

Request for Decision

Leisure Advertising Review and Bell Park Digital Board Advertising Policy

Presented To: Community Services Committee

Presented: Monday, Apr 03, 2017

Report Date Wednesday, Mar 15, 2017

Type: Managers' Reports

Resolution

WHEREAS as part the 2015 budget deliberations, the City of Greater Sudbury Leisure Services division was directed to explore new revenue opportunities from the sale of advertising at municipal facilities;

AND WHEREAS the City of Greater Sudbury Leisure Services division has run a pilot project for fence panel advertising at playfields including James Jerome Sports Complex;

AND WHEREAS the City of Greater Sudbury Leisure Services division has also explored advertising opportunities on the Bell Park digital board and at other Leisure facilities;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury Leisure Services division continues with fence panel advertising at the James Jerome Sports Complex and other high profile playfields where financially viable for an additional six month trial period;

AND THAT a report and business case be prepared for the Community Services Committee regarding fence panel advertising on a permanent basis by November 2017;

AND THAT the City of Greater Sudbury adopt the Bell Park Electronic Sign Board Advertising Policy;

AND THAT the User Fee By-law be amended to include not-for-profit advertising rates for the Bell Park electronic sign board.

Signed By

Report Prepared By

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Director of Leisure Services
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Health Impact Review

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Division Review

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Recommended by the Department

Catherine Matheson
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Recommended by the C.A.O.

Ed Archer
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Finance Implications

\$7,100.00 in advertising revenue from fence panels at the James Jerome Sports Complex is budgeted as part of the 2017 operational budget.

Revenue associated with Bell Park digital board advertising is included with user fees for the Grace Hartman Amphitheatre in the 2017 operational budget.

The report recommendations will not negatively affect anticipated revenues. Any additional revenues will be reflected in the 2018 operating budget.

Health Impact Assessment

The proposed recommendations for advertising at City of Greater Sudbury Leisure facilities will not have a negative impact as per the Health Impact Assessment tool. Advertising in this format is inclusive of the entire community, providing information on current programs and services. Advertising is governed by the attached policy.

Background

As part of the 2015 Budget deliberations, City of Greater Sudbury Leisure Services Division was directed to explore new revenue opportunities from the sale of advertising at municipal facilities. Subsequently, the City of Greater Sudbury outlined a number of advertising strategies as part of a report to the Community Services Committee on June 15, 2015. The report identified the following possible advertising strategies:

- Pilot project for the sale of fence panel advertising at James Jerome Sports Complex and other high profile, visible playfields for a two (2) year period.
- Sale of advertising space on the Bell Park digital board.
- Advertising opportunities at playfields, parks, pools, ski hills and other Leisure facilities.

This report will provide information on the results of the advertising strategies undertaken and provide recommendations for future advertising programs.

James Jerome Sports Complex Fence Panel Advertising

The City of Greater Sudbury (City) implemented a playfield fencing advertisement program at James Jerome Sports Complex and other high profile facilities as part of a pilot project starting in the fall of 2015. A total of \$4,000.00 in advertising revenue was generated in 2015 and a total of \$6,691.17 was generated in 2016, all from fence panels at James Jerome Sports Complex.

Current advertising rates for fence panels as per User Fee By-Law 2017-24 are:

- Monthly rate, first panel - \$207.96 + HST
- Monthly rate, each additional panel - \$154.87 + HST
- Annual rate, first panel - \$1853.98 + HST
- Annual rate, each additional panel - \$1238.94 + HST

The advertising revenue figures noted above do not account for costs associated with the pilot project including costs for production costs, snow clearing, fencing work, panel installation, repairs and removal. These associated costs have totaled approximately \$5,000.00 to date, not including costs of labour associated with advertising initiatives.

Bell Park Digital Board

The new digital board at Bell Park was completed early in 2016, with advertising bookings starting late May 2016. A total of \$16,556.79 in advertising revenue was generated for the period May 25, 2016 through December 31, 2016. In 2017 advertising bookings received to date total \$12,628.29 in advertising revenue.

In comparison, the former Bell Park manual notice board generated advertising revenue in the amount of \$10,769.22 in 2014 and \$11,685.99 in 2015.

The majority (over 95%) of Bell Park digital board bookings received to date would be classified as not-for-profit or internal (City of Greater Sudbury) bookings. Only a handful of private or commercial entities have made inquiries or booked the Bell Park digital board for advertising needs. There are six (6) other electronic sign boards in the City of Greater Sudbury operated by advertising firms that are likely meeting commercial advertising needs.

The board has been used effectively to promote Leisure programs and facilities, City-wide events such as City's bid to host the 2021 Canada Summer Games and to promote Sudbury Community Arena box office events.

Advertising at Other Leisure Facilities

In December 2015, the City issued a Request for Proposal for Advertising at Citizen and Leisure Services Facilities

(Contract CDD15-20). The RFP provided proponents an opportunity to bid on established advertising packages and identified a minimum remuneration (minimum reserve bid) that the City would receive in exchange for advertising rights. The advertising packages included:

- Advertising at Ski Hills (chair lift advertising, product activations, restroom advertising, building exterior advertising)
- Advertising at Fitness & Recreation Centres (product activations, information board advertising, restroom advertising)
- Advertising at Sports Complexes & Playfields (fence panel advertising, pole banners, restroom advertising)
- Advertising at Swimming Pools (product activations, information board advertising, indoor banner advertising, restroom advertising)
- Advertising at Dog Parks (bench advertising, fence panel advertising, information boards, pole banners, billboards)

No bids were received from the Request for Proposal. Advertising at other municipal facilities outlined in the RFP was not deemed as a revenue generating opportunity.

