



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner of Community Services

Meeting Date: July 12, 2021

Subject: Report CSAD21-007
Peterborough Petes Limited Video Scoreboard Agreement

Purpose

To obtain approval on the terms of a new Video Scoreboard Agreement between the City, the Peterborough Petes Limited, and Signarama.

Recommendations

That Council approve the recommendations outlined in Report CSAD21-007, dated July 12, 2021, of the Commissioner of Community Services, as follows:

- a) That the Mayor and Clerk be authorized to sign a Video Scoreboard Purchase Agreement (Agreement) between the City, the Peterborough Petes Limited (Petes) and Signarama to include the following terms and any other related documents necessary to execute the Agreement on terms acceptable to the Commissioner of Community Services and in a form acceptable to the City Solicitor:
 - i. The full purchase price estimated at approximately \$750,000 before HST and annual maintenance requirements of the Video Scoreboard and associated operating equipment will be the responsibility of the Petes directly to the vendor(s),
 - ii. The Petes will be the direct owner of the Video Scoreboard; and
 - iii. The Video Scoreboard and associated operating equipment will be installed in the Peterborough Memorial Centre (PMC), a City-owned facility, with all details approved in advance by City staff

- b) That the Mayor and Clerk be authorized to sign a Video Scoreboard Operating Agreement between the City and the Petes to include the following terms and any other related documents necessary to execute the Agreement on terms acceptable to the Commissioner of Community Services and in a form acceptable to the City Solicitor:
- i. That the term for the Agreement be for a minimum period of eight (8) years, or until a PMC replacement facility is constructed commencing August 1, 2021,
 - ii. The Video Scoreboard, once installed in the PMC, will remain installed for the duration of the Agreement,
 - iii. That a comprehensive maintenance plan for the Video Scoreboard be obtained and maintained at the expense of the Petes for the duration of the Agreement,
 - iv. The Video Scoreboard will be available for use at no charge by tenants and user groups of the PMC; and
- c) That the Capital Project budget of \$250,000 approved by Council through the 2021 Budget process for the refurbishment of the Video Scoreboard at the PMC be cancelled and the funds redirected and paid to the Petes, as the purchaser of a new Video Scoreboard.

Budget and Financial Implications

Council approved the Capital Budget project #19-063 Reference #6-4.01 Event Services Equipment-Scoreboard Refurbishment total \$250,000 through the 2021 Budget process. Approval of the recommendations in this report will allow the cancellation of this project and the transfer of the approved funds to be paid by invoice as the City's contribution toward a new Video Scoreboard to be purchased by the Petes. There are no additional budgetary or financial implications as a result of approving the recommendations in this report.

Background

Through the 2021 Budget process, Council approved the 2021 Capital Project of \$250,000 for the reinforcement of the Video Scoreboard structure to align with current architectural standards, replacing the structural support hoist system and replacing electrical services to the unit. The Existing videoboards and scoreboards were not being replaced and were to be reused within the reinforced structure.

The Petes proposed the opportunity to purchase a new Video Scoreboard, requesting the City's approved funds for the Video Scoreboard refurbishment project be strategically directed as a contribution by the City toward a new board.

The Petes will take a creative and collaborative approach to funding this project, including leveraging a combination of provincial and federal grants, a current sponsorship agreement with Signarama, loans and increased sponsorship revenue opportunities on the Video Scoreboard. The Petes propose that this new Video Scoreboard would assist to provide opportunities for business improvement and to enhance fan experience during games and all events at the PMC. The Video Scoreboard project will combine the resources and expertise of local organizations including Signarama and local suppliers/vendors. The installation of a new Video Scoreboard will accomplish the original project requirement to align with current architectural standards and will include all required engineered drawings and standards.

The Video Scoreboard Purchase Agreement between the City, the Petes and Signarama will provide details surrounding the purchase of the unit and associated operating equipment. A separate Video Scoreboard Operating Agreement between the City and the Petes will define the day-to-day operating responsibilities of each party and clearly set out that the Video Scoreboard will be available for use at no charge by other tenants and user groups of the PMC.

Summary

Through Council's approval of the recommendations in this Report, two Agreements will be executed regarding the purchase and operation of a new Video Scoreboard at the PMC. The new Video Scoreboard agreement leverages a partnership that will provide an enhanced experience for fans and attendees of all events at the PMC.

Submitted by,

Sheldon Laidman
Commissioner of Community Services

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