

What's in the City's Naming Rights Deal?

A plain-language look at the City of Pickering / Dorsay Development Corporation naming rights agreement, obtained via Freedom of Information request 2026-38.

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The Basics

- In August 2025, the City of Pickering signed a 15-year Naming Rights Agreement with Dorsay Development Corporation for the community centre at 2365 6th Concession Road.
- The building's official name became the "Dorsay Community & Heritage Centre."
- The agreement runs from June 1, 2025 to May 30, 2040, with an option for both sides to agree to a further 15-year extension.

Who Is Dorsay?

Dorsay Development Corporation is a Toronto-based real estate development and investment company active in residential and commercial real estate. According to the City's own announcement and Dorsay's public materials, Dorsay has led and proposed several real estate projects specifically in Northeast Pickering, the same emerging growth area the new community centre is meant to serve. The agreement was signed on Dorsay's behalf by Geoffrey Grayhurst, CEO, and Amanda Santo, Vice President of Development.

What Dorsay Pays

- \$1,000,000, plus HST, paid over the 15-year term.
- That works out to \$66,666.66 per year, plus HST.
- The first payment was double that amount, to also cover a refundable "security" deposit in case the sign ever needs to come down.

What the City Commits To

- The City must use Dorsay's name exclusively on the building for the full term, it cannot rename or re-sponsor the facility without breaching the agreement.
- The City pays for the facility's liability insurance, at least \$10,000,000 in coverage, and must list Dorsay as an additional insured on that policy, at the City's own cost.
- This means taxpayers are covering insurance that protects a private company's interest in the building, on top of any other costs of the deal.

Two Details Worth Knowing

1. The agreement was signed after its term had already started.

The contract states it takes effect June 1, 2025, but it wasn't actually signed by either side until August 31, 2025, almost two months later. For part of that window, the City and Dorsay were apparently operating under a deal that wasn't yet formally executed.

2. A broad "reputation" clause can end the agreement.

The contract lets either the City or Dorsay end the deal if the other side does or says something that, in that party's own opinion, is "immoral or offensive" or "may result in a negative public perception", even if it doesn't reflect that party's actual views. This kind of subjective, opinion-based termination trigger is unusual to see in a municipal contract, and residents may want to understand how it could be used by either side.

Who Really Benefits: the City or the Developer?

The City received \$1,000,000 toward a facility reported to cost \$65,000,000 in total, or roughly one and a half percent of the project cost, paid out over 15 years. That is the City's side of the ledger.

Dorsay's side looks different once its own business interests are considered. Dorsay has led and proposed several real estate projects specifically in Northeast Pickering, the same growth area this centre is meant to serve as a hub for. A landmark civic building carrying Dorsay's name, used for weddings, concerts, and community events, gives Dorsay sustained, highly targeted brand exposure to the exact population it is building and selling homes to, for up to 30 years if the agreement is extended. The City also pays to insure the facility with Dorsay listed as an additional insured, a cost not offset by the \$1,000,000.

This does not make the deal improper. Naming rights sponsors are supposed to get brand value in return for their money, that is the point of the arrangement. But residents can reasonably ask whether \$1,000,000 reflects the real value of that exposure given Dorsay's direct commercial stake in the surrounding community.

Questions Worth Asking

- The agreement was approved by Council in open session on June 23, 2025. Did the underlying staff report include a market valuation or comparable naming rights benchmarks supporting the \$1,000,000 figure?
- What was the actual insurance premium cost to the City, and how does it compare to the \$1,000,000 contribution?
- Why was the agreement signed roughly two months after its term began?
- Has the "negative public perception" termination clause ever been discussed or relied upon?

Where This Came From

This summary is based on a document obtained directly from the City of Pickering through a formal Freedom of Information request (Request No. 2026-38), released in full with no redactions. The original agreement is a public record and available on request to any resident.

A Note on This Summary

This fact sheet reflects a plain-language reading of a signed contract. It is not a legal opinion, and it does not allege that anyone acted improperly, it is offered so residents can see the actual terms of a \$1,000,000, 15-year commitment made in their name.