



RECREATION, CULTURE & WELLNESS DEPARTMENT

Monday, June 07, 2021

Subject: Meridian Community Centre Arena Advertising fees

Recommendation:

BE IT RESOLVED THAT Council receive Report #2021-0104, Meridian Community Centre Arena Advertising rates;

AND THAT the following Arena Advertising fees, effective immediately, be included in the Town of Pelham fee guide:

Accipiter Arena

On Ice \$750.00 per ice season/year

Boards \$1,000.00 per year

Duliban Insurance Arena

On Ice \$750.00 per ice season/year

Boards \$800.00 per year

Ice Resurfacer \$2,000.00 per side/year

AND THAT Advertisers are solely responsible for payment and supply of Artwork for Boards and Textile Logos that will be placed under the ice.

AND THAT existing advertisers which sign new 3 year agreements with the Town of Pelham be provided with a 10 month exemption from fees, due to facility closure due to COVID, (September 2021 – July 2022).

AND THAT New advertisers will be granted exemption of fees for the remainder of 2021.

AND THAT Staff be directed to amend the Fees and Charges By-law to reflect these new fees.

Background:

In November 2020, Town Council decided not to renew the arena advertising agreement with the Pelham Junior Hockey Club. RCW staff will assume the responsibility of sale, monitoring and maintenance of advertising in the Meridian Community Centre (MCC), as of July 2021.

Starting in March 2020, the COVID-19 pandemic, and subsequent provincial restrictions have caused the closing of MCC for an approximately 10 months. This has resulted in a loss of advertising time for businesses. To make up for the lost advertising opportunities while closed, staff are proposing to offer a 10-month relief period for those willing to sign a 3-year agreement and currently have advertising in the MCC. As an incentive for new advertisers the relief of fees would be from September – December 2021.

Analysis:

The following are proposed fees and charges for 2021:

Accipiter Arena:

On Ice \$750.00 per ice season/year

Boards \$1,000.00 per year

Duliban Insurance Arena

On Ice \$750.00 per ice season/year

Boards \$800.00 per year

Ice Resurfacer \$2,000.00 per side/year

Advertisers responsible for payment and supply of artwork for boards and textile logos for in ice advertising.

Financial Considerations:

Under normal, non-COVID circumstances, revenues from the sales of advertising on ice, boards and the ice resurfacer for both the Accipiter and Duliban Insurance Arena approximately \$85,000 annually. Due to COVID, relief in advertising fees and transitioning sales for 2022 is estimated at \$40,000. This amount is still \$10,000 or 33% more than was expected with the previous agreement.

Alternatives Reviewed:

If the 10-month relief in fees was not offered there would be some good chance businesses would not continue to advertise due to the hardship that has been experienced during the COVID shutdowns. By offering this relief it will give the businesses a chance to defer advertising expenses until 2022, which should help with reopening costs. In turn, this would also provide revenue certainty to the MCC for 2022.

Strategic Plan Relationship: Financial Sustainability

Bringing the advertising in-house and assisting the existing advertisers during the reopening will benefit both the Town and the advertisers, most of which are based in the community.

Consultation:

Area Municipalities

Teresa Quinlin, Director of Corporate Services & Treasurer

Other Pertinent Reports/Attachments:

NIL

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