



City of North Bay Report to Council

Report No: CORP-2024-051

Date: June 7, 2024

Originator: David Allan
Interim Purchasing Manager

Melinda Fry
Manager, Sports & Events

Business Unit:
Corporate Services

Department:
Financial Services Department

Subject: Request for Proposal 2024-033 Advertising for City Arenas and Sports Fields

Closed Session: yes no

Recommendation

That City Council approves the award of a contract to 1418417 Ontario Inc. in the amount of \$210,000.00 (plus HST) for the provision of Advertising Services for City Arenas and Sports Fields for an initial contract term of five (5) years with the option in favour of the City to extend the contract for one additional term of up to five (5) years.

Background

The City contracts out the sale and management of advertising space at Pete Palangio Arena, West Ferris Arena, Veterans Soccer Field, Amelia Baseball Diamond and Optimist Park Baseball Diamond along with the naming rights of the six (6) sports fields at Steve Omischl Sports Complex. This arrangement provides an ongoing revenue source for the City.

Financial/Legal Implications

A formal bid request, which closed May 20, 2024, was administered by the Purchasing Department and was publicly advertised in accordance with the City's Purchasing By-Law 2013-200. Three (3) proposals were evaluated by the Interim Purchasing Manager, the Manager of Sports & Events, the Centennial Celebration Programmer, and the Community Event Facilitator. The evaluation considered Company Overview, Roles, Responsibilities and Team Experience, Previous Experience with Similar Contracts and References, and

Price.

The results are as follows:

Ranking	Company	Overall Score
1	1418417 Ontario Inc. O/A Voodoos Entertainment	97.32
2	2601202 Ontario Ltd. O/A Northern Transit & Arena Advertising Agency	91.67
3	Les Compagnons des francs lois	76.33

The proposal from 1418417 Ontario Inc. scored highest and provides the best overall value to the City. Their proposal is considered fair and reasonable.

The bid price of \$210,000.00 (plus HST) from 1418417 Ontario Inc. represents total revenue over the initial five-year term.

Corporate Strategic Plan

- Natural North and Near
- Affordable Balanced Growth
- Responsible and Responsive Government
- Economic Prosperity
- Spirited Safe Community

Specific Objectives

Ensure the efficient and effective operations of the city, with particular consideration to the impact of decisions on the property tax rate.

Options Analysis

Option 1: That City Council approves the award of a contract to 1418417 Ontario Inc. in the amount of \$210,000.00 (plus HST) for the provision of Advertising Services for City Arenas and Sports Fields for an initial contract term of five (5) years with the option in favour of the City to extend the contract for one additional term of up to five (5) years.

Option 2: Do not award a contract. This option is not recommended because the current agreement has expired and without a new contract the City will not generate revenue.

Recommended Option

That City Council approves the award of a contract to 1418417 Ontario Inc. in the amount of \$210,000.00 (plus HST) for the provision of Advertising Services for City Arenas and Sports Fields for an initial contract term of five (5) years with the option in favour of the City to extend the contract for one additional term of up to five (5) years.

Respectfully submitted,

Name: David Allan
Title: Interim Purchasing Manager

Name: Melinda Fry
Title: Manager, Sports & Events

We concur with this report and recommendation.

Name: Ian Kilgour, MCIP. RPP
Title: Director, Community Development and Growth

Name: Shannon Saucier, CPA, CA
Title: Director, Financial Services / Deputy Treasurer

Name: Margaret Karpenko, CPA, CMA
Title: Chief Financial Officer /Treasurer

Name: John Severino, P.Eng, MBA
Title: Chief Administrative Officer

Personnel designated for continuance:

Name: Melinda Fry
Title: Manager, Sports & Events