

Report to Council

Report Title: Walkerton Community Centre Score Clock Update

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

Department: Recreation

Date: June 6, 2023

Report Number: REC2023-22 **File Number:** C11REC

Attachments: Parks and Recreation Committee Letter of Support
Walkerton Minor Hockey Letter of Support
Walkerton Jr. C Capitals Letter of Support
Walkerton Community Centre Scoreboard Update Report

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2023-22 – Walkerton Community Centre Score Clock Update, prepared by Trish Serratore, CFO/Acting Director of Community Services for information purposes and in doing so approves Option _____ and further 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.

On April 22nd, 2023 staff received an unsolicited proposal from Holm Graphics on an alternative option available to the Municipality for consideration which prompted Council to request staff to look at additional options including an LED feature which could be used to display advertising and messaging. Staff reached out to all of the original vendors to provide an equal opportunity and updated quote for a score board with the LED option.

On May 16th, 2023 the Parks and Recreation Committee had further discussion on the score clock options, as noted from their previous meeting, they supported the replacement of the current score clock. During this meeting they noted the benefit of the LED option with the traditional score clock. They voted in favour of

option 2 – which was presented to Council on May 23rd, with the traditional score clock and two LED screens. Attached is a letter of support from the co-chair, Hayley Murray from the Brockton Recreation Committee.

On May 23rd, 2023 staff brought forward report REC2023-21 with additional information for Councils consideration which included an LED option, there were 4 options presented:

- Option 1: Original Proposal – HarrisTime Inc. \$14,163.42
- Option 2: Score Clock with LED panels – HarrisTime Inc. \$25,464.55
- Option 3: LED Screen – Holm Graphics – two options
 - Option A – No Charge – Advertising Revenue funded by Holm Graphic
 - Option B – Purchase at \$24,973
- Option 4: LED Screen plus traditional score clock – The Scoreboard Man \$126,588

Analysis:

As per the Purchasing and Procurement Policy, the goal is to *promote openness, honesty, fairness, integrity, accountability and transparency* in the procurement process. As well as prevent conflicts of interest – real, apparent, and potential – between suppliers and elected officials and staff. And lastly, that suppliers are *treated equitably, consistently and without discrimination* throughout the entire procurement process.

Staff started looking for a new score clock for the Walkerton Community Centre as the current clock is at its end of life and there were many functional issues the last two years. Staff were able to obtain a significant sponsorship from PepsiCo in the amount of \$10,000 to assist with the funding of the new score clock. In addition, staff requested donations from the two main user groups. Since this time, Walkerton Minor Hockey has committed \$2,500 towards option 1 or 2 score clock (please see attached letter), as well as the Walkerton Jr. C Capitals have committed \$2,500 towards option 2 score clock (please see attached letter).

Staff reached out to three organizations to get pricing on a new score clock options, which included the unsolicited proposal from Holm Graphics on an LED option. Although the original recommendation did not explore LED options, staff reached out to all of the organizations to receive pricing on a score clock with the LED option to give everyone an equal opportunity.

Section 23 of the Purchase and Procurement Policy - 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.

At this time, we present to Council the same original four proposals as accepting any changes to the original quotes from any vendor would be considered bid shopping as prohibited in the Purchasing and Procurement Policy. In addition, we expose the municipality for lack of fairness and transparency which could deter vendors from wanting to submit quotes or bids in the future. The proposals for consideration are attached in report REC2023-21 - Walkerton Community Centre Scoreboard Update Report.

Based on the four proposals, staff recommend that Council proceed with option 2. Option 2 is strongly recommended and the preferred option from our two main user groups, the Parks and Recreation Committee, as well as staff feel it is the best option to meet the needs of the community centre. Some of the comments received from the user groups were about the continuity of the functional operations of the score clock – this is significant to each user group. WMH has volunteers, both parents and youth, operate the score clock and having a consistent system in place that each operator is already familiar with reduces the frustration and burden on the volunteers and end user. There were concerns raised on the LED only option, including the operating system – functionality and learning curve for volunteers and end users.

In addition, option 2 will allow Brockton to generate a new revenue stream by using the LED screens for advertising revenue. The revenue generated will initially assist with funding the purchase but later work as a revenue stream and additional service to offer residents and business which we did not have in the past. Staff have two proposed options on what this could look like:

1. Currently we have the wall advertisements that we charge \$315/year – we could remove these signs and only offer the LED advertising. We have averaged approximately \$14,000 per year with the current advertising structure.
2. Charge \$250 per year and cap the number of advertisers at 60 - \$15,000 per year additional revenue, that gives the advertiser one advertisement per hour. This option could potentially see \$15,000 in revenue.

We would also sell “special announcements” for events, grand openings, etc. at \$50 per week and \$20 for a one-minute announcement for a life event, such as a happy birthday or anniversary announcement during minor hockey game, capitals game or figure skating.

These rates are only proposed rates and would need to come to council in a formal report to add to the fees and charges by-law

Should Council approve option 2 with internal advertising, staff will bring forward a report with the recommended fees and charges to set the rates for advertising on the LED sign. There is a tight timeline on ordering the new score board and installation, as the ice is scheduled to go in after Dirt Pigs weekend which would be the week of August 21st.

Although Council recommended staff look at an option for a second LED screen for the arena, staff would need to follow a separate procurement process to allow all vendors (including local vendors) an equal opportunity to put forth their proposal. In addition, depending on how Council proceeds, if option 2 was supported, having multiple LED signs on the back wall could visually be distracting and/or overwhelming to players and spectators.

Strategic Action Plan Checklist:

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

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| • 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, generous donations from WMHA 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:



Sonya Watson, Chief Administrative Officer