



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Alicia Bagshaw & Katherine O'Farrell
Position: Recreation & Leisure Coordinator, Public Works Assistant
Title / Subject: Arena Advertising
Date of Report: June 4, 2024
Date of Meeting: June 10, 2024
Report No: 2024-PRF-015

1.0 Issue / Origin

During the 2024 budget deliberations, Council requested a report be brought forward on the Arena Advertising Program.

2.0 Background

The Township of Brock has an advertising program that is not well utilized by local businesses. Staff have updated the Arena Advertising policy (see attachment #1) and would like to improve the program to generate additional revenue for the municipality.

3.0 Analysis

The current advertising policy speaks to arena advertising as well as outdoor advertisements in our parks and fields such as Ball Diamonds, Lawn Bowling Club, Clubhouses etc.

Staff recognize there is currently no advertising infrastructure in place at any of our outdoor facilities and would recommend focusing on building a stronger advertising program in our arenas first before focusing on advertising at outdoor facilities.

The current uptake in our Arena Advertising is significantly low. Staff believe it is important to focus on strengthening the advertising program within the arenas in order to generate additional revenue for the Township.

Staff have addressed the unpaid advertising, and any signage for expired advertising agreements will be removed from the arenas by July 1, 2024.

There are currently only 11 advertising agreements across the 3 arenas. One of these was booked through a third-party advertising agency.

If the Township were to fill all the advertising spaces, there's a potential for up to 100 agreements across the 3 arenas.

Staff recognize the potential for introducing the option for in-ice advertising as an addition to this program. Last season there was one advertisement in-ice with no funds collected, as there is no fee in place for this format. It is proposed that the 2024-2025 fees by-law be amended to include a fee for in-ice advertising.

Due to the scheduled renovation project at the Sunderland Arena, staff will not be collecting advertising funds for this location at this time. Interested businesses will be given the option to pick up their signs or have them re-located.

4.0 Related Policies / Procedures

User Group Advertising Policy

5.0 Financial / Budget Assessment

There is potential to generate some additional revenue for the arenas by increasing the uptake on the arena advertising.

Staff have reviewed advertising rates from other municipalities and recognize that our rates are substantially lower than other municipalities. Given that we don't have a large uptake, staff would suggest keeping the rates where they are, work on increasing advertising participation and subsequently review the rates annually to determine if any increases are warranted.

Advertising Rates - Arenas	
Description:	2024 Fee Excluding HST
Wall Signs Per Year	\$176.12
Rink Board Signs Per Year	\$357.00
Ice Resurfacer Per Year – Panel A – Front	\$395.00
Ice Resurfacer Per Year – Panel B – Right or Left	\$469.00
In-Ice	\$500.00 (Proposed)

Excluding the Sunderland Arena, there is a potential for up to 63 advertising spaces in our arenas. If all spaces are filled, the potential revenue would be approximately \$17,779 (based on current rates). With the addition of in-ice advertising at a suggested rate of \$500.00, we could see an increase of an additional \$4,000 in revenue.

In the 2023-2024 season, the Township saw a revenue of \$4,443 in sign/arena advertising (combined across all three arenas).

5.1 Asset Management

N/A

6.0 Climate Change Impacts

N/A

7.0 Communications

Staff have developed an information package pertaining to Advertising Opportunities within the Township of Brock, and if approved by Council, shall be made publicly available on the municipal website.

This program will also be promoted in the bi-annual recreation guide, municipal e-newsletters, municipal social media channels and at the annual user group meeting.

8.0 Conclusion

Staff see the potential for the Arena Advertising Program to grow with the addition of in-ice advertising and with increased promotion of said advertising opportunities.

9.0 Recommendation

Be it resolved that Council receive this report for information; and

That staff be permitted to amend the 2024 fees bylaw to include in-ice advertising for the 2024-2025 season; and

That staff be directed not to collect advertising for the Sunderland Arena due to the scheduled renovation; and

That this report be ratified at the June 24th Council meeting.