

APPENDIX D

TOWN OF MARKHAM - VALUATION SUMMARY						
Element	Fee/Year	1-Year Term	3-Year Term	10-Year Term	Total	
Named Venues/Facilities						
Angus Glen Community Centre	95000			x	111482	
Armada Community Centre	35000			x	469255	
Centennial Community Centre	55000			x	645226	
Markham Museum	30000			x	351942	
Markham Theatre	85000			x	997168	
Markham Village Community Centre	30000			x	351942	
Markham Village Library	35000			x	410599	
Milliken Mills Community Centre	130000			x	1525081	
Milliken Mills Library	35000			x	410599	
Mt. Joy Community Centre	25000			x	293285	
Thornhill Community Centre	110000			x	1290453	
Thornhill Village Library	25000			x	293285	
Unionville Library	30000			x	351942	
Unionville Bandstand	30000			x	351942	
Total					8857201	
Official Designations						
Automotive	350000		x		1087179	
Business Machines	350000		x		1087179	
Consumer Electronics	350000		x		1087179	
Financial Institution/Credit Card	350000		x		1087179	
Telecommunications	350000		x		1087179	
Utility	350000		x		1087179	
Total					6523074	
Programming						
Canada Day	6,000	x			6000	
Milliken Children's Festival	6,000	x			6000	
Santa Claus Parade	6,000	x			6000	
Total					18000	

MARKHAM THEATRE - NAMING RIGHTS VALUATION							
Element	Quantity	Impressions	Rate Card	Multiplier	Value	Weight	Subtotal
Signage							
Auditorium Entrance Read-out - Brand Sell	1	85,000		0.01	\$ 850.00	5	850
Interior TV Monitors - Brand Sell	10	85,000		0.01	\$ 8,500.00	5	8500
Exterior - Marquee Entrance	1	2,000,000		0.002	\$ 4,000.00	2	1600
Exterior - Back Wall	1	85,000		0.01	\$ 850.00	2	340
Poster Cases - Exterior - Brand Sell	4	85,000		0.002	\$ 680.00	5	680
Poster Case - Interior - Brand Sell	4	85,000		0.01	\$ 3,400.00	5	3400
Exterior Window Clings	4	85,000		0.002	\$ 680.00	2	272
Sub Total					\$ 18,960.00		15642
Internet							
Website Logo Exposure	1	500,000		0.02	\$ 10,000.00	2	4000
Website Hotlink	1	500,000		0.0025	\$ 1,250.00	3	750
Banner Ad - Brand sell	1	500,000		0.02	\$ 10,000.00	5	10000
E-Marketing	12	10,000		0.12	\$ 14,400.00	5	14400
Sub Total					\$ 35,650.00		29150
ID on Tickets							
Theatre - Ticket stock laser printed	85,000			0.065	\$ 5,525.00	2	2210
Theatre - Ad on all ticket stock	85,000			0.065	\$ 5,525.00	5	5525
Sub Total					\$ 11,050.00		7735
Phone Line							
Corporate Message		100,000		0.1	\$ 10,000.00	2	4000
Sub Total					\$ 10,000.00		4000
Venue Use							
Use of Theatre	4		\$ 250.00		\$ 1,000.00	5	1000
Use of Lobby	1		\$ 1,250.00		\$ 1,250.00	5	1250
Sub Total					\$ 1,000.00		2250
On-Site Display							
Kiosk/display area - theatre lobby	1	85,000		0.12	\$ 10,200.00	5	10200
Sampling rights - selected events only	1	6,500		0.12	\$ 780.00	5	780
Sub Total					\$ 10,980.00		10980
Event Advertising							
Traditional media - Markham Theatre			\$ 50,000.00	0.12	\$ 6,000.00	2	2400
Traditional media - other users			\$ 100,000.00	0.12	\$ 12,000.00	2	4800
Sub Total					\$ 18,000.00		7200
Collateral Materials							
Annual Report	500			0.035	\$ 17.50	2	7
Markham Life	364000			0.035	\$ 12,740.00	2	5096
Tax Mailing	70000			0.035	\$ 2,450.00	2	980
Water Bills	90000			0.035	\$ 3,150.00	2	1260

Letterhead/Envelopes	10,000				0.035	\$ 350.00	2	140
Fax Cover Sheets	5,000				0.035	\$ 175.00	2	70
Presentation Folders	5,000				0.035	\$ 175.00	2	70
Napkins	200,000				0.01	\$ 2,000.00	2	800
Name Tags	100				0.01	\$ 1.00	2	0.4
Business Cards	2,000				0.03	\$ 60.00	2	24
Sales Kits/Brochures	5,000				0.03	\$ 150.00	2	60
Sales Kits/Brochures - Brand Sell	5,000				0.12	\$ 600.00	5	600
Posters	1,000				0.03	\$ 30.00	2	12
Theatre Group Sales Brochures	5,000				0.03	\$ 150.00	2	60
Sub Total						\$ 22,048.50		9179.4
TOTAL TANGIBLE VALUE						\$ 127,688.50		86136.4

TOTAL VALUE SUMMARY			
Value of Tangible Benefits	\$	86,136.40	
Intangible Benefits / IP Rights	\$	48,236.38	
TOTAL VALUE/YEAR	\$	134,372.78	
ROI of 3:1	\$	44,790.93	
Ticket bank	\$	20,000.00	
Pre-paid F&B allocation		\$20,000	
SUBTOTAL	\$	84,790.93	
Fee		85,000	

10-year payment - \$85,000/year + 3.5% escalator		Fee
Year		
Jan, 2010	\$ 85,000.00	
Jan, 2011	\$ 87,975.00	
Jan, 2012	\$ 91,054.13	
Jan, 2013	\$ 94,241.02	
Jan, 2014	\$ 97,539.46	
Jan, 2015	\$ 100,953.34	
Jan, 2016	\$ 104,486.70	
Jan, 2017	\$ 108,143.74	
Jan, 2018	\$ 111,928.77	
Jan, 2019	\$ 115,846.28	
Total	\$ 997,168.42	

1.035

Intangible Assets	Rate - 1 to 10
Prestige of Property	7

Recognizability	7
Category Exclusivity	0
Non-Ambushability of Property	0
Level of Audience Interest/Loyalty	7
Ability to Activate	7
Limited Degree of Sponsorship	7
Networking Opportunities	7
Ability to Deliver/Established Track Record	7
Media Coverage Potential	7
TOTAL /100	0.56