

Report to Council

Report Title:	Pepsico Sponsorship Agreement and New Score Clock		
Prepared By:	Trish Serratore, Chief Financial Officer and Brad Thomson, Acting Community Services Supervisor		
Department:	Recreation		
Date:	April 25, 2023		
Report Number:	REC2023-12	File Number:	C111, REC
Attachments:	Pepsico 2023 – 2028 Contract		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2023-12-Pepsico Sponsorship Agreement and New Time Clock, prepared by Trish Serratore, Chief Financial Officer and Brad Thomson, Acting Community Services Supervisor and in doing so approves a By-Law coming forward to enter into a 5-year agreement with Pepsico Canada and to receive funding towards the purchase of a new score clock for the Walkerton Community Centre.

And further, Council authorizes the CFO to fund the purchase of the timeclock from the recreation reserve fund with the five-year contributions to be directed back as received in the future.

Report:

Background:

Pepsico

Currently at the Walkerton Community Centre and the Cargill Community Centre Pepsico supplies beverages for the concession booth and bars. Brockton and Pepsico had an agreement from 2016 that expired in 2021, which included \$400 annual Development Fund payment and a one time \$1,000 signing bonus.

Walkerton Community Centre Score Clock

The score clock at the Walkerton Community Centre is approximately 20+ years old. There have been many technical issues over the 2021/2022 and 2022/2023 ice season. The score clock would turn off periodically interrupting the flow of a hockey game and the letters are hard to see as they are faded. Staff have replaced the score clock controller in January of 2022 in hopes of solving the issue. However, the issue has persisted.

Staff had an electrician come in to diagnose what the problem could be. It was determined that the communication wire running from the timekeeper's booth in the Arena to the score clock was broken and

working intermittently. A new wireless communication box was purchased and installed; this did not fix the problem of the score clock. Staff again contacted the supplier of the score clock controller, and it was determined that the score clock controller needed to have a software update. Staff drove the controller to Barrie for the software update, again the score clock was not working properly.

Analysis:

Staff were in contact with Pepsico to obtain a new agreement with the possibility of providing a sponsorship for a new timeclock.

On April 19th, staff have met with the Pepsico representative to review the attached 5-year proposal which includes the sponsorship of \$10,000 over 5 years (\$4,000 year one, \$1,500 a year for the remaining 4 years) for the purchase of a new score clock for the Walkerton Community Centre. This sponsorship will fund 2/3rds of the total cost of the new score clock of \$15,000 which can be installed in the summer months while the ice is out.

Staff are continuing to approach other groups in hopes to fund the remaining \$5,000, however there is great value to the community to proceed with replacing the score clock prior to the fall 2023/24 hockey season.

Due to the timing of the total sponsorship from Pepsico, the unfunded balance of the new score clock would be funded from the Recreation Reserve Fund with the annual repayment of the Pepsico funding and any other source of funding go directly back into that reserve fund.

Strategic Action Plan Checklist:

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

- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community N/A
- Recommendations contribute to achieving Quality of Life Yes
- Recommendations contribute to achieving Land Use Planning and the Natural Environment N/A
- Recommendations contribute to achieving Economic Development Yes
- Recommendations contribute to achieving Municipal Governance N/A

Financial Impacts/Source of Funding:

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

\$10,000 of funding has been secured upon Councils decision to enter into a 5-year agreement with Pepsico. Staff will continue to look for sponsorship/donations for the remaining \$5,000.

Reviewed By:



Trish Serratore, Chief Financial Officer, Acting Director of Community Services.

Respectfully Submitted by:

A handwritten signature in black ink, appearing to read 'BT', with a stylized flourish extending from the top right.

Brad Thomson, Acting Community Services Supervisor

Reviewed By:

A handwritten signature in black ink, appearing to read 'Sonya W.', with a long, sweeping flourish extending to the right.

Sonya Watson, Chief Administrative Officer