



## Report to Council

Department: Community Services  
Division: Community Services  
Date: June 3, 2024  
Prepared by: Jake Morassut, Director, Community Services  
Report Number: Community Services-2024-21  
Subject: Lease Amending Agreement with the Essex 73's Hockey Club for Sign Advertising at the Essex Centre Sports Complex  
Number of Pages: 3

### Recommendation(s)

**That** Community Services-2024-21 entitled "Lease Amending Agreement with the Essex 73's Hockey Club for Sign Advertising at the Essex Centre Sports Complex" prepared by Jake Morassut, Director, Community Services dated June 3, 2024, be received, and

**That** the Town of Essex amend the pricing on Appendix A to By-Law 2168, being a lease for the sign advertising at the Essex Centre Sports Complex with the Essex 73's Junior Hockey Club to operate within the Libro Rink and Shaheen Rink.

### Purpose

To have Council approve amendments to the pricing in Appendix A in the lease agreement with the Essex 73's Hockey Club acting as an agent to sell sign advertising at the Essex Centre Sports Complex.

## Background and Discussion

The Town of Essex has two main ice facilities and the common practice within rink facilities is to sell advertising on rink boards, ice-resurfacers (Olympia) and walls within the rink. Currently at the Essex Centre Sports Complex, **the Essex 73's act as an agent for the Town to sell** advertising within the rinks and this partnership has been very successful for both parties. It allows an organization to generate revenue as there is a 50%/50% cost sharing agreement, and with the Town not having the resources to go out and solicit advertisers, this allows the Town the ability to generate advertising revenue within its buildings.

**The Essex 73's Hockey Club has submitted a formal request to** amend the pricing within Appendix A of the lease agreement. No conditions within the agreement will change other than the pricing contained within Appendix A. Contained in the pricing adjustment is a fee should sponsors wish to provide payment via credit card. If the advertiser requests a payment via credit card, the sponsor will incur the surcharge of 5%, which is the fee the Town of Essex will be charged for this payment type through the payment system.

Administration recommends the pricing adjustments as it will likely draw additional revenues in the yearly operating budget.

See next page for the adjusted pricing chart.

## Appendix "A" – Advertising Rates Essex Twin Pad Arena

Location	Size	Annual Advertising Rates (Excluding applicable taxes)		Previous Rates (if amended)	
		Libro Rink	Shaheen Rink	Libro Rink	Shaheen Rink
Rink Boards	4' x 8'	\$600.00	\$350.00		
Rink Wall	4' x 8'	\$400.00	\$250.00	\$390.00	\$225.00
Rink Wall	4' x 4'	\$300.00	n/a		
Rink Wall	3' x 8'	\$350.00	n/a		
Above Vomitory		\$1,200.00	n/a		
Press Box	Full Front	\$1,750.00	n/a	\$2,200.00	
Players or Penalty Boxes	All	\$1,000.00	n/a		
Players Bench	2' x 11'	\$600.00		\$550.00	
On Ice – Libro Rink	10' x 12'	\$1,200.00	n/a		
On Ice – Shaheen Rink	10' x 12'	n/a	\$700.00		
<b>Ice Resurficer</b>					
Each Side		\$1,500.00	\$1,500.00		
Front Only		\$1,000.00	\$1,000.00		
All Sides		\$2,500.00	\$2,500.00		
<b>Rate applicable to 73's only</b>					
Ice Making Machine Top and Rear Propane Tank Cover		\$1,200.00	n/a		

**Notes:**

- i. Advertising rates provided in this schedule will be subject to applicable taxes which must be added to the total price for purpose of payment,
- ii. Advertising rates in this schedule are for the full twelve-month advertising year which commences on September 1 of any year and ends on August 31 of the following year,
- iii. Payments via credit card and monthly payment plans will incur a 5% service fee,
- iv. Any payment plans receiving declined payment and/or non-sufficient funds (NSF) will incur the Town of Essex NSF charge; and
- v. Discounts on advertising rates for advertisers purchasing more than one advertising space are as follows:

Number of Advertising Spaces Purchased	Discount
Any combination of two (2) advertising spaces	Ten Percent (10%)
Any combination of three (3) or more advertising spaces	Fifteen Percent (15%)

## Financial Impact

The additional revenues would add an estimated \$1,500.00 in revenues, to be applied to the Essex Centre Sports Complex operating account to offset annual operating expenditures.

## Consultations

Kate Giurissevich, Director, Corporate Services/Treasurer

Joe Malandrucolo, Director, Legislative Services/Clerk

Doug Sweet, Chief Administrative Officer

## Link to Strategic Priorities

- Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- Leverage our Town's competitive advantages to promote jobs and economic investment.**
- Take care of our natural environment and strengthen the sense of belonging to everyone **who makes Essex "home"**.
- Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

**Report Approval Details**

Document Title:	Essex 73's Lease Amending Agreement - Community Services-2024-21.docx
Attachments:	- Signed Lease Agreement - 73s Sign Advertising.pdf - Lease Amending Agreement - Essex 73's Appendix A Advertising - Final.pdf
Final Approval Date:	May 28, 2024

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



**Kate Giurissevich, Director, Corporate Services - May 27, 2024 - 10:53 AM**



**Joseph Malandrucolo, Director, Legal and Legislative Services/Clerk - May 28, 2024 - 8:52 AM**



**Doug Sweet, Chief Administrative Officer - May 28, 2024 - 10:20 AM**