Staff Report to Council

Parks, Recreation and Culture – Sponsorship and Grants Division

FILE: 01-0450-01/26

REPORT DATE:	October 29, 2026	**MEETING DATE:**	November 24, 2026
TO:	Mayor and Council		
FROM:	Jeff Lemire, Project Manager, Corporate Sponsorship and Grants		
SUBJECT:	**2027 Draft Business Plan - Corporate Sponsorship and Grants**		

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL: M. Roberts / November 6, 2026

RECOMMENDATION(S):

THAT Council:

A. Receive for information the Corporate Sponsorship and Grants Division 2027 Draft Business Plan and Staff Report as presented at the November 24, 2026 Council Meeting; OR

B. Other.

PURPOSE

To present the 2027 Draft Business Plan for the Corporate Sponsorship and Grants Division.

☒ Information Report ☐ Decision Report ☐ Direction Report

DISCUSSION

DIVISION OVERVIEW

The Corporate Sponsorship and Grants Division is responsible for stewarding and soliciting a portfolio of revenue funding opportunities to support projects contained in long-term capital plans and service-area initiatives included in the strategic goals of the city.

Staff oversee the management of the sponsorship program including prospecting, negotiating, proposal development, presenting, building and sustaining partnerships with key internal and external stakeholders that maximize revenue.

Operating Budget: $0

(Funded from reserves and grants)

