

REPORT

TO: Mayor Avis & Council

FROM: Jason Kabel, Manager of Community Services

DATE: Friday, October 16, 2015

RE: Advertising Request

Preamble

The Community Services Division has recently received a request from New Gold to pre-pay 5 years of advertising on the Zamboni at Memorial Sports Centre (as attached). New Gold has been an advertiser on the Zamboni for the past couple of years. They have been advised that user fees increase annually at Council discretion and a modest increase would have to be included on a speculative basis to pay of front. The New Gold representative was amicable to this arrangement and would like to move forward with an invoice from the Community Services Division.

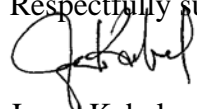
The approved 2015 user fee rate for the Zamboni advertising is \$1099.58. The following table represents user fee increase amounts from 1-2.5% to the advertising.

	1% increase	1.5% increase	2% increase	2.5% increase
2015	1110.58	1116.07	1121.57	1127.07
2016	1121.68	1132.81	1144.00	1155.25
2017	1132.90	1149.81	1166.88	1184.13
2018	1144.23	1167.05	1190.22	1213.73
2019	1155.67	1184.56	1214.03	1244.07

Recommendation

The Community Services Division recommends to allow New Gold to prepay their Zamboni advertising based on a speculative 2% increase for 5 years through the year 2019.

Respectfully submitted,



Jason Kabel

From: Ginger Bragg
Sent: Wednesday, October 14, 2015 3:22 PM
To: 'jkable@fort-frances.com' <jkable@fort-frances.com>
Cc: 'mbelluz@fort-frances.com' <mbelluz@fort-frances.com>
Subject: FW: Zamboni advertising support

Hi Jason— we would like to pay the 5 years up front and be invoiced for the entire value. Can you calculate this including the moderate increases, and invoice us accordingly? Please advise if this is possible asap so we can start processing payment. Thank you.

Thanks for your help, Melissa.

Ginger

Hi Melissa,

New Gold, Rainy River Project, would like to confirm that we would like to proceed with the advertising support for the Zamboni (\$1099.58 + \$142.95 = \$1242.53). However, we would like to extend this for a full 5 seasons—please advise if this is possible as we would like to move on this asap.

The correspondence sent to Rainy River Resources, Toronto on Sept 25, 2015 was received in our Emo office only yesterday, Oct 13, 2015.

In future, all correspondence should be directed to the following:

New Gold, Rainy River Project

Box 5

Emo ON P0W 1E0

My direct line is listed below, however, the main office can also be contacted at 482-2501. Thanks!

Regards,

Ginger Bragg

Commitments Coordinator

New Gold Inc.

Rainy River Project

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