

Meeting Date: July 7, 2025
Department: Community Service
Report No.: CS-2025-32
Submitted by: Paul Lattimore, Supervisor of Recreation and Programs
Reviewed by: Robert Lilbourne, Director of Community and Development Services
Approved by: Rob Browning, Chief Administrative Officer

SUBJECT: LED Video Board Partnership with Strathroy Jets and Ricco Foods

RECOMMENDATION: THAT: Council receive report CS-2025-32 for information, and further;

THAT: Council approve Option 3 as identified in the Council Report.

BACKGROUND:

In the fall of 2024, the Strathroy Jets approached the Community Services Department to explore interest in a large digital screen for the Gemini Sportsplex Blue Pad. The proposed use for Jets was to enhance game day experience and to generate shared revenue, with the Municipality, from advertising. The Community Services Department shared that they would be interested in exploring a partnership that would include all or the majority of the expense to be provided by the Jets.

In the spring of 2025, the project was re-visited with the Jets having a possible sponsor to cover the purchase and installation of the LED video board. The Jets were made aware of the Progress Through Partnership program that the Municipality offers to the community to help fund assets and infrastructure on municipal property. The Jets took the information back to the team/board to refine a proposal.

In June of 2025, the Strathroy Jets, in partnership with Ricco Foods, proposed to install a high-quality 16'5" by 9'10" LED video board at the Gemini Sportsplex (Blue Pad). The initiative is intended to enhance the game day experience, provide advertising opportunities for local business and organizations, and create a new digital platform to promote community events and minor sporting programs.

COMMENTS:

The addition of an LED video board would support the Municipality's need to start modernizing its buildings and service. The variety of options the video board will bring from live and replay views, digital advertising opportunities, promotions and meeting AODA recommendations is more than enough to make this a worthy partnership. This opportunity expands past the benefits of just one

hockey team, the Strathroy Jets, into multiple user groups that can enhance the experience of their families and fans.

Financially, the project is minimal cost, to the Municipality, with expected revenue returns that will exceed the current advertising funds generated by rink boards. The proposed partnership does not create the need for additional staff resources and may minimize staff time spent selling facility advertising.

The support of \$10,000 through PTP supports the initiative to work with community investors to provide infrastructure and asset capacity building. This will allow for additional funds from the Strathroy Jets and Ricco Foods to invest in content management software and services.

This project is a win-win for all parties involved.

Details

Cost and Installation: \$61,500.00, includes warranty. Note – Screen has 100 day lead time

Content Design Services and Software: Approximately \$10,000.00

Maintenance/Operation Costs: Community Services Department will cover operation costs (hydro) within existing operations budget.

Options

Option #1

Council respectfully decline the proposal and stay with status quo.

Option #2

Council accepts the proposal as is and work with Strathroy Jets and Ricco Foods to solidify details not included in the proposal.

Option #3

Council approve the purchase and installation of the LED video board by the Strathroy Jets and Ricco Foods. Direct staff to work with Strathroy Rockets and Ricco Foods to create an agreement satisfactory to all parties and further;

THAT: Council approve \$10,000.00 from the Progress Through Partnership program towards the purchase of the LED screen

Option #4

Council direct staff purchase, install and operate an LED video board without partnership. Create a fee structure to charge user groups to use the device.

CONSULTATION:

Robert Lilbourne, Director
Strathroy Jets
Ricco Foods

FINANCIAL IMPLICATIONS:

\$10,000.00 from the PTP program – Balance remaining in the PTP program would equal \$30,000.00

ALTERNATIVE(S) TO THE RECOMMENDATION:

1. (Alternative, if any)
2. Council to provide alternate direction.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Local Infrastructure and Capital Investment: Households and businesses in Strathroy-Caradoc will be supported by reliable, financially responsible, and well-maintained infrastructure networks.

Community Well-being and Quality of Life: Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

ATTACHMENTS: