

Report to Council

Report Title: Walkerton Community Centre Scoreboard Update

Prepared By: Trish Serratore, CFO/Acting Director of Community Services

Department: Recreation

Date: May 23, 2023

Report Number: REC2023-21 **File Number:** C11REC

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2023-21 – Walkerton Community Centre Scoreboard Update, prepared by Trish Serratore, CFO/Acting Director of Community Services for information purposes and in doing so approves Option_____ and in doing so approves funding the project from the Recreation Reserve Fund and repayment of the reserve funds through sponsorship, donations, and advertising revenue.

Report:

Background:

On April 25th 2023 staff presented Report REC2023-12 Pepsico Sponsorship Agreement and New Score Clock, prepared by Trish Serratore, CFO/Acting Director of Community Services and Brad Thomson, Acting Community Services Supervisor. Council requested that staff look at additional options that include an LED feature which can be used to display advertising and messaging.

On April 22nd, 2023 staff received an unsolicited proposal from Holm Graphics on an alternative option available to the Municipality for consideration.

The Purchasing and Procurement Policy, Section 23 Unsolicited Proposals states:

- 23.1. If an unsolicited proposal or solicitation is received from a potential supplier, the unsolicited proposal should be forwarded to the appropriate Department Head. The Department Head shall first assess such proposals on the basis of whether they align with the Municipality's strategic goals and objectives, do not circumvent the Municipality's regular procurement processes, and the proposal's scale and scope align with the requirements and funding ability of the Municipality.

23.2. Only Department Heads and higher-level officials may engage in discussions with potential suppliers on opportunities that exist in the market as part of informing themselves of market changes and opportunities. Before engaging in any such discussions, however, the supplier must always be advised that any procurement or contract can only be initiated pursuant to the Municipality's policies

Analysis:

Since the April 25th meeting, staff have met with three organizations and requested quotes from each. Below is an outline of each option for Council consideration.

Option 1: Original Proposal – HarrisTime Inc. \$14,163.42

Traditional score clock – SST14 Arena Scoreboard

Dimension -7' H x 14' W x 6"D – 5-year warranty

- includes new remote for the operation of the score clock
- 5-year warranty on parts and labour

SST14 scoreboard with features including: game time, scores, player numbers, penalties and period displays. Illuminated sign boxes are ideal for facility branding or sponsorship revenue.

Overview

This option provides consistency from the current, (traditional) score clock that is located in most arenas. There are two advertising panels that would be limited to PepsiCo with the sponsorship funding of \$10,000 offered in support of the new score clock. The clock would have the majority of the cost covered by PepsiCo and the remaining funding would be funded by the Recreation Reserve Fund and financial support request from the Walkerton Capitals and Walkerton Minor Hockey.

However, this option is limited to additional advertising and messaging options with the panels not being easily interchangeable. They would continue to have the PepsiCo logo.

Option 2: Score Clock with LED panels – HarrisTime Inc. \$25,464.55

LED Arena scoreboard- SST14 - LED AD PANELS

Dimension: 14 ft l x 7 ft h x 6 in d

Features include: Time (Game and Time of day), Scores, Penalties (2) per team, Player Numbers, Period display (2) 60" x 48" LED Ad Panels attached to the SST14

LED Specifications:

- Schedule advertisements based on time and date.
- Advertisements can be changed remotely from a computer that is on the same wifi network as the screen.
- includes new remote for the operations of the score clock
- 5-year warranty on parts and labour
- No additional fees for software

Overview

This option provides the best of both worlds. It has the traditional score clock plus the two panels are LED screens. This would allow for additional advertising, sponsorship, community outreach messaging and extended use for events such as, tradeshow, carnivals, sports events and community programs. Financial opportunity for Brockton to increase revenue by offering multiple advertising and sponsorship opportunities. This is the preferred option from the Parks and Recreation Committee, Walkerton Minor Hockey and The Walkerton Capitals and staff. Staff can proceed with the sponsorship funding from PepsiCo and the additional revenue from advertising and sponsorship would fund the difference. Staff would continue to seek sponsorship from both minor hockey and the Walkerton Capitals, as well as other establishments throughout the community. Staff would bring forward recommendation for advertising fees and usage for special events.

Option 3: LED Screen – Holm Graphics – two options

- a. Holm Graphics Inc. would provide and install the 3m x 2m scoreboard and software at ***no charge*** to the municipality.

The Municipality would provide a power source and network access to the sign location. Holm Graphics would then be entitled to the advertising revenue generated by the display. Examples of such would be commercials displayed before hockey games, during intermissions etc. along with other opportunities during events like the pool tournament and Dirt Pigs. Holm Graphics would be responsible for the sales and logistics of the advertising.

- b. The municipality would purchase the system outright cost **\$24,973.00** – two-year warranty on parts and labour

Overview

This option provides a full LED screen that would allow for great visual display for all events, including hockey games, community events and special messaging. The LED screen is used within the community at locations such as Joy's Source for Sports and Tim Hortons. The LED screen would support the community messaging and any event related display, such as video, photo or messaging.

Holm Graphics provided the municipality with two options, one being at no cost and all of the advertising run through Holm Graphics, including the revenue generated. This option does allow the municipality to obtain the updated clock at no cost, however there is loss of Municipal control related to messaging and advertising display. In addition, Holm Graphics would need access to the Wi-Fi network at the community centre.

The score clock feature is new to Holm Graphics, Brockton would be the first organization to use this software with Holm Graphics and would only be purchased if Brockton proceeded with this offer.

As much as this offer does present many benefits, there is a risk to proceeding with the score clock option with an organization that does not specialize in the software, which is being purchased from a company in the USA. As well, the operations of the score clock could become frustrating for WMHA as many of the operators of the score clock are young students. It is believed that we can operate the score clock on an iPad, but again, with Brockton being the first to operate this system there are unknowns to the functionality of this system that cannot otherwise be determined through viewing this system in operation.

Option 4: LED Screen plus traditional score clock – The Scoreboard Man \$126,588

LED Scoreboard with All-white digits plus Full Colour LED Video Display

Staff are providing this as an information only and do not recommend proceeding with this option. The cost proposed is beyond the needs and financial scope of this project.

On May 16th 2023 staff presented the options to the Parks and Recreation committee for their feedback. As part of this committee, there are also representative from the Walkerton Capitals Jr C team to be able to provide their input and what would work best for them. During this meeting, it was the overall consensus of the group to proceed with option 2. This option provided the traditional score clock option with the two LED screens. The committee as a whole felt this would operationally work best and be able to optimize future revenue for advertising, as well as the ability to use the LED screen for special events such as the Jr C games. Further to this, staff have reached out the WMHA to ensure they were comfortable with this recommendation, at this time, the overall response received is that option 2 would be a great fit for their needs. They would like to ensure that the option selected for the replacement is user friendly and easy for both youth and adults to operate.

Staff recommend that Council approve option 2 and in doing so, staff will proceed with an advertising fee and procedure to bring back to council for approval.

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		Yes
• 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		N/A
• Recommendations contribute to achieving Municipal Governance		Yes

Financial Impacts/Source of Funding:

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

Option 2 could be partly funded by the sponsorship opportunity with PepsiCo, in addition, staff have requested financial support from major user groups and the additional revenue from the advertising on the LED signs would be allocated towards the costs of the sign and will accumulate for future replacement.

Respectfully Submitted by:



Trish Serratore, CFO/Acting Director of Community Services

Reviewed By:

A handwritten signature in black ink, appearing to read "Sonya Watson", with a long, sweeping horizontal line extending to the right.

Sonya Watson, Chief Administrative Officer