



**City of Kingston
Report to Council
Report Number 25-238**

To: Mayor and Members of Council

From: Craig Desjardins, Director, Office of Strategy, Innovation & Partnerships

Resource Staff: Julie Fossitt, Manager, Marketing & Revenue Development

Date of Meeting: October 21, 2025

Subject: Renewal of Interior Naming Rights Agreement at Kingston Grand Theatre

Council Strategic Plan Alignment:

Theme: 5. Drive Inclusive Economic Growth

Goal: 5.7 Foster culture, history, education, arts and recreation (CHEAR).

Executive Summary:

Between 2004 and 2008, the Grand Theatre Restoration Foundation—a volunteer-led group of regional community leaders—raised more than \$3.35 million from local contributors to support a major restoration of Kingston Grand Theatre. The revitalized theatre officially re-opened in May 2008.

In line with Report Number 07-302, *Grand Theatre Donor Recognition*, City Council approved a list of donors recommended by the Foundation for recognition within the theatre's interior spaces on November 6, 2007. These naming and recognition opportunities, approved by Council on July 13, 2004 (Report Number 04-281), were established for terms of up to 15 years.

Those recognition agreements have now reached the end of their term, and City staff have begun contacting donors, where possible, to determine if they are interested in renewing their commitments.

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Staff approached Homestead Land Holdings Limited to inquire about a renewal of the naming rights agreement for the Homestead Baby Grand Theatre. Homestead Land Holdings is interested in a renewal of the naming rights agreement for a three-year term at \$20,000 per year.

Recommendation:

That Council approve the naming rights agreement for the Homestead Baby Grand Theatre at Kingston Grand Theatre, for a three-year term from January 1, 2026, to December 31, 2028, for a fee of \$20,000 to be paid annually throughout the term.

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Authorizing Signatures:

ORIGINAL SIGNED BY DIRECTOR

**Craig Desjardins, Director, Office
of Strategy, Innovation &
Partnerships**

p.p. ORIGINAL SIGNED BY CHIEF
ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	
Neil Carbone, Commissioner, Corporate & Emergency Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	
Jenna Morley, City Solicitor	Not required
Ian Semple, Commissioner, Transportation & Infrastructure Services	Not required

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Options/Discussion:

On July 13, 2004, via Report Number 04-281, Kingston City Council authorized a group of community leaders to undertake a fundraising campaign in support of the restoration of the Kingston Grand Theatre. In order to facilitate this campaign, the group established a charitable trust known as the Grand Theatre Restoration Foundation.

At that time, Council also approved a framework identifying potential naming rights locations within the facility, to be allocated in recognition of significant contributions to the capital campaign. The Foundation subsequently achieved its fundraising objective of \$3.35 million for the restoration project, and a number of these naming opportunities were assigned accordingly.

On November 6, 2007, through Report Number. 07-302, Council approved the resulting list of naming rights agreements. These agreements were established for a fixed term of 15 years. As detailed in Report Number 07-302, Homestead Land Holdings Limited committed a \$200,000 contribution to the restoration project for naming rights for the Homestead Baby Grand for a 15-year term.

Term of Agreement

Homestead Land Holdings has requested a renewed three-year term for naming rights at Baby Grand Theatre.

Naming rights include the following benefits:

- Homestead Baby Grand Theatre signage at entrance to venue
- Name placement in all marketing materials referencing performances at Homestead Baby Grand Theatre
- 10 pairs of Grand OnStage tickets per season
- Corporate recognition on digital screens throughout Kingston Grand Theatre
- Wordmark/logo or additional creative messaging as relevant and appropriate
- Corporate name inclusion in City media releases as relevant and appropriate
- Social media shoutouts, as opportunity offers

First right for renewal

- Preferred option to renew the naming rights at the end the term.

This naming rights renewal matches the ongoing term for the investment by the Britton Smith Foundation, a nonprofit organization connected to Homestead Land Holdings Limited who has committed to a \$30,000 donation annually for a three-year period (2025-27) to support Grand OnStage School Performances, helping to underwrite the cost of school programs at Kingston Grand Theatre for thousands of students each year.

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Existing Policy/By-Law

Naming of Corporate Assets Policy

Financial Considerations

The naming rights for a three-year term renewal for the Homestead Baby Grand Theatre will be an annual payment of \$20,000 by Homestead Land Holdings, for a total over the term of \$60,000. The annual contribution of \$20,000 will be included in the Arts & Culture Services operating budget over three years, starting in 2026 and ending in 2028.

Contacts:

Julie Fossitt, Manager, Marketing & Revenue Development, 613-546-4291 ext. 1143

Other City of Kingston Staff Consulted:

Danika Lochhead, Director, Arts & Culture Services

Exhibits Attached:

None