



REQUEST FOR COUNCIL ACTION

AGENDA DATE: March 10, 2025

AGENDA ITEM: Consider entering into an Advertising Agreement with Grand Rapids State Bank for advertising at Yanmar Arena.

PREPARED BY: Dale Anderson, Director of Parks & Recreation

BACKGROUND:

In 2008 we entered into an agreement with Grand Rapids State Bank which had them purchase new scoreboards in exchange for advertising in the Civic Center. That agreement expired in December 2024. Currently we need a new scoreboard in the East Rink as the original from 1995 can no longer be repaired. The West Rink scoreboards were purchased 15 years ago and need transceiver upgrades. The total cost to make these scoreboard improvements is approximately do\$14,500. The proposed advertising agreement with GRSB is for \$4,000 per year for six years. I am proposing that the revenue from the first four years of this agreement be used to cover the expense of the scoreboard improvements.

REQUESTED COUNCIL ACTION:

Make a motion to enter into an Advertising Agreement with Grand Rapids State Bank for advertising at Yanmar Arena.