

Report to Community and Protective Services Committee

To: Chair and Members
Community and Protective Services Committee

From: Cheryl Smith, Deputy City Manager, Neighbourhood and
Community-Wide Services

Subject: Renaming of Bostwick Community Centre, YMCA, and Library

Date: July 26, 2022

Recommendation

That, on the recommendation of the Deputy City Manager of Neighbourhood and Community-Wide Services, the Renaming of Bostwick Community Centre, YMCA, and Library report **BE RECEIVED** for information.

Executive Summary

The YMCA of Southwestern Ontario has the naming rights for the Bostwick Community Centre, YMCA, and Library facility as part of the Joint Venture Agreement approved by City Council in 2016, and subsequently requested to change the name to Startech.com Community Centre, YMCA, and Library in the fall of 2021. This was approved by the City and the name officially changed on June 15, 2022.

Linkage to the Corporate Strategic Plan

The Renaming of the Bostwick Community Centre, YMCA, and Library report is aligned with the following strategic areas of focus in the City of London Strategic Plan (2019 – 2023):

- Strengthening our Community, contributing to the outcome that Londoners are engaged and have a sense of belonging in their neighbourhoods and community; and,
- Leading in Public Service, contributing to the outcome that Londoners experience exceptional and valued customer service.

Analysis

1.0 Background Information

1.1 Previous Reports Related to this Matter

- [Southwest Community Centre, YMCA and Library Joint Venture Project](#) (June 21, 2016)
- [Memorandum of Understanding – Proposed Joint Venture to construct and operate a facility between City of London, the YMCA of Western Ontario and the London Public Library Board](#) (February 18, 2015)
- [Potential Partners in the Southwest Multi-purpose Recreation Facility](#) (July 21, 2014)

2.0 Discussion and Considerations

2.1 Background and Purpose

The City of London offers high quality Recreation and Sport programs and facilities that engage residents and visitors of all ages and abilities. Recreation and Sport programs and facilities play a significant role in community building through the facilitation of active and passive activities, opportunities for structured and spontaneous play, and strengthening of neighbourhood connections.

In 2016, the City of London entered into the Southwest Community Centre Joint Venture Agreement (“Agreement”) with the YMCA of Western Ontario (now known as the YMCA of Southwestern Ontario) and the London Public Library, to design, construct and operate a multi-use community facility.

The Southwest Community Centre opened in the fall of 2018 and since that time has been known as the Bostwick Community Centre, YMCA, and Library.

On June 15, 2022, a public announcement was held at the facility with representatives from the City of London, the YMCA of Southwestern Ontario, the London Public Library, and the community. This was held to officially announce the renaming of the facility from the Bostwick Community Centre, YMCA, and Library to the Startech.com Community Centre, YMCA, and Library. The corresponding media release is attached as Appendix A.

The purpose of this report is to bring forward a public report providing information on the renaming of the Bostwick Community Centre, YMCA, and Library.

2.2 Renaming of the Bostwick Community Centre, YMCA, and Library

Article 6.2 of the Southwest Community Centre Joint Venture Agreement provides the YMCA of Southwestern Ontario the naming rights for the Bostwick Community Centre, YMCA, and Library subject to the prior approval of the City.

“The YMCA shall be entitled to have naming rights for the Project, subject to the prior approval of the City which approval is not to be unreasonably withheld; provided, however, the Library shall be entitled to separately name the Library space. The City retains the right to name the arena and/or two (2) other suitable portions of the Project to recognize the contributions of the vendor of a portion of the Lands gifted to the City.”

The City received a letter on October 1, 2021 from the YMCA of Southwestern Ontario requesting the facility be renamed to Startech.com Community Centre, YMCA, and Library due to a significant donation to the YMCA from Startech.com. The City approved the renaming of the Bostwick Community Centre, YMCA and Library.

3.0 Financial Impact/Considerations

There is no direct financial impact to the City of London based on this report.

Conclusion

On June 15, 2022, the Bostwick Community Centre, YMCA, and Library was officially renamed to the Startech.com Community Centre, YMCA, and Library. This facility continues to provide vital recreation and sport programs for the community.

Prepared by: Jon-Paul McGonigle, Director, Recreation and Sport

Recommended by: Cheryl Smith, Deputy City Manager, Neighbourhood and Community-Wide Services

Appendix A



NEWS RELEASE

FOR IMMEDIATE RELEASE

Local tech leader to strengthen community connections with \$1.5M naming sponsorship of local YMCA

StarTech.com and YMCA of Southwestern Ontario announce sponsorship to rename Bostwick Community Centre, YMCA, & Library to StarTech.com Community Centre, YMCA, & Library

LONDON, ON - June 15, 2022 | Today StarTech.com and the YMCA of Southwestern Ontario, joined by facility partners from the City of London and the London Public Library, announced a \$1.5M sponsorship to the YMCA by StarTech.com to rename the community recreation facility on Southdale Road West, currently known as Bostwick Community Centre, YMCA, & Library, to StarTech.com Community Centre, YMCA, & Library.

