

**RECREATION FACILITY ADVERTISING POLICY**  
**Council Policy No. 24/13**

POLICY:

Finding the financial resources to fund capital reinvestment and expansion to meet the demands of the community is always a challenge. It is the policy of the City of Fort St. John to permit commercial advertising in municipal recreation facilities to enhance revenue opportunities as per Council Resolution No. 651/93.

POLICY BACKGROUND:

The City of Fort St. John's Council and staff works to responsibly manage its recreational spaces in an equitable manner to meet current and future demands for both organized and casual participants. In doing so, it is important to consider the needs of diverse populations, groups, and individuals while recognizing the tax-based contribution provided by residents toward the development and operation of community recreation assets.

The City of Fort St. John became involved in arena board advertising in 1995 in the North Peace Arena in order to allow local businesses to advertise in community buildings while generating additional revenues to offset the tax contribution to the facility. With the addition of the Pomeroy Sport Centre, the City further engaged in a complex advertising program specific to that facility. New opportunities continue to present themselves through the addition of the Kids Arena Fieldhouse and the official coordination and bookings of the outdoor fields and grounds. The Leisure Services Department is looking to proceed with securing facility advertising when new initiatives and facilities arise.

POLICY GOAL:

It is the goal of this policy to create an affordable advertising package that encourages businesses to partner with the City in order to generate combined facility revenue of \$50,000 or more annually.

This policy shall not apply to the Pomeroy Sport Centre or North Peace Leisure Pool.

POLICY OBJECTIVES:

The objective of this policy is to respond to our advertising customers by creating a flexible and attractive internal advertising system that meets both party's needs. There are a variety of advertising options for the customer, depending on budget, facility and size. Options may include press box, ice resurfacing machine, score clock, wall mounts, ball diamond dug outs, bridges, portions of trail, etc.

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**GUIDING PRINCIPLES:**

To support the implementation of a sustainable advertising program, a number of principles that may be useful when considering potential sponsorship relationships and for the program as a whole:

1. The City supports revenue generation from partnership arrangements when these arrangements directly benefit the community of Fort St. John and the City.
2. A corporate partner's values, products, customers and promotional goals must be compatible to the City of Fort St. John's mission and goals.
3. The City will value partners with a past record of responsible environmental stewardship and involvement in community projects.
4. As an Active Community, the City of Fort St. John is committed to encouraging individuals to be more physically active. When evaluating partnerships we will work to leverage our assets in order to assist residents in building a healthy quality of life.
5. Agreements may not compromise the City's or a Tenant's ability to carry out its functions fully and impartially.
6. The City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.
7. Sponsor visibility and advertising needs to be thoughtfully integrated so the delivery of content is clear and doesn't negatively impact the audience experience. To ensure a rich and meaningful experience for participants, interruptive messaging and aggressive promotion of sponsor products will not be permitted.

**RATES & INCENTIVES:**

The City Manager, Director of Leisure Services or their designate shall have authority to negotiate the various advertising rates, timelines and incentives while meeting the overall goal of this policy.