



TOWN OF  
**WHITCHURCH-STOUFFVILLE**

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October 30, 2008

Mr. Joe Lebovic  
Lebovic Enterprises,  
12045 McCowan Road,  
Stouffville, ON  
L4A 8A2

Dear Mr. Lebovic:

**Re: Town Expression of Interest #WS-EOI-08-15  
Naming Rights for Arts, Culture and Entertainment Centre**

Thank you very much for your letter of March 24<sup>th</sup>, 2008 indicating your interest in the EOI and your desire to provide a donation to the project, in exchange for Naming Rights in accordance with Town policy.

As you know, the Town's Arts, Culture and Entertainment Centre will feature the renovation and preservation of the former Town Hall building located in downtown Stouffville. This new facility is located at 19 Civic Avenue, next to the Town's Memorial Park. Construction is well underway and we are expecting the building to open in the spring of 2009. The facility will be home to a variety of arts, culture and entertainment events. A total of \$3.4 million is being invested in this project. The Province of Ontario has already committed a significant grant to the facility and the naming rights will contribute significantly to reaching the Town's fundraising goal.

Town staff will be taking a report to Town Council on the Naming Rights for their consideration. In preparation of this report, I wanted to confirm a few of the key aspects of the discussions to date:

1. The facility will officially be named: "*Lebovic Centre for Arts, Culture and Entertainment - Nineteen on the Park!*". or *Lebovic Centre for Arts and Entertainment – Nineteen on the Park!*. You have requested these Rights until December 31, 2025
2. Lebovic Enterprises will pay the Town of Whitchurch-Stouffville \$500,000 for the Naming Rights;

3. Payment of the funds will be as follows:
  - \$50,000 upon execution of the Agreement in 2008;
  - \$50,000 on the official opening in 2009;
  - \$100,000 each year thereafter (beginning in 2010) on the anniversary of the opening, for another four (4) years.
4. Formal approval of these Rights will be in accordance with Town Policies and subject to Town Council approval; and
5. Subsequent to Council approval, the Town and Lebovic Enterprises will enter into an Agreement to include these and other terms as set out.

We are very pleased that your company has indicated its interest in this partnership with the Town and we look forward to further discussions. In order to move this forward, I would appreciate your acknowledgement and acceptance of these key terms in order that I may prepare a staff report for Council's consideration.

I would like to target this report to come forward to Council in November and will advise you so that you can be in attendance.

Sincerely,



Tom Graham,  
Director of Leisure Services

c.c. David J. Cash, CAO and Chair of the Program Implementation Committee  
Marc Pourvahidi, Treasurer and Director of Finance  
Members of Council

I, \_\_\_\_\_ agree to these terms and conditions

(Please fax back to 905-640-9259)