

# HALIFAX

P.O. Box 1749  
Halifax, Nova Scotia  
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**Item No. 9**  
**Halifax Regional Council**  
**April 30, 2019**

**TO:** Mayor Savage and Members of Halifax Regional Council

**SUBMITTED BY:**

Original Signed by 

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Brad Anguish, Director, Transportation and Public Works

Original Signed by 

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Jacques Dubé, Chief Administrative Officer

**DATE:** April 16, 2019

**SUBJECT:** Sponsorship Opportunity – Atlantic Lottery Corporation

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## INFORMATION REPORT

### ORIGIN

Unsolicited sponsorship proposal from Wunder Inc. on behalf of Atlantic Lottery Corporation.

### LEGISLATIVE AUTHORITY

Administrative Order Number 55, Respecting HRM Sponsorship Policy.

### BACKGROUND

Municipal staff has been approached by Wunder Inc., a marketing company representing Atlantic Lottery Corporation, with a proposal to offer one day of free parking in the downtown core. Three other Atlantic Municipalities (Moncton, St. John's, Charlottetown) are working with Atlantic Lottery and their representatives to facilitate a joint advertising launch on May 14<sup>th</sup> across the Atlantic Provinces.

## **DISCUSSION**

The proposal includes offering free parking in downtown Halifax and Dartmouth with promotion of Atlantic Lottery's latest prize draw on approximately 788 meter bags. The proposal provides that HRM be compensated at a maximum daily meter rate of \$15/per meter and that the program be implemented by representatives of Wunder Inc. and Atlantic Lottery Corporation.

Administrative Order 55 provides a framework for HRM to accept sponsorship to enhance municipal programs, events and services without additional cost to the taxpayer. Funds received by HRM through the sale of sponsorship rights are to be used for the enhancement or maintenance of the sponsored event, program, or service (in this case, metered parking). Sponsorships up to and including \$25,000 per annum may be authorized by the Divisional Manager in the responsible business unit. Where this proposal is unique and new to HRM, staff is taking the added step of advising Council via this public information report.

To ensure adequate parking turn over, staff has requested that the meter bags have a 2-hour parking time that will continue to be enforced.

## **FINANCIAL IMPLICATIONS**

Based upon typical annual revenues, the current estimated average revenue is \$6/per meter/per day. The subject proposal will roughly triple the municipality's average parking meter revenue for the day, generating an approximate total revenue of \$11,820 representing approximately \$7,092 in additional revenue, while offering the public benefit of free parking.

## **COMMUNITY ENGAGEMENT**

The subject proposal has been discussed with the Downtown Halifax and Dartmouth Business Commissions and they have no objection to proceeding with this sponsorship opportunity.

## **ATTACHMENTS**

None.

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

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