The 15-year sponsorship agreement will see StarTech.com help the YMCA and its partners to strengthen the connections that are key to community health and wellness, said CEO Paul Seed.

“StarTech.com is passionate about supporting the community and we believe it drives our success. Since our founding as a small London startup in 1985, we’ve grown to have operations across 23 countries worldwide, and the company and its employees have supported many charitable and non-profit organizations along the way. We are particularly proud to sponsor the YMCA right here in London, StarTech.com’s hometown,” said Seed. “StarTech.com is committed to enable and build an even healthier, stronger and united London, for this generation and the next.”

Shared focus and values is precisely what makes StarTech.com and the YMCA such a great fit as partners, said YMCA CEO, Andrew Lockie.

“In the same way that StarTech.com is so much more than a provider of IT connectivity accessories, the YMCA is so much more than a place to exercise. This sponsorship represents a connection between two organizations who care deeply about community and believe in innovation to improve lives and strengthen futures,” said Lockie. “We are proud of this partnership and so grateful for StarTech.com’s commitment to support our mission to build healthy, strong, and inclusive communities.”

Strong communities are ones where no individual or family is left behind, added Mayor Ed Holder, which makes the support that much more meaningful as London, like all communities, grapples with the pandemic and plans for recovery.

“Although many of the social issues we are seeing pre-date the pandemic, now more than ever we need to ensure equal access to health and wellness, to help people to rebuild connections, confidence, and a sense of belonging,” confirmed Holder. “This partnership will help our community do exactly that.”

“Our community benefits greatly from collaborations like this,” shares Library Board Chair, Brian Gibson. “This facility fosters strong connections in those who visit and in those who work in these spaces. We witness this daily on the faces and in the comments of our visitors, who need a facility like this more than ever.”

The facility is jointly operated by the YMCA and London Public Library, under an agreement with the City of London, and includes a public library, twin-pad arena, walking track, community kitchen, and

two swimming pools. It offers a range of programs and services for YMCA members and the general public.

Funds will be used towards the highest priority programs and services which will evolve over time based on community needs. This includes a key focus on the Y's charitable mission to be open to all regardless of ability to pay. Each year 35% of YMCA members are subsidized to participate in its programs and services.

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BACKGROUND

About StarTech.com

StarTech.com manufactures a broad portfolio of connectivity accessories designed to meet the rigorous performance requirements of IT professionals. Founded in 1985 in London, Ontario, StarTech.com has operations in 23 markets worldwide across five continents. StarTech.com was named one of Canada's Best Managed Companies by Deloitte for 11 consecutive years and has been included on the Growth 500 List of Canada's fastest growing companies for eight years.

About YMCA of Southwestern Ontario

YMCA of Southwestern Ontario is a multi-service charity that provides opportunities for growth in spirit, mind, and body for people of all backgrounds, beliefs, and abilities, and has been serving Southwestern Ontario for over 160 years. The association has provided services to over 240,000 people in more than 170+ locations across the region including child care, health & fitness, camp and support for newcomers. 35% of participants are financially supported by the YMCA. You can learn more by visiting the website at: www.ymcaswo.ca.

About London Public Library

London Public Library strengthens people and neighbourhoods by creating connections that enrich lives, inspire discovery, foster creativity, and expand possibilities. More than 163,325 Londoners use the library regularly to borrow materials, use technology, attend programs, spend time together and find community resources through the Library's 16 neighbourhood branch library locations and online through www.lpl.ca. Bostwick Branch Library, in the StarTech.com facility, opened in September, 2018 and is London Public Library's busiest branch, with 283,000 visits to the branch in 2019.

About the Startech.com Community Centre, YMCA, & Library

The StarTech.com Community Centre, YMCA & Library has something for everyone. The indoor space includes a pool, gymnasium, double pad arena, multi-purpose rooms, YMCA fitness facility, library branch, walking loop and wellness café. The outdoor space is home to a fully accessible playground structure and large parking lot. The arena is equipped with two NHL-sized ice rinks, offering a variety of rental opportunities, programs and public skates. Located on the second floor of the facility is a 200 metre walking loop that is open to the public, with a fast and slow lane to accommodate a variety of paces and abilities.