



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: Community Services Advertising, Sponsorship, Donations

Prepared By: Mike Fair

Department: Community Services

Date: Sep. 9, 2020

**Report Number: CS-2020-09-32
Advertising, Sponsorship, Donations**

File Number: Facilities 600

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby approves Report Number CS2020-09-32 prepared by Mike Fair, Director of Community Services; and further that all advertising agreements within the Ripley-Huron Community Centre be extended for one year; and further that public skating and shinny sponsorship requests will be cancelled for 2020-2021 season; and further that the Huron Lakeshore Friendship Club donation be waived for 2020; and further that the loss revenues be compensated by the Safe Restart Emergency Funding.

Background:

Ripley-Huron Community Centre advertising invoices are issued annually in September. The advertising is located on the arena boards, arena walls, and front entrance. The Arena Advertising revenue for 2020 is estimated at \$8,000. After any Arena expenses the remaining funds are transferred to an Ice Resurfacer Reserve fund that is used to purchase an Ice Resurfacer. Arena advertising contracts are staggered for each business depending on the term of the contract.

Public Skating and Shinny sponsorship is traditionally requested from local businesses. In 2019 staff solicited \$2,200 in sponsorship of Public skating and \$3,000 for shinny sponsorship. At this time there will be no public skating, or shinny offered at the Ripley-Huron Community due to the Covid-19 pandemic.

The Huron Lakeshore Friendship Club (HLFC) has requested that their annual donation of \$2,000 be waived for 2020.

Discussion:

Advertising: Due to the pandemic, and the economic outlook for small business in our area, staff recommends that the invoiced billing be cancelled for 2020 and all contracts extended for one additional year. Staff would send correspondence to all advertisers.

Sponsored Public Skating and Shinny: Due to the pandemic, and the economic outlook for small business in our area, staff recommends that staff not solicit for public skating or shinny sponsorship for 2020. Both programs are not being considered at this time and suspect that they will not be considered this winter as per Public Health recommendations. Staff would send correspondence to all previous year's sponsors.

Huron Lakeshore Friendship Club (HLFC) has requested a waive of annual donation, due to the pandemic, inability of the HLFC to fundraise, in addition to not using the facility for at least five months, staff recommends that the \$2,000 donation be waived for 2020. Staff would send correspondence to HLFC.

The Safe Restart Emergency Funding is to help municipalities with their operating pressures. Treasurer Jodi MacArthur did include these revenue losses in the projections that were presented to Council in July.

Financial Impacts:

Advertising Impact \$-8,000 RHCC budget

Public Skate Sponsorship \$-2,200 RHCC budget

Shinny Sponsorship \$-3,000 RHCC budget

Huron Lakeshore Friendship Club \$-2,000 PCCC budget

Strategic Alignment / Link:

We are a prosperous community that continues to grow in a sustainable manner

We are a spirited community that takes pride in calling Huron-Kinloss home and welcoming others.

By maintaining a sense of connection and cohesion with each other

We are an accessible community that offers opportunities for everyone.

By having amenities and services nearby

By being open and transparent

Respectfully Submitted By:

Mike Fair, Director of Community Services

Approved By:

Mary Rose Walden, Chief Administrative Officer