

September 26, 2011



**City Council
Committee Report**

To: Mayor & Council
Fr: Colleen Neil, Recreation Manager
Re: Advertising Rate Structure for Recreation Facilities

Recommendation:

THAT the Council of the City of Kenora approve the advertising rates for recreation facilities in the City of Kenora; and

THAT in accordance with Notice By-Law Number 144-2007, public notices is hereby given that Council intend to amend the Tariff By-Law by by-law at its October 17, 2011 Meeting of Council; and

THAT Council give three readings to a by-law to amend Schedule "B" to Tariff of Fees and Charges By-Law Number 147-2007; and

Background:

This recreation department has a number of advertising opportunities and partnerships within it's facilities. The schedule illustrates the various opportunities and the fees applied to the various options. Many of these fees have been in place in the past and with the installation of the new arena board came new opportunities. The new fees being proposed are for banners, tv/video, ice surface doors, zamboni doors.

	Year 1	Year 2	Year 3	Renewal
Rink Boards	\$400.00	\$350.00	\$350.00	\$300.00
Ice Surface Doors	\$200.00	\$200.00	\$200.00	\$200.00
Wall Advertising	\$200.00	\$200.00	\$200.00	\$200.00
Zamboni	\$500.00	\$500.00	\$500.00	\$500.00
Zamboni Door	\$600.00	\$600.00	\$600.00	\$600.00
Press Booth – Front & Both sides	\$1000.00	\$1000.00	\$1000.00	\$1000.00
Ice Surface Corporate Advertising	Small Large	\$700.00 \$1500.00	\$700.00 \$1500.00	\$700.00 \$1500.00
Ice Surface Non-Profit/ Minor Groups Advertising		\$200.00	\$200.00	\$200.00
Banners	10% of amount invoiced by groups to advertisers			
TV/Video Advertising	Monthly \$30.00 Season \$150.00			
Bundles	Add TV/VIDEO to any other advertising in Arena for only \$100.00 per year			

Budget:

The approved rates will be used to calculate advertising revenues for the proposed 2012 Operating Budget.

Communication Plan/Notice By-law Requirements:

Notice be given for all required by-law requirements.