



Regular Council Meeting

To:	Mayor and Council
Date:	June 2, 2025
From:	Chris Allison, Parks and Facilities Manager
Report Number:	Parks and Facilities 2025-01
Subject:	Ice Logo Installation

Recommendation:

That Council approves an amendment to the User Fees and Charges By-law No. 2024-68 Recreational Services Advertising, to include Ice Surface Logo Installation, \$600 per ice season plus production costs.

Overview:

On April 25th, 2025, the President of the Millbrook District Minor Hockey Association (MDMHA) communicated via email, seeking approval to have a MDMHA textile logo installed in the ice surface at the Cavan Monaghan Community Centre. The minor sports association would like to have the textile logo installed for the upcoming ice season, which would commence as of July 14th, 2025. They believe having their logo on display in the ice surface would help create team pride for the players and community spirit for spectators. Currently, the Township of Cavan Monaghan holds the only textile ice logo installed, which is located at center ice.

To proceed with this request and provide other minor sport affiliates and community businesses with the same opportunity, the Parks and Facilities department would need to amend and add a new user fee section into the User Fees and Charges By-law No. 2024-68.

Staff investigated and completed benchmarking with other local townships and municipalities who provide the same service to cover the costs of the installation of the textile logo into their arena ice surfaces. (Attachment #1) Benchmarking of Installation Fees for Textile Ice Logos outlines the findings.

Staff findings determined that there is no consistent installation fee, as the cost of installation ranges from \$0 to \$700 plus production costs. The Parks and Facilities Department is proposing one fee associated with industry standards on ice surface locations for textile logos to be installed. (Attachment #2) Proposed User Fees and Charges for Ice Logo Locations, outlines proposed installation locations.

Financial Impact:

The Township of Cavan Monaghan's Parks and Facilities department would receive additional advertising revenue with the installation of Millbrook District Minor Hockey Association's logo, as well as the potential for other affiliates and businesses who may be interested in having their logo installed. This would be a reoccurring revenue generated for the Parks and Facilities department each year.

Linkage to the Strategic Plan:

This report aligns with **Strategic Priority #2** Community Vitality, **Objective 3:** Establish key annual events, **Action 2:** Increase community engagement and participation in community events.

Attachments:

1. Benchmarking of Installation Fees for Textile Ice Logos
2. Proposed User Fees and Charges for Ice Logo Locations

Respectfully Submitted by,

Chris Allison
Parks and Facilities Manager

Reviewed by,

Yvette Hurley
Chief Administrative Officer

Benchmarking of Installation Fees for Textile Ice Logos

Municipality / Township	Minor Sport Affiliate User Group Fee	Community Group / Business Fee	General Fee Per Logo (affiliation does not matter)
Asphodel Norwood (Peterborough County)	N/A	N/A	\$513.00 + HST \$350.00 + HST (below goal line)
Township of Selwyn (Peterborough County)	N/A	N/A	\$555.00 + HST (6 spots available)
Otonabee South Monaghan Township (Peterborough County)	N/A	N/A	Township contracts out the work to Eastern Rink Services and the Minor sport teams pay them directly with no profit to Township. Fees associated for a logo 144" X 91" are estimated at \$800.00 plus installation and H.S.T.
Havelock Belmont Methuen (Peterborough County)	\$250 (centre ice)	N/A	N/A
Kawartha Lakes	\$300.00 + HST (centre ice) \$150.00 + HST (not at centre ice)	\$450 - \$700 (facility/ice pad dependant)	N/A
Port Hope	\$0.00 - Minor Sports do not pay for installation	N/A – no outside groups advertise / have asked to advertise	N/A

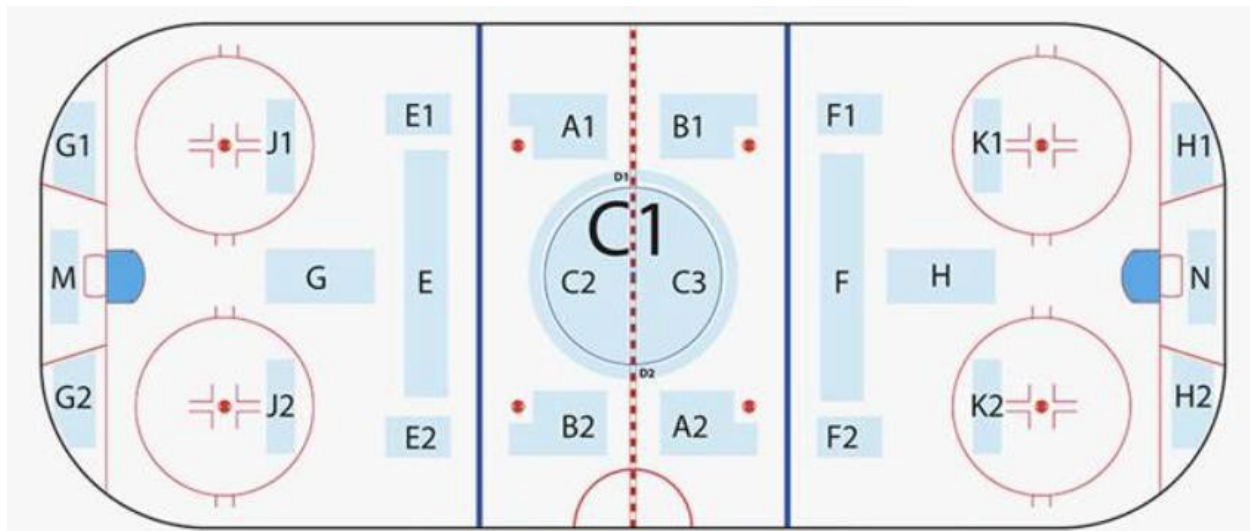
Benchmarking of Installation Fees for Textile Ice Logos

Peterborough	N/A	N/A	Ice Logos are included in larger sponsorship packages, facility or ice pad naming rights. No single ice logo opportunities
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Production Costs are the responsibility of the user group/customer

Proposed User Fees and Charges for Ice Locations

Ice Location	Single Logo Fee	User Group Reserved/Offered To
A1, A2, B1, B2	\$600 each	Minor Sport Affiliates
E, E1, E2, F, F1 F2, G1, G2, H1, H2	\$600 each	External User Groups/Businesses
C1, C2, C3, G, H, J1, J2, K1, K2, M, N	Not offered	Not offered



Not all locations referenced on the ice diagram will be offered

Refer to chart for locations being offered