

Report to Council

Report Title: Walkerton Soccer Committee Fundraising Status

Prepared By: Trish Serratore, Chief Financial Officer

Department: Finance

Date: June 4, 2019

Report Number: FIN2019-19 **File Number:** C11FIN

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receive Report Number FIN2019-19 – Walkerton Soccer Committee Fundraising Status, prepared by Trish Serratore, Chief Financial Officer for information purposes regarding the fundraising status to date, and in doing so provides direction to staff on the preferred approach to recovering the outstanding fundraising balance.

Report:

Background:

In May 2014, The Municipality of Brockton entered into an agreement with Stantec to provide the architectural services for the Brockton soccer park located at the East Ridge Business Park.

In July 2015, members of the Project Management Team Fundraising Committee presented to Council their fundraising plan and goals.

In 2016, the soccer fields were constructed and the committee was making great efforts in meeting their fundraising goals and they were able to receive a commitment from Bruce Power of \$100,000.

In 2017, the fields were open for use and moderate fundraising efforts were made.

In 2018, staff sent out reminder letters to those who made a multi-year pledge. This was extremely helpful and provided a generous amount of donations to be received within the 2018 year. The outstanding pledges as of December 31, 2018 total \$63,770.

Analysis:

Currently, the Walkerton Soccer Fundraising Committee is no longer a Committee of Council, and the outstanding pledges of \$63,700 will be collected by staff by sending out reminder letters to those individuals, leaving a fundraising gap of \$237,457. The gap in fundraising and total project cost is outlined below.

Brockton Soccer Fields

Description	Amount
Total Cost	\$1,097,409.92
Brockton Obligation (1/3)	\$362,145.27
Fundraising Committee (2/3)	\$735,264.65

Donations Received to Date

Description	Amount
2015	\$115,373.02
2016	\$74,229.74
2017	\$121,754.85
2018	\$121,750.00
2019	\$0.00
Total Donations	\$433,107.61

Balance Owing by Committee: \$302,157.04

With the total project completed and the soccer fields being fully occupied, as well as the dissolving of the fundraising committee, it is difficult to collect on the outstanding fundraising commitment. Staff would like Council's direction on how they would like to move forward with the fundraising gap.

There was a recommendation that the Municipality have a capital fee charged back to the end users (mostly Walkerton Minor Soccer) until the total amount outstanding is repaid.

Staff recommend that if this were the path Council wishes to proceed with, that the total amount outstanding be spread over 10 years and would need be adopted as part of the fees and charges by-law. The annual repayment obligation would be approximately \$24,000/year. In 2019 there was 287 families registered, with a total of 345 participants. Should council move forward with the capital recovery fee, this would be approximately \$84.00/family for the next 10 years.

There are also two fields still available for naming rights, this would be a total of \$100,000 should they be sold. However, with no longer having a committee, staff are concerned as to who will be canvassing these opportunities.

Sustainability Checklist:


What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- Do the recommendations help move the Municipality closer to its Vision? N/A
- Do the recommendations contribute to achieving Cultural Vibrancy? N/A
- Do the recommendations contribute to achieving Economic Prosperity? N/A
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the recommendations contribute to the Social Equity? N/A

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

The Municipality is currently looking at spending additional funding to improve the drainage on the soccer fields, the outstanding balance, if not collected would increase the contribution for the Municipality of Brockton which in turn affects all residents.

Respectfully Submitted by:A handwritten signature in black ink, appearing to read 'Trish Serratore', with a stylized, flowing script.

Trish Serratore, Chief Financial Officer

Reviewed By:A handwritten signature in black ink, appearing to read 'Suzanne Ald', with a stylized, flowing script.

Chief Administrative Officer