Advertising at City community arenas was not included as part of this RFP. Advertising at community arenas is included as part of a separate contract for Advertising Services for Greater Sudbury Transit and Municipal Arenas which expires December 31, 2019.

Next Steps

James Jerome Sports Complex Fence Panel Advertising

There has been moderate success with the James Jerome Sports Complex Fence Panel Advertising pilot project. It is recommended that the City continue to make fence panel advertising available at the James Jerome Sports Complex on a pilot basis for an additional six (6) months. During the additional pilot period there will be a focus on proactively securing paid advertising through the Special Events Coordinator contract position. Upon the completion of the six month period, a report and business case will be prepared for Council to consider continuing with the advertising program and reinvesting revenue generated in the contract position.

It is further recommended that prior to selling fence panel advertising at other premier sports fields, a full analysis of associated costs be done to ensure that advertising at any new site is financially viable.

Bell Park Digital Board Advertising

Given the lack of interest of commercial advertising on the Bell Park digital board, and in keeping with the vision for Bell Park as a symbol of our community's continuing success in reclaiming, renewing and revitalizing the natural and urban environments, it is recommended that advertising on the digital board be restricted to not-for-profit or municipal uses only. It is further recommended that a policy be developed to govern future advertising on the Bell Park digital board (Appendix A - Bell Park Electronic Sign Board Advertising Policy - attached).

The policy statement regarding Bell Park electronic sign board advertising will include:

- Any group booking the board must be not-for-profit or charitable in nature.
- Personal or commercial messages will not be permitted.
- Significant City of Greater Sudbury and/or community events will take precedent.
- To encourage booking of the Grace Hartman Amphitheatre, events renting the amphitheatre will be provided use of the digital board, and costs will be included with the rental fee of the facility.
- Sudbury Community Arena box office and Grace Hartman Amphitheatre events will be advertised on the digital board, to generate additional revenue for the City and encourage tourism and future event bookings.
- Community Development initiatives, programs and events will be promoted when space is not pre-booked.

It is also recommended that the user fee by-law be amended to include the following fees for advertising on the Bell Park digital board for not-for-profit groups:

- Two (2) day rate - \$93.81+ HST

- Three (3) day rate - \$121.24 + HST
- One (1) week rate - \$270.00 + HST
- One (1) month rate - \$1,000.00 + HST

Other Advertising Opportunities

Given the lack of interest in Contract CDD15-20, Request for Proposal for Advertising at Citizen and Leisure Services Facilities, it is not recommended that the City pursue any other advertising initiatives at Leisure facilities at this time.

Upon the expiry of the contract for Advertising Services for Greater Sudbury Transit and Municipal Arenas, it is recommended that a separate Request for Proposal be issued for community arena advertising opportunities.

References

Generating Advertising Revenue in Leisure Services, Community Services Committee, June 15, 2015 (<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=830&itemid=9705&lang=en>)

Results, Contract CDD15-20, RFP for Advertising at Citizen and Leisure Services Facilities (https://www.greatersudbury.ca/business/tenders-purchasing/tenders/index.cfm?tender_id=2765&pg=results)

Advertising Contract Option to Extend, City Council, August 12, 2014 (<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=785&itemid=8915&lang=en>)

Bell Park Digital Board Advertising Policy

Policy Statement

The Bell Park Digital Billboard (board) will be available for the use of promoting community events occurring in the City of Greater Sudbury.

Scope

The Bell Park Digital Billboard is administered and managed by the Leisure Services Division of the City of Greater Sudbury. For the purpose of corporate consistency, this policy shall apply to all City of Greater Sudbury departments and Committees of Council.

Policy Details

- Groups booking the board are to be a not-for-profit or charitable in nature.
- Personal or commercial messages will not be permitted.
- Fees for renting of the board will coincide with the City of Greater Sudbury User Fee By-law.
- Significant City of Greater Sudbury and or community events take precedent.
- To encourage booking of the Grace Hartman Amphitheatre, events renting the amphitheatre will be provided use of the electronic board, and costs will be included with the rental fee of the facility.
- Sudbury Community Arena box office and Grace Hartman Amphitheatre events will be advertised on the electronic board, to generate additional revenue for the City and encourage tourism and future event bookings.
- Community Development initiatives, programs and events are promoted when space is not pre-booked.

Limitations of Board

- Messages may be booked for the following periods:
 - Two (2) day periods
 - Three (3) day periods
 - One (1) week periods
 - One (1) month periods
- Ad production and associated costs are the responsibility of the organization or department booking the board.
- It is the responsibility of the organization or department booking the board to submit ads with the correct format, resolution, etc.

Application Form

- A completed facility agreement must be submitted to Leisure Services along with appropriate payment prior to any messaging or images appearing on the board.

Policy Guidelines

- Respect and comply with City of Greater Sudbury policies, by-laws and plans.
- Consistent with the City of Greater Sudbury Visual Identity Program.
- Not in contravention of the City of Greater Sudbury's vision and mission.
- Will not convey a negative message that might be deemed prejudicial to any religious groups or belief.
- Will not promote tobacco, alcohol and other addictive substances at venues geared toward children.
- Will not promote the sale of tobacco, pornography or support of, or the involvement in the production, distribution, and sale of weapons and other life threatening products.
- Will not present discriminatory, demeaning or derogatory portrayal of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.
- Will not be used to promote any political endorsements or events that are deemed politicking.

The City of Greater Sudbury reserves the right to remove or not allow any messages or images to appear on the board.