

Meeting Date: April 1, 2019
Department: Community Services
Prepared By: Robert Lilbourne, Director of Community Services
Reviewed By: Greg McClinchey, Chief Administrative Officer
SUBJECT: **Rockets Advertising Agreement Extension**

RECOMMENDATION: **THAT: Report C9 05-2019 entitled Rockets Advertising Agreement Extension for information and further;**

THAT: Council approve a one-year extension of the Jr. B Rockets Hockey Club Advertising Agreement.

BACKGROUND

Back in the late summer of 2013, the Jr. B Rockets Hockey Club approached the Municipality and expressed an interest in the opportunity to sell rink boards at WMMC. The Rockets were seeking permission to sell the available spaces while providing a percentage of sales (20%) annually for each rink board sold to the Parks and Recreation Department. Prior to the end of that agreement in 2014, the Rockets requested that we enter in to a 5-year term. The intent for coming forward in July with a renewal and 5-year term request gave the team greater opportunity to sell the rink boards to potential sponsors as part of a 3 or 5-year package, rather than on an individual yearly basis.

Council approved the 5-year term which comes to an end April 30, 2019.

COMMENTS

Staff started working with the Rockets on a revised agreement in late summer/early fall of 2018.

Staff have come to understand that the Rockets are currently evaluating how the organization functions and may be contemplating certain changes in an effort to become more sustainable in the future. With this in mind, the Club has requested a one-year extension on the current advertising agreement as they work through that process.

The Rockets have indicated that they will continue to work with the Municipality in the hopes of reaching an agreement before March 1, 2020.

FINANCIAL

2018 Advertising Agreement Revenue - \$3,247.27

ATTACHMENTS

None