



City of Prince Albert

RPT 2026-112

TITLE: Naming Rights Agreements

DATE: April 2, 2026

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the Naming Rights Agreement between the City of Prince Albert and the Rotary Club of Prince Albert in the total amount of \$30,000 be approved for a term of ten (10) years from January 1st, 2027 to December 31st, 2036.
2. That Administration be authorized to proceed with memorial recognition of Ernie Marcotte at Kinsmen Park, including the naming of Diamonds #1 and #2 to Ernie Marcotte Field for a ten (10) year term effective January 1st, 2027 to December 31st, 2036, in accordance with the City's Naming Rights and Sponsorship Policy.
3. That the Mayor and City Clerk be authorized to execute the Naming Rights Agreements on behalf of the City of Prince Albert, once prepared.

EXECUTIVE SUMMARY:

This report recommends approval for a ten-year Naming Rights Agreement with the Prince Albert Rotary Club and proposes memorial recognition of Ernie Marcotte by renaming Kinsmen Park Diamonds #1 and #2. Both agreements have been negotiated with the assistance of the Prince Albert Minor Softball Association.

Planned upgrades to the Ball Diamonds located at Kinsmen Park, funded through legacy proceeds from the 2018 World Junior Committee and the 2024–2025 World Cup of Softball events (up to \$50,000), include new fencing, standardized youth outfield dimensions, and improved player benches. These enhancements will provide safe, high-quality softball facilities, support athlete development, encourage youth participation, and foster community pride.

Consultation has been conducted with the Prince Albert Minor Softball Association (PAMSA), the Marcotte family, and relevant City departments. All naming and memorial recognition initiatives will follow the City's Naming Rights and Sponsorship Policy to ensure transparency, consistency, and appropriate community recognition.

BACKGROUND:

Kinsmen Park and Normandy Field are important community softball facilities used for house league play and tournaments, including the Shaye Amundson Memorial Softball Tournament. Max Power Ball Park features four world-class diamonds, primarily used during the summer months. Additional facilities at Kinsmen Park provide essential capacity for youth participation and community events.

The Prince Albert Minor Softball Association (PAMSA) has reviewed improvements to the diamonds used by its programs. These improvements aim to enhance safety, functionality, and the overall player experience while aligning with standard youth softball field dimensions.

The Parks, Recreation & Culture Department presented (RPT 23-292) at the August 8, 2023 Executive Committee meeting. The following resolution was approved:

1. *A plan to improve Kinsmen Park softball diamonds in partnership with the Prince Albert Minor Softball Association; and*
2. *Recognition of Ernie Marcotte with a memorial at Kinsmen Park, with further details to be presented to Council once finalized.*

Ernie Marcotte contributed significantly to the local softball community as a coach, volunteer, and advocate. The proposed memorial recognition, including renaming Diamonds #1 and #2 at Kinsmen Park as *Ernie Marcotte Field*, is consistent with the City's Naming Rights and Sponsorship Policy and acknowledges his lasting impact.

The Prince Albert Rotary Club is a major community partner and has served as the Naming Rights partner for Rotary Field at Prime Ministers Park since it was constructed through the Project Triple Play Campaign. The initial 10-year term for the Naming Rights Agreement is set to expire and the Rotary Club is in favour of a 10-year renewal.

PROPOSED APPROACH AND RATIONALE:

PAMSA has submitted a proposal to upgrade the Kinsmen Park diamonds, including:

- Installing new fencing to improve safety and define playing areas.
- Constructing an outfield fence at 180 feet to meet youth softball standards.
- Developing a secondary field with a temporary outfield fence to accommodate multiple age divisions.
- Adding new player and staff benches for improved functionality and comfort.

Funding for these upgrades has been approved through the 2018 World Junior Proceeds Committee and legacy funding from the 2024–2025 World Cup of Softball events, up to \$50,000. PAMSA will work collaboratively with the City on design, procurement, and contractor selection, in accordance with municipal purchasing requirements.

The memorial recognition of Ernie Marcotte reinforces the City's commitment to acknowledging community contributors and aligns with established criteria within the Naming Rights and Sponsorship Policy. The combined improvements and memorial recognition support safe, high-quality facilities, promote youth engagement in sport, and foster community pride.

CONSULTATIONS:

Consultation regarding the proposal has occurred with the Prince Albert Minor Softball Association. Further consultation has occurred with the Marcotte family, the World Cup of Softball Proceeds Committee, and relevant City departments to ensure alignment with municipal policies and operational requirements.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The Parks, Recreation and Culture Department has authorized the Prince Albert Minor Softball Association to proceed with the softball diamond improvements upon the availability of their contractors.

Public communication regarding the memorial recognition and naming will occur following City Council approval.

BUDGET/FINANCIAL IMPLICATIONS:

Funding for the improvements has been approved through the Prince Albert World Cup of Softball Proceeds Committee and legacy funding from the 2024 and 2025 World Cup of Softball events, with up to \$50,000 allocated for improvements to the Kinsmen Park softball diamonds.

The \$30,000 in sponsorship secured in partnership with the Rotary Club of Prince Albert will be invested toward future improvements at the Rotary Club Diamond.

OTHER CONSIDERATIONS/IMPLICATIONS:

All improvements and recognition initiatives will be implemented in accordance with applicable City policies, including the Naming Rights and Sponsorship Policy and Purchasing Policy, to ensure appropriate governance and financial oversight.

OPTIONS TO RECOMMENDATION:

There are no other options to the recommendation.

STRATEGIC PLAN:

The report aligns with the Strategic Priority of delivering Professional and High-Quality Public Service by promoting strong community partnerships, responsible stewardship of public assets, and transparent governance practices.

OFFICIAL COMMUNITY PLAN:

The report aligns with Section 9.2 of the City's Official Community Plan with respect to Parks & Recreation Facilities.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

Verbal Presentation by Jody Boulet, Director of Parks, Recreation and Culture

ATTACHMENTS:

1. Naming Rights Agreement – Rotary Club of Prince Albert.

Written by: Curtis Olsen – Sport & Recreation Manager

Approved by: Director of Parks, Recreation & Culture and City Manager