

REPORT TO: Council

PREPARED BY: Brandon Drew, Director of Community Services

DEPARTMENT: Community Services

DIVISION: Facilities and Parks

MEETING DATE: December 4, 2024

SUBJECT: Dressing Room Signage

PROPOSED MOTION

THAT Council receive the report titled dressing room signage;

AND THAT Council authorize the Director of Economic Development & Community Services to enter into an agreement with Futuresign Multimedia Displays Inc. to provide digital dressing room signage at no cost to the Municipality.

STAFF RECOMMENDATION

THAT Council receive the report titled dressing room signage;

AND THAT Council authorize the Director of Economic Development & Community Services to enter into an agreement with Futuresign Multimedia Displays Inc. to provide digital dressing room signage at no cost to the Municipality.

EXECUTIVE SUMMARY

The current dressing room assignment software at the HMS Insurance Centre is outdated and has been problematic for staff and IT services. Staff, through communications with neighbours, have found a potential solution with Futuresigns Multimedia. The company provides signage and software at no cost to the Municipality and remits a portion of the advertising fees collected after the infrastructure costs have been covered. The Recreation Committee made a recommendation on which signage to proceed with.

LINK TO STRATEGIC PRIORITIES

Leadership: To Create a Positive, Open Organizational Culture By Providing High Quality Public Services

Plans: To Support Robust Industrial, Commercial and Residential Growth By Offering High Quality Public Spaces And Places

BACKGROUND

The HMS Insurance Centre's dressing room assignment software is outdated and has become problematic for staff utilising it. The ability to advertise on the dressing room signage has been requested from some advertisers in the past; however, the current software is difficult to customize and manage.

DISCUSSION

Staff investigated potential solutions to the issue and when communicating with neighbouring municipalities Futuresigns Multimedia Displays Inc was mentioned as being a quality product that is currently utilized in Middlesex Centre, Lucan-Biddulph, Strathroy-Caradoc and Thames Centre's arenas.

Staff brought a rep from Futuresigns to the most recent Recreation Committee meeting for a presentation on potential solutions. The business model is: Futuresigns delivers the infrastructure required (including the software) and sells a portion of the screen as advertising to local businesses. In exchange, the Municipality gets an improved dressing room assignment software, an improved screen with more accessible font, and a portion of revenue kicked back from the advertising once the infrastructure costs are covered.

FINANCIAL

Not Applicable

ATTACHMENT

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