

# TOWN OF FLORENCEVILLE-BRISTOL

## NORTHERN CARLETON CIVIC CENTRE ADVERTISING SIGNAGE POLICY

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### POLICY NO. 09

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<b>Category:</b>	<b>Recreation</b>
<b>Policy Number:</b>	<b>09</b>
<b>Effective Date:</b>	<b>May 10, 2022</b>
<b>Approval by Council:</b>	<b>May 10, 2022</b>
<b>Supersedes:</b>	<b>February 12, 2019</b>
<b>Amended:</b>	<b>May 10, 2022</b>

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The Town of Florenceville-Bristol provides advertising opportunities in the Northern Carleton Civic Centre, which may include rink boards, wall space, ice surface, and ice resurfacing vehicle. The following information is to promote understanding of the terms and conditions governing the Northern Carleton Civic Centre Advertising Signage Policy.

### **1. PURPOSE:**

The intent of this policy is to define the Town of Florenceville-Bristol's position on renting the advertising space around the rink boards, wall space and ice surface at the Northern Carleton Civic Centre. The policy will also create an effective administrative practice to manage the advertising signage implementation process, ensuring fairness to all potential Advertisers.

### **2. BASIC STATEMENT:**

The Town of Florenceville-Bristol provides recreational services to residents, businesses, and members of the public and as such, recognizes the sale of commercial advertising space as an appropriate revenue source to offset the costs of municipal business. These advertising revenues assist the Town in reaching revenue targets, while providing an offset to user fees for community and user groups

### **3. ADMINISTRATION:**

The Recreation Department is responsible for processing all signage agreements, providing Town Administrative staff with a list of the Advertisers, allocating signage location, arranging sign placement and removal, and handling all concerns relative to arena signage.

Town Administration is responsible for invoicing the Advertisers, collection and receipt of fees and notification to the Recreation Department when an Advertiser's fee is outstanding.

The Town Public Works and Maintenance Staff are responsible for the physical placement and removal of all arena advertising signs as advised by the Recreation Department.

The Town Council will have final ruling in any disputes relative to arena advertising signage.

#### **4. AWARDING OF SIGNAGE LOCATIONS:**

Advertising signage locations will be awarded on a first come first choice basis, contingent on the rental fee being paid prior to signage placement. However, Advertisers from the previous year will be offered first right of refusal.

#### **5. FEES:**

The annual advertising signage rental fee, based on recommendations from the Recreation Department, will be set by the Florenceville-Bristol Town Council and reviewed annually under the Town of Florenceville-Bristol's "*User Fee Policy No. 06.*"

The rental fee is due annually and is made payable to the Town of Florenceville-Bristol. The Recreation Department will contact the current advertisers in August regarding interest in continuing for the upcoming year. The Recreation Department will advise Administration Staff who will proceed with invoicing by Sept. 1<sup>st</sup>. Advertisers will have one month from the date they receive their annual renewal notice to secure their advertising spot, after which time, the sign will be removed and the space made available for rent.

#### **6. OWNERSHIP AND RESPONSIBILITIES:**

Advertisers renting wall space are responsible for supplying their own sign, measuring 4 feet by 8 feet, constructed of a smooth face signboard of 1/4 inch (6mm) thickness. The sign is the property of the Advertiser upon expiration or termination of the rental agreement.

Advertisers renting rink board space are responsible for supplying their own sign, measuring 31 inches high by 8 feet wide, constructed of flexible rink board plastic of 1/8 inch (3mm) thickness. The sign is the property of the Advertiser upon expiration or termination of the rental agreement.

Advertisers renting center ice space must work together with the Recreation Manager, Maintenance Department and the preferred supplier of the ice paints and ice-making equipment (ie. Jet-Ice) on the final product. All costs associated with the production of the center ice logo are the responsibility of the Advertiser. The sign is the property of the Advertiser upon expiration or termination of the rental agreement.

Advertisers renting ice-resurfacing vehicle (Zamboni) space must work with the Recreation Manager and Maintenance Department on the completion of the final product. All costs associated with the advertising on ice-resurfacing vehicle are the responsibility of

the Advertiser. The removal of the advertising is the responsibility of the Advertiser and is to be coordinated with the Recreation Manager upon expiration or termination of the rental agreement.

**Certification for Town of Florenceville-Bristol Policy Manual:**

I certify that this *Northern Carleton Civic Centre Advertising Signage Policy*, as indicated above was adopted by Council.

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**Mayor**

\_\_\_\_\_  
May 10, 2022  
**Date of Council Resolution**

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**Clerk**

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May 10, 2022  
**Date Policy in Effect**