

September 8, 2020

Report To: Mayor and Council

From: Aaron Bisson, Manager of Recreation and Culture

RE: Addition to Community Service User Fees

The Community Services Division has advertising costs associated with its ice surfaces and arenas but currently does not have advertising pricing in the auditorium or pool area. We have had interest or advertising placed in these areas and wanted to set a formal price for doing that.

The cost for advertising in the Auditorium would be the same as the cost in the arena area for the puck boards which is set at \$428.01 plus HST for 2020. The size of the advertisement currently in the auditorium is roughly the size of a puck board advertisement in our arenas thus the cost would be the same. We would have a disclaimer that the advertisement(s) could be covered up in the event of a private function held in the auditorium.

Auditorium (Plus HST)		2020	2020 with HST
6.5.7	Auditorium Advertising	428.01	483.65

The cost for advertising in the Pool area would be approximately a quarter the cost of a puck board advertisement in the arena area as it is smaller in size. Generally the advertisements would be on a pennant style with the swim team name (Cyclones) also on the advertisement. The proposed cost of this would be \$106.99 plus HST for 2020.

Pool Rental Rates - (Plus HST)		2020	2020 with HST
6.3.6	Pool Banner Advertising	106.99	120.90

Recommendation

The Recreation and Culture Manager recommends to Mayor & Council to accept the additional advertising charges as outlined in this report.

Respectfully Submitted,

Aaron Bisson

Aaron Bisson
Manager of Recreation and Culture

<p>Council approval of this report will agree to the recommendation of the Community Services Executive Committee for approval of the additional user fees in the Community Services Division.</p>
