



City of  
**Peterborough**

**TO:** Members of Arenas Parks and Recreation Advisory Committee

**FROM:** Ken Doherty, Director of Community Services

**MEETING DATE:** June 19, 2012

**SUBJECT:** Report APRAC12-021  
Arena Division Areas of New Revenue Generation

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## **PURPOSE**

A report to inform the Arena Parks and Recreation Advisory Committee on new areas of revenue generation being performed by staff in Arena Division.

## **RECOMMENDATION**

That the Arenas Parks and Recreation Advisory Committee approve the recommendations outlined in Report APRAC12-021 dated June 19, 2012, of the Arena Division Manager, as follows:

That the report be received for information.

## **BUDGET AND FINANCIAL IMPLICATIONS**

There are no budget or financial implications resulting from this report.

## **BACKGROUND**

A new Transit Advertising campaign has just been launched this month in an effort to maximize exposure of this unique form of advertising to local City businesses.

Marketing materials for this campaign are attached to this report. Also attached is the new promotional sheet for advertising opportunities at the Evinrude Centre.

Near the end of 2011, Arena Division assumed the responsibility of contract advertising sales for Transit Division. This contract was previously outsourced to an outside contractor. The advertising sales for the Evinrude Centre were previously outsourced to an outside contractor as well. The Arena Division staff position of Program and Promotions Coordinator assumed these projects and they were perceived as a good fit along with Arena Division event promotions currently organized by this position.

With a fleet of 43 buses and 16 routes in the City, expanding on this method of advertising is a way to increase revenue that benefits both Transit Division and Arena Division. The Evinrude Centre is an extremely busy facility and holds attractive advertising opportunities. By packaging production options together, high quality and high impact advertising opportunities are made available to both small and large local and regional businesses.

Municipalities are required to uncover revenue streams to assist with providing goods and services to the public. There are many assets that the City of Peterborough owns and staff continues to use their creativity to provide new areas of revenue generation to offset the costs of our services to the public.

Submitted by,

Sue Warrington

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## **ATTACHMENTS**

Appendix A Transit Advertising Rate Card  
Appendix B Evinrude Centre Advertising Rate Card