

Recommendation:

That the Recreation Facilities-2023-07 report, dated September 19, 2023, regarding Advertising and Sponsorship Policy be received, that the updated Policy and Procedure be approved and numbered as Policy R14 and R14a in the Township Policy Manual and further that an amendment to the User Fees and Charges By-law be brought forward to reflect the new advertising rates. The fees attached for the advertising options are the current 2023 fees, the fees for the advertising and sponsorship packages will be updated in the User Fees and Charges By-law.

Overview:

In June 2021, Staff were asked to look into advertising opportunities for the Township's parks and recreation facilities:

Resolution Number 363-2021

Moved by: Councillor Watt

Seconded by: Deputy Mayor Moher

That the Recreation Facilities-2021-14 report, dated June 8, 2021, regarding Douro Community Centre Ice Resurfacers be received and that Council approve the purchase of one Ice Resurfacers from Resurfacers Corp at a cost of \$82,465.00 plus the municipal portion of the HST at \$1,451.00 for a total cost of \$83,916.00 to be funded through the 2021 Capital Budget as approved by Council and that advertising opportunities be investigated. Carried

While staff started to review the current advertising policy they noticed that it was last completed in 2013. Staff felt that it was necessary to spend some time to update the current policy to reflect some of the changes in the Department as well as provide more opportunities to our advertising clients.

Staff reviewed surrounding municipalities practices and integrated some new features to the updated policy.

Conclusion:

After reviewing the current advertising policy and surrounding municipalities staff feel that we are able to provide a more complete advertising and sponsorship program.

The policy will feature different levels of packages to our advertising clients, from platinum to starter packages. The platinum, gold and silver packages provide discount incentives while boosting their advertising profiles. They will also have the ability to do one-off advertising or sponsorship if they choose to do so.

Staff feel by creating a more in-depth program they will be able to generate more revenue for the Parks and Recreation Department for years to come.

Financial Impact:

There will be an increase in advertising revenue generated by the updated Policy and Procedure.

Strategic Plan Applicability:

To develop and/or assist with the development and delivery of social and recreational programs as well as effectively maintaining and updating recreational facilities to promote healthy lifestyles and meet the broad range of community needs.

Report Approval Details

Document Title:	Advertising and Sponsorship Policy Update.docx
Attachments:	- 2023-24 Season Advertising Rates.docx - Advertising and Sponsorship Policy Procedures.docx - Parks and Recreation Advertising and Sponsorship Policy_FINAL.docx
Final Approval Date:	Sep 14, 2023

This report and all of its attachments were approved and signed as outlined below:

Elana Arthurs