



**TOWNSHIP OF EDWARDSBURGH CARDINAL
ACTION ITEM**

Committee: Committee of the Whole – Administration & Operations

Date: October 15, 2024

Department: Administration

Topic: Maple View Landings Donation Options Follow Up

Purpose: To determine naming rights and how the funding dedicated to the Maple View Landings may be utilized.

Background: Following Council decision to provide grant funding to the UCLG through the Maple View Landings project, staff provided naming right options as follows:

Type of Room & # Available	
Sun Rooms - 1	\$15,000 each
Dining Room Balconies - 2	\$10,000 each
Dining Rooms – 4	\$30,000 each
Living Rooms - 5	\$15,000 each
Resident Rooms - 192	\$5,000 each

As previous indicated, there are other priorities the LTC Fundraising Coordinator and team identified that fit within various naming bins:

Furniture & Equipment Cart - support items like wheelchairs, support equipment, furnishing for the facility such as the hair salon and dining areas.

Beautification Bin – enhance the aesthetics and beauty of the facility – from flowers for gardens to seasonal and celebratory décor.

Technology Tote - televisions, large screens, training materials for staff, computers and everything else required for state-of-the-art facility.

In-Demand Dropbox - assign the donation to whatever aspect of the facility is most in need at the time.

Staff was asked to seek clarification from the Fundraising Coordinator/Team on the following:

If Council selected naming rights to any of the above rooms, would the Township logo/branding be installed/included on the signage?

Response from LTC Team: Any branding/logos etc. will not be included. Please remember that this is a “home” for the residents, not an area for advertising donations, such as an arena facility. Long-term care design is now referred to as neighbourhoods (Maple View Landings intend to have 6) and therefore it is the intention to have themes for each neighbourhood and signage that would reflect the themes and sponsor.

Will the Township logo/branding be placed on naming bin items to recognize that the Township funded/sponsored the specific naming bin(s)?

Response from LTC Team: The “naming bins” are designed to be ways for funds/donors to direct their donation and there will not be any name/logo/branding placement on items identified in the “bins”.

Staff are seeking direction on how Committee/Council would like the Township funding to be utilized now that clarification on Township logo/branding has been confirmed. The full funding can be allocated to naming rights of room(s) or naming bins, or a combination of both.

Policy Implications: A draft naming agreement is attached, which would need to be complete by Township and UCLG staff based on Committee discussion and direction. Once the utilization of the funding is selected, the completed agreement will be provided to Council for approval.

Strategic Plan Implications: Not applicable.

Financial Considerations: Council passed a resolution granting Maple View Landings funding of \$7,500 per year, for a total of \$22,500 within 3 years.

Recommendation: That Committee recommends that Council enter into a naming rights agreement with the United Counties of Leeds and Grenville and provide direction as to how the funds are to be utilized to formalize the agreement for Council approval.



Clerk



CAO