



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Heather Kaufmann, Community Development Supervisor –
Volunteer and Group Support

DATE: March 20, 2024

REPORT NO.: RP-2024-014

SUBJECT: Memorandum of Understanding – GSL Banner Advertising
Program

RECOMMENDATION:

THAT Report No. RP-2024-014 dated March 20, 2024 regarding the Memorandum of Understandings – GSL Banner Advertising Program be received;

AND FURTHER THAT Council approves the continuation of the banner advertising program in its current form until the end of 2025;

AND FURTHER THAT Council authorize the Commissioner of Recreation and Parks to sign the proposed Memorandum of Understanding (MOU), including any extension, between the Town of Halton Hills and Georgetown Slo-pitch League, formalizing the ongoing partnership and outlining the terms and conditions for collaboration.

KEY POINTS:

The following are key points for consideration with respect to this report:

- The baseball diamond banner advertising program has successfully raised funds for the Field of Dreams project. GSL has contributed \$26,437.50 towards the banner advertising program between 2020 and 2023. These funds were specifically directed to the Trafalgar Sports Park Phase 6 – Field of Dreams Joint Project.
- Positive feedback from the banner sponsors underscores the program's success. With no complaints received regarding advertisements or program operations, the program has been effective in raising funds for Town capital projects and has been accepted by the community.

- The report proposes the formalization of the ongoing partnership between the Town and GSL through a Memorandum of Understanding (MOU).

BACKGROUND AND DISCUSSION:

In July 2017, Council approved Recommendation COR-2017-0060, which endorsed the adoption of a Corporate Advertising Policy. This policy was developed with the following objectives in mind:

- Ensuring a consistent and reasoned approach to accepting advertising.
- Providing departments with corporate procedures for advertising.
- Ensuring that advertising aligns with the Town's corporate values, image, and strategic goals.
- Ensuring consistency with the "Canadian Code of Advertising Standards."

Subsequently, in November 2017, Council adopted Resolution No. 2017-0214, pertaining to the Trafalgar Sports Park Phase 6 – Field of Dreams Joint Project. This resolution included a directive for staff to collaborate with Halton Hills Minor Baseball and Georgetown Slo-pitch League to implement a banner advertising program on ball diamond fencing. The goal was to support the Field of Dreams proposal and raise funds towards the project between 2017-2021.

Any banners installed through this program were required to adhere to the Corporate Advertising Policy. The original program was implemented informally through discussions with Town staff and GSL.

Evolution of Banner Advertising Program

With the approval of the program, the baseball community organizations (both adult and minor baseball), created a banner advertising program to supplement their fundraising efforts to build three diamonds at Trafalgar Sports Park.

In 2019, GSL requested to be allowed to include advertising for alcohol products on banners. See [Report RP-2019-0024](#) for full details of the request.

Given this discussion, in June 2019, Council approved a 1-year pilot allowing the advertising of alcohol products and providers (i.e. beer suppliers or bars) on ball diamonds, subject to the following criteria:

- Stationary outdoor advertising should maintain a distance of at least 200 meters from primary or secondary schools.
- Advertisements must not be placed within areas targeting individuals below the legal drinking age unless a majority (51%) of the audience comprises individuals above the legal drinking age, and the advertisement does not overtly or indirectly endorse liquor or its consumption.
- MADD banners to be installed at each alcohol advertising location.

GSL was given conditional approval to allow for alcohol advertising by monitoring any issues brought forward by the community. Town staff also committed to continue to monitor the evolving legislative framework, and any impacts of the decision.

Since completion of the Field of Dreams project, the program was interrupted by COVID-19, but resumed operation in 2022-2023.

Banner Advertising Program Success and Community Engagement

Since its inception, the banner advertising program administered by Georgetown Slo-pitch League (GSL) has been successful. Overall, the GSL has donated \$412,637.50 towards Baseball projects including Phase 2 of the Field of Dreams project. This contribution was partially funded by \$26,437.50 raised from the Banner Advertising Program. Additionally, GSL has committed to donating an additional \$10,000 in 2024 towards the ongoing development of the project and additional funds for future baseball related community projects.

The program has demonstrated its effectiveness with raising funds for Town projects, with minimal staff effort. Considering its success and positive reception, staff recommend that the Town maintain its partnership with GSL for future advertising endeavors.

Proposed Memorandum of Understanding for Banner Advertising Program with GSL

To formalize ongoing collaboration, staff recommend that the Town enter a Memorandum of Understanding (MOU) with GSL. This MOU will delineate the terms and conditions of the partnership, covering aspects such as the design, production, installation, and maintenance of banners for promotional purposes. Additionally, it will outline procedures for the signage standards, reporting of program revenue and expenses, and termination protocols.

The Town has monitored the program, including community interactions, and has consulted with GSL to ensure alignment with program objectives. GSL has expressed agreement with the terms and conditions outlined in the proposed MOU (see Appendix A).

Staff seek Council approval to continue the program in its current form until the end of 2025. Subsequently, if there are baseball-related community projects requiring funding, the Town may renew the agreement and allocate funds accordingly to support these initiatives.

STRATEGIC PLAN ALIGNMENT:

This report identifies infrastructure and asset management as one of the Town's Strategic priorities.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement was not needed as this report is administrative in nature.

INTERNAL CONSULTATION:

Staff have consulted with other members from the Recreation and Parks Department (Parks & Open Space) and Communications regarding Corporate Advertising. GSL was consulted regarding the MOU.

FINANCIAL IMPLICATIONS:

This report is administrative in nature and does not have any financial implications. Funds raised through the banner advertising program will offset future capital costs for Town baseball related projects.

Reviewed and approved by,

Paul Damaso, Commissioner of Recreation & Parks

Chris Mills, Chief Administrative Officer