



**TOWNSHIP OF EDWARDSBURGH CARDINAL  
ACTION ITEM**

**Committee:** Committee of the Whole – Administration & Operations

**Date:** November 11, 2024

**Department:** Administration

**Topic:** Maple View Landings Donation Options – Room Naming

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

**Background:** Following discussions at the October Committee of the Whole, staff were directed to seek clarification on the naming/branding of the rooms/bins that would be funded by Edwardsburgh Cardinal.

Question: Would the funded room be named “Township of Edwardsburgh Cardinal or Edwardsburgh Cardinal”?

Answer from UCLG LTC Team: They have not finalized the mock/draft signage that will be used for the rooms. They are currently discussing 2 possible options:

1. The room(s) funded will have a maple leaf plaque or some other type of plaque beside the room name that will indicate that the room was made possible/sponsored through the funding/donation of Township of Edwardsburgh Cardinal; or
2. The room(s) funded may be named Township of Edwardsburgh Cardinal or some variation, however this is undecided as then there may be multiple rooms with the same name, making it confusing for the residents.

Below are the types of rooms and number of rooms left to be funded/sponsored:

Type of Room & # Available	
Sun Rooms - 0	\$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.

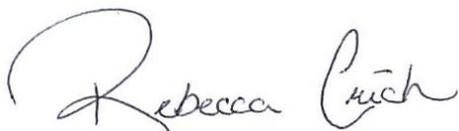
**In-Demand Dropbox** - assign the donation to whatever aspect of the facility is most in need at the time.

**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:** N/A

**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. A decision needs to be made as to how the \$22,500 will be distributed between rooms/bins.

**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.



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Clerk



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CAO