



## Staff Report

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**Report To:** West Elgin Community Centre Board of Management  
**From:** Lee Gosnell, Manager of Operations & Community Services  
**Date:** 2024-09-11  
**Subject:** Zamboni Advertising

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### **Recommendation:**

That the Bo Horvat Community Centre Board of Management hereby receives the report from Lee Gosnell, Manager of Operations and Community Services regarding available advertising space on the Zamboni; and

That the Bo Horvat Community Centre Board of Management approve the following selection process for dealing with advertising space on the Zamboni.

### **Purpose:**

The purpose of this report is to create a selection process for dealing with advertising space on the Zamboni which is used in the Bo Horvat Community Centre.

### **Background:**

There are three advertising spots located on the Zamboni, which include two large side panels and one smaller panel on the front. These panels are wrapped with a special material and provide advertising for the chosen organization or business. Currently, the front space is occupied by Mancari's Pizza and Restaurant, while the sides are occupied by West Elgin/Dutton-Dunwich Fire Departments and Salus Mutual.

Due to increasing demand from local businesses for advertising space, and after many years on the Zamboni, West Elgin/Dutton-Dunwich Fire Departments have chosen to step aside and make the left side panel available. To give all organizations and businesses the opportunity to advertise in this space, while generating some additional revenue for the facility, staff are proposing the following selection process.

1. When one of these three spots becomes available, it will be communicated to all organizations/businesses currently advertising in the arena and advertised through West Elgin's website and social media.
2. Interested parties will submit a bid on the municipally provided form by way of sealed envelope, clearly marked as to the contents, and submitted to the West Elgin municipal office at 22413 Hoskins Line, Rodney, on or before the advertised deadline.
3. A minimum bid equal to the current years' advertising cost for the open spot, as per West Elgin's fees and charges bylaw, will be required.
4. Any bid amount which exceeds the annual advertising cost will be payable for the first ice season only, after which the successful bidder will pay the advertising rate as set out in West Elgin's annual fees and charges bylaw.

5. Zamboni ad renewals will be completed in advance of each season, with a limit of five (5) consecutive years. After five (5) seasons, the space will be considered open, and the bidding process will again take place.
6. To qualify for this advertising opportunity, the bidder must be a business, or a community group/organization approved under West Elgin’s Electronic Sign Policy (as amended). If successful, the bidder will be responsible for all costs associated with design, fabrication, and installation of the necessary wrap, as directed by the Parks & Recreation Supervisor.
7. The proposed advertising layout shall be approved by the Municipality of West Elgin prior to installation.

**Financial Implications:**

The current annual cost for Zamboni advertising includes \$600.00 per side (left/right) and \$300.00 for the front, which is approximately half the size of the larger sides. There has never been an issue with filling these spots, but the proposed changes will provide a better opportunity for everyone to enjoy the increased exposure that comes with advertising on the Zamboni. It may also provide a boost in advertising revenue, which can be used to help offset rising operational costs.

**Policies/Legislation:**

**Alignment with Strategic Priorities:**

Infrastructure Improvement	Recreation	Economic Development	Community Engagement
<input type="checkbox"/> To improve West Elgin’s infrastructure to support long-term growth.	<input checked="" type="checkbox"/> To provide recreation and leisure activities to attract and retain residents.	<input type="checkbox"/> To ensure a strong economy that supports growth and maintains a lower cost of living.	<input checked="" type="checkbox"/> To enhance communication with residents.

Respectfully submitted by,

**Report Approval Details**

Document Title:	Zamboni Advertising - 2024-23-Operations Community Services.docx
Attachments:	
Final Approval Date:	Sep 9, 2024

This report and all of its attachments were approved and signed as outlined below:

Terri Towstiac