

Staff Report

To: Mayor Bazinet and Members of Council
Report From: Kyle Williams, Community Services and Operations Manager
Meeting Date: March 17, 2025
Subject: Bannister Park Advertising Initiative

Recommendation:

That Goderich Town Council authorizes staff to amend the Fee By-Law to reflect advertising opportunities at Bannister Park;

And Further That the Town promote advertising opportunities at Bannister Park on the Town of Goderich website and social media pages.

Report Summary:

The Town of Goderich is poised to enhance community engagement and local business visibility through an innovative advertising initiative at Bannister Park. After carefully considering strategies that successfully operate in similar municipal settings, staff recommend the initiative below, which draws upon effective practices observed at Lamont Park in Saugeen Shores. This approach is designed to maximize local business participation while ensuring community spaces remain vibrant and well-maintained.

Background and Analysis:

The Town of Goderich is looking to increase community involvement and provide businesses with a unique advertising opportunity within Goderich. This will also generate additional revenue that will support the ongoing maintenance and enhancements to Bannister Park. Through consultations with our peers in other municipalities, this initiative is expected to not only align with community standards but also replicate success seen in similar programs.

Businesses are invited to purchase a 4'x 8' mesh banner for display on the baseball and soccer field fencing. These prominently placed banners will be available at a cost of \$500.00 per year, with a three-year commitment period. The banners will be hung on the outfield fencing of the baseball diamonds and the sideline fencing of the soccer field. Businesses would be able to choose between the baseball diamonds or soccer field for advertising. At the baseball diamonds we would begin with the highest volume of usage, which is the Hyundai diamond, and continue to the Leis diamond when space is no longer available.

In addition to banner advertising, businesses may sponsor a set of bleachers. Sponsorship will include a 9" x 6" recognition plaque affixed prominently on the side of the bleachers. Sponsorship is offered at a rate of \$250.00 per year, also on a three-year term.

Linkage:

- Corporate Strategic Plan Priority #2: Welcoming and Caring Community
- Corporate Strategic Plan Priority #3: Strong Local Economy
- Corporate Strategic Plan Priority #4: Good Government

Financial Impacts and/or Source of Funding:

Increased revenue from advertising/sponsorships

Consulted With:

Deanna Hastie, Director of Corporate Services/Treasurer
Greg Morningstar, Recreation Facilities Supervisor

Approved By:

Janice Hallahan, Chief Administrative Officer
Andrea Fisher, Director of Legislative Services/Clerk