

Report to Council

Report Title: Request for Rebate Arena Advertising Panel Invoicing
Prepared By: Mark Coleman, Director of Community Services
Department: Recreation
Date: December 14, 2021
Report Number: REC2021-28 **File Number:** C11REC

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby approves Report Number REC2021-28 – Request for Rebate Arena Advertising Panel Invoicing, prepared by Mark Coleman, Director of Community Services and in doing so, directs staff to process a ____% rebate of fees for advertising panel clients for the COVID-19 closure periods of the Walkerton Community Centre April 2020 through May 2021.

Report:

Background:

The Walkerton Community Centre and Arena provides advertising opportunities to local businesses and organizations in the form of wall panels within the arena visible to facility users, spectators, community events/rentals. Advertising fees and rates within the Fees and Charges By-law helps generate revenues supporting facility operations while promoting services and economic development within Brockton.

Our total advertising revenues for wall panels:

2020 having 15 one year and 4 three-year contracts = \$7,792.28

2021 having 18 one year and 10 three-year contracts = \$13,639.83

Staff have received inquiries and comments from about 6 clients requesting consideration of a rebate or refund in lieu of the facility closures where their businesses were not realizing the potential advertising exposure and benefits. Many of our business advertising clients have remained supportive of the Walkerton Community Centre throughout the pandemic. Some of these businesses may have experienced economic decline or losses as a result of the uncertain times of the pandemic. The total amount of time the Walkerton Community Centre was closed due to the COVID-19 lockdowns from March 2020 to May 2021 was about 5 months. The following example is offered for Council's consideration:

Example: a 20% rebate of fees/invoicing for the time period closed would equate to:

2020 = \$1,126.66
2021 = \$1,641.29
Total = \$2,767.95 refund

Analysis:

Staff seeks Council consideration of approving a rebate in the amount ____% of arena wall panel advertising fees as economic relief to our clients. Some may decline the rebate and return.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- Do the recommendations help move the Municipality closer to its Vision? N/A
- Do the recommendations contribute to achieving Cultural Vibrancy? N/A
- Do the recommendations contribute to achieving Economic Prosperity? N/A
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the recommendations contribute to the Social Equity? N/A

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

The Walkerton Community has been able grow the number of advertising contracts from 2020 to 2021. A rebate to our advertisers will provide some relief while serving as a good business relations gesture in maintaining good customer service and acknowledging their value and continued support.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Mark Coleman, Director of Community Services

Reviewed By:



Sonya Watson, Chief Administrative Officer