



City of
Peterborough

To: Members of the General Committee

From: Richard Freymond, Commissioner, Finance & Corporate Support Services

Meeting Date: April 13, 2026

Report: Extension of Sponsorship Agreement with The Bench Press, Report FCSCS26-001

Subject

A Report to seek Council approval to extend the current Sponsorship Agreement with The Bench Press (O/A Creative Outdoor Advertising) for supply, maintenance, and advertising operations of street furniture on City property.

Recommendation

That Council approve the recommendation outlined in Report FCSCS26-001, dated April 13, 2026, of the Commissioner of Finance and Corporate Support Services as follows:

That the current Street Furniture Sponsorship Agreement between the City and Bench Press be amended to reflect a new 10-year term, to begin effective May 1, 2026.

Executive Summary

- The City has in place a Sponsorship Agreement with the Bench Press for provision of Street Furniture on City property.
- Street Furniture provided by The Bench Press services City transit stops, and the downtown pedestrian corridors with benches and waste collection receptacles. The Bench Press currently manages and maintains more than 60 pieces of street furniture in the City.

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- Approximately 22 waste collection bins are maintained by The Bench Press in the Downtown. The City's Public Works division collects waste from the receptacles. The current inventory of Downtown waste collection bins is more than 15 years old and presents collection challenges for the City's Public Works division.
 - A solution to replace the inventory of Downtown waste collection bins provided by The Bench Press offers improved streetscapes, realignment of locations to better service downtown needs, and reduces the waste collection challenges faced by Public Works.
 - The City's Urban Planning Team, and Public Works Team, support deployment of new downtown waste collection bins provided by The Bench Press.
 - New installations are targeted for May 1, 2026.

Background

Sponsorship of public benches, and waste collection bins are approved Sponsorship Assets within the City's Sponsorship Asset Inventory. Street furniture is a level 4, council approved Asset as outlined with the Sponsorship Policy. Section 9.3.3 requires that Council approve Sponsorship Agreements that includes Level 4 sponsorship assets.

The City has a signed Sponsorship Agreement with the Bench Press for delivery of a Street Furniture Program, per Report CAOCS22-005. The current Agreement term is September of 2022, for a 10-year term, ending in Sept 2032. The Agreement provides for delivery, installation, and maintenance of a Street Furniture Program within the City.

The program receives direction from the City Transit, Public Works, and Waste Management teams. The Bench Press provides all infrastructure, installation, and maintenance of Street Furniture. The Bench Press is authorized to sell advertising on the street furniture and provide an annual revenue share to the City. The Street Furniture program provides both a community service, and a revenue stream to support City budget priorities.

Street Furniture installations include, Lexington Benches, Metro Waste Collection Bins, Concourse Units (Bench and Waste Collection combo) across the City suited to specific needs and locations.

The City has a long history of working with the Bench Press. The current agreement is a renewed 10-year agreement that expanded the scope of street furniture amenities to include installation of new transit stop benches in 2022. Prior to this agreement, the Bench Press provided only waste collection bins around the City.

The current inventory of approximately twenty-two waste collection bins (specifically in the downtown) has quickly become worn, and constantly in need of maintenance. In discussions with Public Works and the Bench Press, it has been determined that the best solution is to entirely replace the inventory of downtown street furniture and re-align locations to service needs of the Community.

The Bench Press is agreeable to this solution if provided the necessary timeline to recover their capital investment in new infrastructure, installation, and maintenance costs, which requires a 10-year term.

Amending the current agreement to a new ten-year term supports the City's efforts to improve waste collections in the downtown without financial cost to the City.

Strategic Plan

Strategic Pillar: Governance & Fiscal Sustainability

Strategic Priority: Strategic sponsorship agreements, like that with the Bench Press, offer unique and innovative ways to deliver cost effective services to the community.

Investing in new community infrastructure without costs to the City is a unique opportunity that demonstrates exceptional value.

Engagement and Consultation

Internal and external consultations are driving this initiative and directing staff to a proposed solution with The Bench Press. Public Works, Waste Management, Urban Planning, and Corporate Sponsorship support this approach. The City's Public Works team is engaged with the Downtown Business Improvement Association to identify solutions to their concerns.

Budget and Financial Implications

An extension of the Sponsorship Agreement with the Bench Press does not result in any costs to the City. The City will benefit from the Bench Press's infrastructure investment in new waste collection bins in the downtown. Installation and maintenance costs will be the responsibility of The Bench Press.

The City does receive a NET revenue benefit from this Sponsorship Agreement. The Bench Press agrees to share revenues from advertising on all street furniture. Revenue shares will range annually from \$10,000 - \$16,000 annually based on the number and types of street furniture installed around the City. A new 10-year term represents \$100,000 - \$160,000 in revenues to the City, over the contract term, based on current

installations. This revenue may increase if the City and The Bench Press agree on new locations for street furniture in the future.

Conclusion

A proposal to replace the inventory of The Bench Press waste collection bins in the City's downtown supports Waste Collection Services, and alignment with Urban Planning initiatives.

An extension of the Agreement with the Bench Press for a ten-year term is necessary to support their capital investment.

Attachment

Appendix A - Sponsorship Agreement with the Bench Press 2022 – 2032.

Submitted by,

Richard Freymond
Commissioner of Finance and Corporate Support Services

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