnership opportunities. Initial discussions focused around the purchase of rinkboard advertising. After a site visit to Angus Glen Community Centre and a presentation

made by the Manager of Marketing and Community Partnerships and the Marketing and Sales Coordinator at the Town of Markham, Dr. Nader Shahbaz and Cachet Dental Office expressed an interest in the naming of the West Rink.

Dr. Shahbaz, his employees and family members are frequent users of the Angus Glen Community Centre. Dr. Shahbaz has been in practice for over 17 years. In 2003, after admiring the communities of Markham for many years, he purchased and renovated a home in Markham on the south-east corner of Woodbine and Sixteenth Avenue, to accommodate his dental practice and subsequently took up residence relocating his family to Markham. The Mayor of the Town of Markham attended the grand opening of Cachet Dental Office on October 16, 2003. Dr. Shahbaz is passionate about his field and providing outstanding service to the communities and residents of Markham.

Naming discussions have included Dr. Shahbaz, the Owner of Cachet Dental; Christine Atanackovich, Office Manager; Cathy Joyce, Manager of Marketing and Community Partnerships; and Irene Chen, Marketing and Sales Coordinator for the Town of Markham.

PARTNERSHIP DETAILS:

The details of this partnership, incoming revenue, benefits and recognition mirror those negotiated with Mercedes Benz and approved by Council on April 12, 2005. A partnership with Cachet Dental Office will emphasize that the Town of Markham welcomes all corporate partners whether they operate globally or locally.

Cachet Dental Office has agreed to pay the Town of Markham, \$20,000 per year for three years for the interior naming rights to the West Arena pad at Angus Glen Community Centre and has requested an option to renew for an additional 2 years upon mutual agreement.

In return Cachet Dental Office will receive the following exposure and benefits:

- anticipated annual walk in of over one million direct users of the Angus Glen Community Centre
- interior door entrance to the west rink wrapped with the Cachet Dental Office Logo and additional creative design
- logo to be affixed to one additional glass panel
- five rinkboards at any of the nine community centres in Markham (location dependent upon availability)
- Cachet Dental Office Logo at centre ice
- One backlit sign at any one of the Community Centres in Markham
- One front-lit banner at any one of the Community Centres in Markham
- Zamboni at the Angus Glen Community Centre will be wrapped with the Cachet Dental Logo
- One evening or one afternoon skate, once per year where patients of Cachet Dental exclusively can enjoy a free skate in the West Rink courtesy of Cachet Dental
- Use of display case or alternative with information and duration to be approved by the Town of Markham
- A full page colour advertisement in two issues of the recreation guide each year

(circulation of 86,000 per issue)

- Monthly electronic marquis message regarding the Community Partnership when appropriate
- A partnership launch with Cachet Dental and Mayor/Members of Council

Cachet Dental will supply all art work and creative. All artwork will be approved by the Town of Markham and installation of art will be coordinated by the Town of Markham.

FINANCIAL CONSIDERATIONS:

The total partnership commitment from Cachet Dental represents a minimum of \$60,000 gross revenue over the three (3) year term. Cachet Dental would like an option to renew for an additional two (2) years representing an additional \$40,000 in gross revenue.

Table 1 outlines the cost to service the agreement and the projected net revenue from the agreement.

TABLE 1 CACHET DENTAL					
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Gross Revenue	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Expenses					
Backlit, Frontlit, Rinkboards	\$6800				
Logo on ice, Zamboni	\$1300				
Door Wrap and decal	\$1100				
Administration Fee	\$2000	\$2000	\$2000	\$2000	\$2000
Net Revenue	\$8,800	\$18,000	\$18,000	\$18,000	\$18,000

In 2006 net revenues will be allocated to the following accounts:

- \$6,400 to the Community and Fire Services Commission revenue strategy account 795 998 9397
- \$2,400 to the Recreation and Culture brochure advertising account 795 796 8853

In addition, the administration fee will be directed to the following part time wage account. This will remain in place through the life-cycle of the agreement.

- \$2,000 to the Department Support part-time wage account 795 998 3010

In subsequent years the \$18,000 in net revenue will be distributed as follows:

- \$15,600 to the Community and Fire Services Commission revenue strategy account 795 998 9397
- \$2,400 to the Recreation and Culture brochure advertising account 795 796 8853

ENVIRONMENTAL CONSIDERATIONS:

None.

ENGAGE 21ST CONSIDERATIONS:

Fiscal Stewardship Community Excellence
Quality Community Opportunities for All

This partnership with Cachet Dental is in keeping with the Town of Markham's mission, vision, goals and strategic objectives.

BUSINESS UNITS CONSULTED AND AFFECTED:

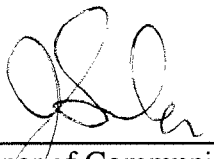
The Community and Fire Services Commission, The Angus Glen Facility Manager, The Director of Recreation and Culture and Legal Services have reviewed this partnership in concept/and/or have reviewed or provide input to this report.

ATTACHMENTS:

Appendix A – Cachet Dental Office Logo



Director of Strategic Services
Stuart Taylor



Commissioner of Community and
Fire Services
Jim Sales