

Presented To:	Special City Council
Presented:	Thursday, Jul 31, 2014
Report Date	Tuesday, Jul 29, 2014
Type:	Managers' Reports

Request for Decision

Extension Requested to Municipal Arena Advertising Agreement

Recommendation

WHEREAS the Municipal Arena Advertising Agreement is set to expire on July 31, 2014;

AND WHEREAS at the July 8th, 2014, Council meeting, resolution OP 2014-41 requesting approval to authorize the General Manager of Infrastructure Services and the General Manager of Community Development to exercise the option to extend the Advertising Agreement was deferred to the August 12th, 2014, Council meeting for additional information;

AND WHEREAS legally a contract cannot be extended if expired;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury approve an extension to the Municipal Arena Advertising Agreement from July 31st, 2014, to August 12th, 2014.

Signed By

Report Prepared By

Real Carre
Director of Leisure Services
Digitally Signed Jul 29, 14

Recommended by the Department

Catherine Matheson
General Manager of Community
Development
Digitally Signed Jul 29, 14

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jul 29, 14

Background

BK Marketing's current agreement for Municipal Arenas Advertising Agreement expires on July 31st, 2014. The contract was awarded subsequent to a competitive process in 2009. Under the terms of the contract the City of Greater Sudbury has the option to extend the Agreement for a further term of five years, from August 1st, 2014, to July 31st, 2019, with respect to the Municipal Arena Advertising Agreement and from January 1st, 2015, to December 31st, 2019, with respect to Transit Advertising Agreement. The agreement requires that Council authorize the extension of the contract term.

The following resolution was passed at the Operating Committee meeting held on July 7th, 2014. Resolution OP2014-41 - That the City of Greater Sudbury authorize the General Manager of Infrastructure Services and the General Manager of Community Development to exercise the option to extend the Municipal Arena and Transit Advertisement Agreement and approve the terms of the extension as outlined in the report dated June 25th, 2014, from the General Manager of Infrastructure Services regarding Advertising Contract option to extend.

At the Council meeting of July 8th, 2014, Councillor Landry-Altmann moved that this item be deferred to the August 12th, 2014, Council meeting for additional information.

The City Solicitor has advised that a resolution from Council is necessary in order to provide an extension to the Advertising Agreement for the Municipal Arena which is set to expire on July 31st, 2014, since legally a contract cannot be extended if expired.

The recommendation is to extend the Municipal Arena Advertising Agreement from July 31st, 2014 to August 12th, 2014.