

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.

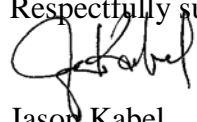
The approved 2015 user fee rate for the Zamboni advertising is \$1099.58 + tax. The following table represents user fee increase amounts from 1-2.5% to the advertising.

	1% increase	1.5% increase	2% increase	2.5% increase
2015	1099.58	1099.58	1099.58	1099.58
2016	1110.58	1116.07	1121.57	1127.07
2017	1121.68	1132.81	1144.00	1155.25
2018	1132.90	1149.81	1166.88	1184.13
2019	1144.23	1167.05	1190.22	1213.73
TOTAL	\$5,608.97	\$5,665.32	\$5,722.25	\$5,779.76

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. There will not be consideration for a rebate if the speculative increase outpaces the actual increase that is imposed through the budget process.

Respectfully submitted,



Jason Kabel

Council approval of this report will permit the 5 year prepayment by New Gold of Zamboni advertising based on a 2% annual increase to the fees for a total amount of \$5,722.25 + tax.