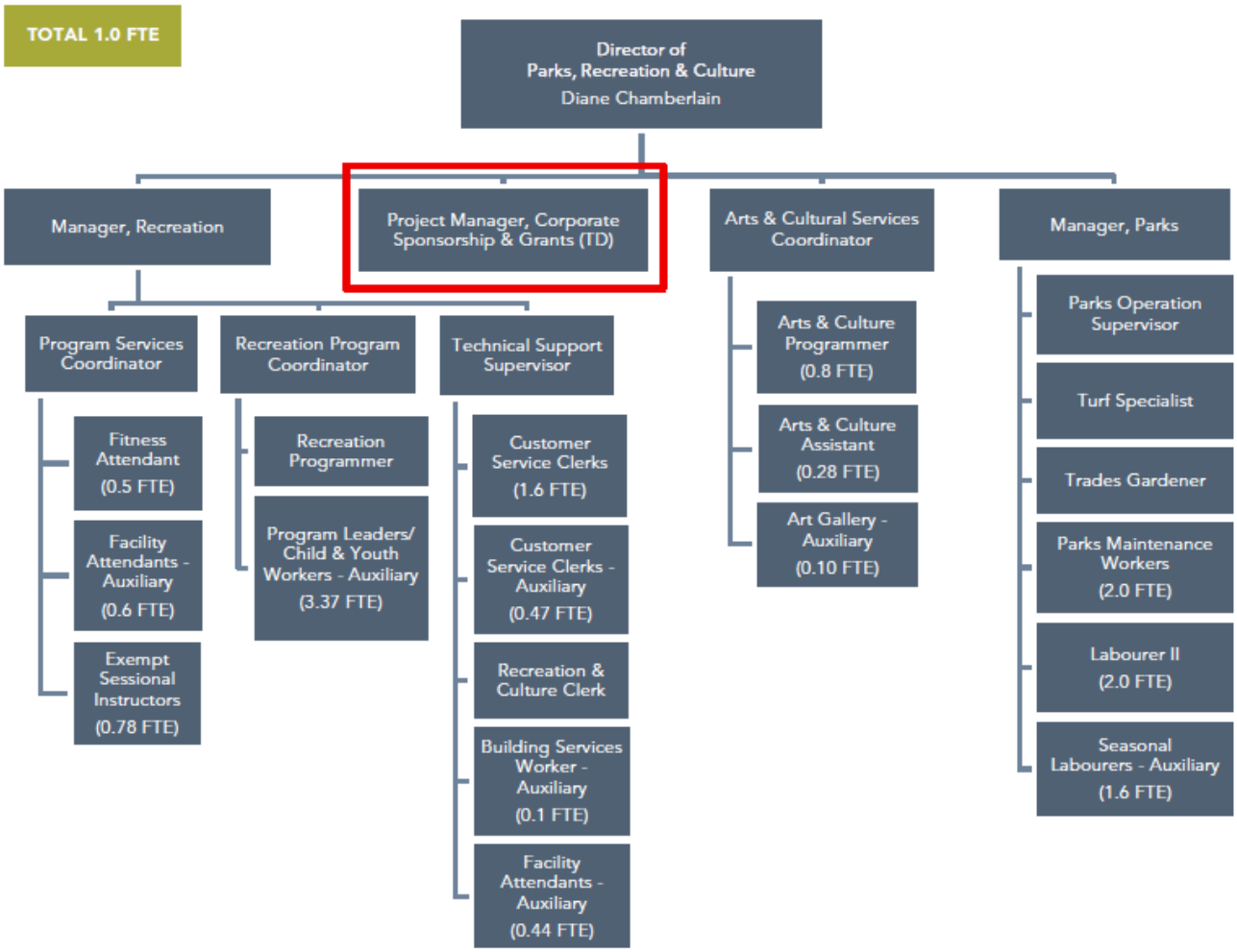
Capital Budget: $0

% Share of overall City Budget: 0%



Staff Complement:

PARKS, RECREATION & CULTURE (Corporate Sponsorship & Grants Department)



Forecasted Position Adjustments

The Project Manager – Corporate Sponsorship and Grants role is a time durated position that is anticipated to end December 2027.

Key Performance Measures

The following table highlights key divisional statistics:

Performance Measure *[Strategic Priority]*	**2025 Actual**	**2026 Forecast**	**2027 Forecast**
Sponsorships – number received *[Balanced Economic Prosperity]*	23	25	25
Sponsorships – value in cash *[Balanced Economic Prosperity]*	$48,801	$49,500	$50,000
Sponsorships – value in-kind *[Balanced Economic Prosperity]*	$22,871	$20,000	$20,000

Deferred Projects

None.

2026 Achievements (Top 3)

- **DEVELOPED SPONSORSHIP, NAMING RIGHTS AND HONOURARY NAMING RIGHTS POLICY.** Established the City's first comprehensive policy providing a consistent and transparent framework for evaluating, approving, and administering sponsorship, naming rights, and honourary naming requests, while supporting responsible revenue generation and recognition opportunities aligned with Council's strategic objectives. *[Principled Governance - Fiscal Stewardship and Accountability]*
- **SECURED FUNDING FOR MITCHELL PARK ENHANCEMENTS.** Successfully secured $25,000 from the Vancouver Fraser Port Authority Community Grant Program, $40,000 from MIABC Grant Program, and $10,000 from BC Hydro Regreen Grant Program. This funding offset an existing Parks capital project, enabling ecological restoration through invasive species removal, native planting, drainage improvements, widening and paving upgrades and the planting of approximately 150 additional trees in support of the City's Urban Forest Strategy. *[Principled Governance - Fiscal Stewardship and Accountability]*
- **SECURED PROVINCIAL FUNDING FOR FIFA WORLD CUP VIEWING EVENT.** Successfully secured $10,000 through the Government of BC's Celebrate Canada Program to fund the Recreation business plan item for the FIFA World Cup Viewing Event, including additional staffing costs, relieving operating budget pressures while enhancing

community programming with soccer-themed activities. *[Community Spirit and Well-Being – Pride and Spirit]*

Key Challenges for 2027

- **DECLINE IN SPONSORSHIPS AND GRANTS** – Grant opportunities and Sponsorships to support projects and operational priorities have decreased due to current economic times and the general inability for businesses to prioritize this type of expense.
- **DEVELOPING A MUNICIPAL FRAMEWORK FOR LONG-TERM TITLE SPONSORSHIPS.** Establishing long-term naming rights and title sponsorships for the Pitt Meadows Athletic Park (PMAP) Sport Box, Field and Arena presents a challenge due to the limited municipal precedent for sponsorships of this scale. This requires the development of appropriate valuation methodologies, market benchmarks, sponsorship frameworks and internal processes to establish consistent, defensible and sustainable sponsorship opportunities.

