



2021 Division Road North  
Kingsville, Ontario N9Y 2Y9  
(519) 733-2305  
www.kingsville.ca  
kingsvilleworks@kingsville.ca

**Date:** November 26, 2019  
**To:** Mayor and Council  
**Author:** M. Durocher  
**RE:** Facility Rental Advertisement  
**Report No.:** PR-2019-03

---

## **AIM**

Provide Council with an update on the options available to promote the rental of various facilities within the Town of Kingsville

## **BACKGROUND**

Deputy Mayor Queen brought forward the following motion at the October 28 meeting of Council in an effort to ensure that residents had the necessary information to book any of the Town owned facilities.

555-2019

Moved By Deputy Mayor Gord Queen  
Seconded By Councillor Larry Patterson

That Council: Directs Administration to promote with an advertising program all the fine rental facilities we have within the Town of Kingsville, using both print and social media, such ad program to include a list of such sites as a) the Arena; b) the Unico; c) the Ridgeview site; d) the Lakeside Pavilion; e) The Grovedale; the ad plan should also include the fees as provided in our fees by-law (as currently exist); the ad should also note how simple it is to rent any or all the spaces by booking the same at the Kingsville Recreation Site (arena) with our Parks and Recreation Staff; and Further That Council directs Administration to bring such report back by the year end (2019).

## **DISCUSSION**

There are currently a number of advertising methods used to promote park and facility rentals within the Town of Kingsville. Currently facilities are listed in the Parks and Recreation Activity Guide and Parks and Recreation webpages located at [www.kingsville.ca](http://www.kingsville.ca) and occasionally on Social Media. The goal of the department is to ensure that rental opportunities are easily identifiable and accessible.

In an effort to increase the promotion of all rental facilities it is important that advertising strategies be expanded to provide the public with additional information with regard to each park and facility including pricing for such rentals.

Additional advertising formats can include the following:

Video profiles of each site including building capacity, and pricing in accordance with the fees and charges by-law.

Bi-Weekly social media campaigns which highlight facilities and fields to provide pictures of actual event set ups, and pricing of each facility

More detailed information on website including booking maximum and minimum numbers, pricing and availability.

In the spring a second activity guide will be published which will also contain updated and simplified booking information.

When the new booking software for Parks and Recreation is rolled out potential customers will be able to see availability for each site, along with pricing and amenities at each site. Following this once, the software is 100% operational bookings will be available directly on the site.

## **LINK TO STRATEGIC PLAN**

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

## **FINANCIAL CONSIDERATIONS**

There will be little to no financial ramifications for this plan, with any potential fees being covered by the Parks and Recreation Advertising budget

## **CONSULTATIONS**

Senior Management  
Parks and Recreation Staff

## **RECOMMENDATION**

That Administration develop an advanced facility booking advertising campaign and furthermore that this campaign provide a more detailed pricing and amenity list relative to each facility.

*Maggie Durocher*

---

Maggie Durocher Hons. BHK  
Manager of Parks and Recreation Programs

*Peggy Van Mierlo-West*

---

Peggy Van Mierlo-West, C.E.T.  
Chief Administrative Officer