CITY OF NOVI CITY COUNCIL
NOVEMBER 23, 2026

SUBJECT: Approval of a naming rights agreement with ITC Holdings Corp. for a five years ending in 2031 in the amount of $250,000.

SUBMITTING DEPARTMENT: Parks, Recreation & Cultural Services

KEY HIGHLIGHTS:

- The Novi Parks Foundation, City of Novi, and ITC Holdings Corp. have a history of collaboration spanning almost two decades. ITC has previously provided $750,000 in contributions and a new $250,000 donation is proposed, for a total donation amount of $1,000,000.
- The additional sum of $250,000 will be paid to the Novi Parks Foundation over a five-year period from January 1, 2027 (the Effective Date) through January 1, 2031 in five (5) equal annual installments of $50,000.
- In addition to retaining the naming of ITC Community Sports Park, the donation will be recognized with signage at the park and trailheads, listing on the City's Parks and Recreation website, including a link to ITC's website and to honor its former CEO, Linda Apsey, an area of the park to be developed into a trail, open space, and native planting area to be known as "Apsey Meadows".

BACKGROUND INFORMATION:

The Novi Parks Foundation, City of Novi, and ITC have a history of collaboration spanning almost two decades. Over the course of this long-standing partnership, ITC's continued investment—facilitated through naming rights agreements—has played a vital role in advancing the Novi Parks Foundation's mission. This collaboration has expanded the Foundation's capacity to support key parks and recreation initiatives throughout the City of Novi, including improvements to parks and trails, increased access to youth programming through scholarships, and enhancements that strengthen community engagement and quality of life. The enduring relationship between the Novi Parks Foundation, the City of Novi, and ITC reflects a shared commitment to enriching public spaces for residents today and into the future.

ITC Naming Rights History:
2007-2012 $500,000 for 5 years ($100,000/year)
2014-2018 $250,000 for 5 years ($50,000/year)
Total: $750,000

ITC and the Novi Parks Foundation have reached a new agreement for City Council's consideration for a $250,000 donation to be paid in equal installments of $50,000 per year for the five-year period from 2027 through 2031. The agreement includes:

1. Cash sum of $250,000 to the Novi Parks Foundation, to be paid over a five-year period from January 1, 2027 (the Effective Date) through January 1, 2031. Payable in five (5) equal annual installments of $50,000. The first annual installment shall be payable on or before January 1, 2027, and the remaining four (4) installments shall be payable on or before January 1 of each successive year. The City shall be notified when each cash payment is received by the Novi Parks Foundation.

2. For a five (5) year period beginning on the Effective Date and through December 31, 2031, the City's existing "Community Sports Park" located at Eight Mile and Napier Roads, shall be named the "ITC Community Sports Park."

3. In addition to the naming of the Park, ITC's donation will be recognized in the following ways:

    a. Signage, as mutually approved by the City and ITC, at the two existing entrance ways to the ITC Community Sports Park.
    b. Prominent listing on the City's Parks and Recreation website, including a link to ITC's website.
    c. Naming rights, with signage, at ITC Trail "Trail Heads" and on Trail Rules signage reflecting the ITC name on existing and future portions of the Trail that physically utilize the existing ITC transmission corridor property for the pathway, or that are physically adjacent to the ITC transmission corridor property. The signs shall remain in place for as long as the Trail remains open to the public.
    d. Recognition of ITC's previous $750,000 in contributions and the new $250,000 donation, for a total donation amount of $1,000,000.

4. ITC desires to honor its former CEO, Linda Apsey, as part of this agreement, through an area of the park to be developed into a trail, open space, and native planting area to be known as "Apsey Meadows." This will showcase Linda's career, her positive impact on the park, and her support for trails and environmental enhancement projects. ITC's focus is to have 3 or more educational signs showcasing various aspects of Linda's engagement:

    a. Linda's career – background, history of ITC and her support of Women in Engineering and Management
    b. Linda's direct impact on Novi Parks and the Foundation
    c. Linda's support of trails and environmental projects. (possibly 2 signs)
    d. Each sign would focus on a different aspect along the walking path as part of park enhancements. The City shall determine the appropriate placement of the signage.

The Parks, Recreation and Cultural Services Commission discussed the proposed agreement at their August 2026 meeting. The Commission voted unanimously to recommend acceptance and approval of the agreement to City Council.

The agreement has been reviewed and approved by the City Attorney's office.

RECOMMENDED ACTION: Approval of the Parks, Recreation & Cultural Services Department donation acknowledgement and acceptance of the naming rights agreement with ITC Holdings Corp. for a five (5) year period from 2027 through 2031 in the amount of $250,000 payable in equal installments of $50,000 per year.

CITY OF NOVI

PARKS AND RECREATION FACILITIES DONATION ACKNOWLEDGMENT AND ACCEPTANCE AGREEMENT

THIS PARKS AND RECREATION FACILITIES DONATION ACKNOWLEDGMENT AND ACCEPTANCE AGREEMENT ("Agreement") is by and between the **City of Novi ("City"),** a Michigan municipal corporation, whose address is 45175 W. Ten Mile Road, Novi, MI, 48375, and **ITC Holdings Corp. ("Donor"),** whose address is 27175 Energy Way, Novi, MI 48337, and shall be effective as of the date it has been fully signed ("Effective Date").

Recitals:

The City has adopted a Parks and Recreation Facilities Naming Rights Policy that encourages individuals and entities to donate funds to benefit City parks and recreation facilities and that recognizes and acknowledges the spirit and generosity of such donations through an appropriate, City-approved public placement of the name or other message of the donor in connection with designated parks and recreation facilities to which the donation is directed by the donor.

The City's naming rights program is administered by and through the Novi Parks Foundation, a Michigan non-profit and charitable organization.

Donor has previously made donations to the Novi Parks Foundation of $500,000, covering a period of five years (2007-2012), and of $250,000, covering an additional five-year period (2014-2018). Donor desires to continue its participation in the City's naming rights program as provided in this Agreement.

Agreement:

1. Donor agrees to donate an additional cash sum of $250,000 to the Novi Parks Foundation, to be paid over a five-year period from January 1, 2027 (the Effective Date) through January 1, 2031. Such amount shall be payable in five (5) equal annual installments of $50,000. The first annual installment shall be payable on or before January 1, 2027, and the remaining four (4) installments shall be payable on or before January 1 of each successive year. The City shall be notified when each cash payment is received by the Novi Parks Foundation.

2. For and in consideration of the donations described in Section 1, for a five (5) year period beginning on the Effective Date and through December 31, 2031, the City's existing "Community Sports Park" located at Eight Mile and Napier Roads, shall be named the "ITC Community Sports Park."

3. In addition to the naming of the Park, Donor's donation will be recognized in the following ways:

    - Signage, as mutually approved by the City and ITC, at the two existing entrance ways to the ITC Community Sports Park.

- Prominent listing on the City's Parks and Recreation website, including a link to ITC's website.
- Naming rights, with signage, at ITC Trail "Trail Heads" and on Trail Rules signage reflecting the ITC name on existing and future portions of the Trail that physically utilize the existing ITC transmission corridor property for the pathway, or that are physically adjacent to the ITC transmission corridor property. The signs shall remain in place for as long as the Trail remains open to the public.
- Recognition of ITC's previous $750,000 in contributions and the new $250,000 donation, for a total donation amount of $1,000,000.

4. ITC desires to honor its former CEO, Linda Apsey, as part of this agreement, through an area of the park to be developed into a trail, open space, and native planting area to be known as "Apsey Meadows." This will showcase Linda's career, her positive impact on the park, and her support for trails and environmental enhancement projects. ITC's focus is to have 3 or more educational signs showcasing various aspects of Linda's engagement:

   a. Linda's career – background, history of ITC and her support of Women in Engineering and Management
   b. Linda's direct impact on Novi Parks and the Foundation
   c. Linda's support of trails and environmental projects. (possibly 2 signs)

   Each sign would focus on a different aspect along the walking path as part of park enhancements. The City shall determine the appropriate placement of the signage.

5. The funds donated will be used in accordance with the September 26, 2005 Agreement between the City of Novi and the Novi Parks Foundation and the City's Parks and Recreation Naming Rights Policy, and all terms and conditions of the "Regulations Regarding Naming Rights of Parks or Facilities" adopted and amended by the City of Novi as part of the Parks and Recreation Facilities Naming Rights Policy (receipt of which Donor acknowledges) are incorporated in and part of this Agreement by reference.

6. Donor acknowledges that this agreement does not constitute an endorsement of Donor or any products or services of Donor by the City or the Novi Parks Foundation, nor does it entitle Donor to use the City's or the Foundation's name, logo, or trademark in any form or manner or for any purpose without prior approval.

7. The signs to be displayed shall be owned by the City, and Donor shall have no authority, responsibility, or liability for any signs' placement, maintenance, condition, or safety, or for any conditions or activities within the City owned property where such signs are located.

8. This Agreement is not assignable without express approval of the City; provided, however, that if Donor changes its corporate name, or is acquired by another entity and changes its name as a result of such acquisition, then the City shall not unreasonably withhold, delay, or condition such approval.

9. This Agreement supersedes all previous representations, negotiations, understandings, or agreements, either written or oral, between the parties hereto or their representatives, and

constitutes the entire agreement of the parties as to the subject matter hereof. This Agreement may not be modified in any manner except by an instrument in writing executed by both parties.

10. This Agreement may be executed in counterparts, each of which may be deemed an original but together will constitute one instrument.

Donor Information
Name: ITC Holdings Corp.
Address: 27175 Energy Way, Novi, MI 48337
Telephone: (877) 482-4829
Contact: Jeremy Durr, Area Manager (Local Govt & Community Affairs)

ITC

Charles J Marshall III

By:
Its:

This agreement acknowledged before me on October 20, 2026, by Charles Marshall the authorized representative of Donor, who states that he/she has signed this document of his/her own free will on behalf of Donor.

NICCOLE KELLY
My Commission Expires
August 25, 2030
County of Wayne
Acting in the County of Oakland

Niccole Kelly

Notary Public
~~Oakland~~ Wayne County, Michigan
Acting in Oakland County, Michigan
My Commission Expires: August 25, 2030

CITY OF NOVI

_____

By:
Its:

This Agreement was acknowledged before me on _____, 2026, by the authorized representative of the City of Novi, who states that he/she has signed this document of his/her own free will on behalf of the City of Novi.

_____
Notary Public
Oakland County, Michigan
Acting in _____ County, Michigan
My Commission Expires: _____