Key Initiatives 2027

Strategic Priority	Initiative
Principled Governance – Fiscal Stewardship and Accountability	**ACTIVATE SPONSORSHIP AND NAMING RIGHTS OPPORTUNITIES FOR PMAP SPORT BOX, ARTIFICIAL TURF FIELD AND ARENA** Implement the sponsorship and naming rights strategy for the Pitt Meadows Athletic Park Sport Box, Artificial Turf Field and Arena through a Bid opportunity open to all, targeted sponsor outreach, agreement negotiations, and activation planning. Establish long-term partnerships that generate revenue, enhance community amenities, and provide value for sponsors while ensuring successful delivery of recognition and contractual commitments.
Principled Governance – Fiscal Stewardship and Accountability	**DEVELOP ADVERTISING OPPORTUNITIES FOR SPORT BOX BOARDS** Develop an advertising framework for Sport Box board opportunities, including outreach strategies, pricing structures, standard operating procedures, and clear definitions distinguishing advertising opportunities from naming rights and title sponsorship agreements. Ensure advertising opportunities are incorporated into sponsorship discussions while maintaining transparency around non-exclusive sponsor recognition opportunities.
Principled Governance – Fiscal Stewardship and Accountability	**ALIGN SPONSORSHIP AND GRANT PROCESSES WITH CORPORATE POLICIES AND PROCEDURES** Review and update sponsorship and grant standard operating procedures to align with newly developed corporate policies,

Strategic Priority	Initiative
	including the Finance Grant Policy. Establish consistent documentation, approval workflows, and reporting requirements to support effective administration, accountability, and audit readiness for external funding opportunities. (continuous improvement)
Principled Governance – Fiscal Stewardship and Accountability	**CONTINUE TO IDENTIFY AND PURSUE GRANT OPPORTUNITIES ALIGNED WITH PLANNED CAPITAL PROJECTS AND CITY STRATEGIC PLANS** Continue to search for grant opportunities that fund projects in the capital plan while also advancing key City strategies, including the Parks, Recreation and Culture Master Plan, Climate Action Plan, Accessibility Plan, and Invasive Species Management Plan. Maintain an ongoing scan for corporate-wide grant opportunities that can benefit other City departments and support broader organizational priorities while ensuring alignment with planned capital work and successful delivery of funded outcomes.' (continuous improvement)

PROPOSED OPERATING BUDGET

	2026 Adopted Budget	2027 Proposed Budget	Proposed Changes for 2027		2028 Proposed Budget	2029 Proposed Budget	2030 Proposed Budget	2031 Proposed Budget
Revenue & Transfers in from Reserves								
Sponsorships and Grants	(141,000)	(149,600)	(8,600)	-6.1%	-	-	-	-
	(141,000)	(149,600)	(8,600)	-6.1%	-	-	-	-
Expenses								
Sponsorships and Grants	141,000	149,600	8,600	6.1%	-	-	-	-
	141,000	149,600	8,600	6.1%	-	-	-	-
Net Operating Expenses	**$ -**	**$ -**	**$ -**	**0.0%**	**$ -**	**$ -**	**$ -**	**$ -**
Key Budget Changes for 2027:								
Revenues								
Revenue & Transfers in from Reserves			(8,600)					
Expenses								
Salary and benefits			8,600					
Change in Net Operating Expenses			**$ -**					

PROPOSED CAPITAL BUDGET

None.

DECISION PACKAGE(S)

None.

PUBLIC PARTICIPATION

☒ Inform ☐ Consult ☐ Involve ☐ Collaborate ☐ Empower

KATZIE FIRST NATION CONSIDERATIONS

Referral ☐ Yes ☒ No

SIGN-OFFS

Written by:
Jeff Lemire,
Project Manager - Corporate Sponsorship and Grants

Reviewed by:
Diane Chamberlain,
Director of Parks, Recreation and Culture

ATTACHMENT(S):

None.