

**Township of South Stormont**  
ACTION REQUEST  
Parks and Recreation Department



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**To:** Council  
**From:** Kevin Amelotte, Director of Parks and Recreation  
**Date of Meeting:** June 28, 2023  
**Subject:** Advertising Space Requests at the Long Sault Arena

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**Recommendation:**

Whereas the South Stormont Minor Hockey Association and the South Stormont Mustangs Hockey Club have requested the opportunity to create and sell advertising space at the Long Sault Arena;  
Now therefore be it resolved that Council approves the creation of ten (10) 4' x 8' wall advertising spaces and further authorizes the South Stormont Minor Hockey Association and the South Stormont Mustangs Hockey Club to sell the spaces to support future fundraising opportunities, and furthermore, that the Director of Parks and Recreation be authorized to finalize the necessary agreements.

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**Executive Summary:**

The Director of Parks and Recreation has received similar requests from both the South Stormont Minor Hockey Association (SSMHA) and the South Stormont Mustangs Hockey Club (Mustangs) to provide advertisement space within the Long Sault Arena as an additional fundraising opportunity to assist with the sustainability of the organizations.

As part of the recommendation, staff are proposing that ten (10) new 4' x 8' panels be allocated across the east wall of the arena under the score clock, as shown in the image below.



Currently the board advertisement space has been used to collect revenue by the Township to offset annual expenses with board repairs, it would not be recommended that the Township lose the current advertisers or revenue generated from these annual contracts.

It is not uncommon that arenas provide some advertising space to support the long-term viability of Junior or Senior hockey clubs, or partner with local minor hockey associations to provide similar fundraising options. SSMHA is the largest rental user of the facility and attracts the greatest number of visitors to the Long Sault Arena. The South Stormont Mustangs only host 8 to 12 games per season; however, they attract the largest crowds per single rentals.

The Township has made a significant effort in previous years to modernize the lobby, washrooms, changerooms, and spectator areas to include neutral paint colour, tiled walls, new display cases, and less clutter on walls. The concern about adding too many additional advertising spaces would be twofold, the facility starts to look cluttered, and secondly more advertisers means less impact for the current companies under contract. Staff believe that the proposed location and quantity of signs will not jeopardize these two concerns.

If approved, the agreements with the SSMHA and Mustangs will include;

1. They do not use the same advertisers that are currently on contract for board ads with the Township.
2. All board ads are 4' x 8' in size.
3. The final design and content of the signs are approved by the Township.
4. The minimum contract length with any one advertiser will be for one year, the maximum contract length for three years.
5. The advertising space must be sold for a minimum annual cost of \$400 (tax included), which is the current value for the Township board ads.

It would be suggested that the two organizations discuss amongst themselves a set price to sell the board ads to create consistency in the community, however this will not be a requirement.

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**Alignment with Community Strategic Plan:**

Goal 5: Strong Community

Objective 5.2: Recreation and Culture

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**Risk and Asset Management Considerations:**

N/A

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**Options:**

1. That Council approves the advertisement space requests at the Long Sault Arena and provide both the South Stormont Minor Hockey Association and

the South Stormont Mustangs Hockey Club each five (5) 4' x 8' wall ad spaces for future fundraising opportunities, furthermore, that the Director of Parks and Recreation finalize an agreement with both organizations.

2. That Council denies the request and recommendations.

3. Other.

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**Financial Impact:**

Under the current recommendations, there will be no financial gain for the Township by allowing these organizations advertising space opportunities.

The organizations or their sponsors will be responsible for the creation of the advertisement, the only expense to the Township will be the labour to mount them to the wall.

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**Others Consulted:**

- SSMHA
- Mustangs