

City Council Agenda Memo

From: Dusty Rodiek, Parks Director

Council Meeting: October 12, 2021

Subject: Naming Rights Request
Larson Ice Center - Blue Rink

Person(s) Responsible: Dusty Rodiek, Parks Director

Summary:

This Resolution will allow the Blue Rink at the Larson Ice Center to be named Brookings Dental Clinic Rink for a period of 10 years. The annual contribution for the Blue Rink naming rights is \$8,000/year. Resulting in a total commitment of \$80,000 towards the project.

As a part of the fund raising campaign for the Ranger Hockey Performance Center the Brookings Ice Skating Association desires to offering naming rights to building features within the Larson Ice Center for ten year increments.

Background:

In 2019, the Brookings Ice Skating Association (BISA) was awarded the advertising rights at the Larson Ice Center. Those advertising contracts enable the association to operate a successful youth hockey program and provides the funding for ice time at the facility which is paid to the City to offset operational costs.

In 2020, the concept of a hockey training center located on the east end of the current Blue Rink area was developed cooperatively with BISA, city staff and review by the Park Advisory Board. The goal of the training center will be to enhance current youth programs and create new ones for developing young hockey players.

As a part of the fund raising campaign for the Ranger Hockey Performance Center, the Brookings Ice Skating Association desires to offering naming rights to building features within the Larson Ice Center for ten year increments.

Construction is expected to begin in 2022

Item Details:

The projected construction cost of the Hockey Performance Center is approximately \$1,000,000.

The Brookings Ice Skating Association has committed to raising the full amount for the construction, related hockey training equipment, program staff, ongoing maintenance and amenity replacement as needed.

BISA has already secured a matching pledge of half the project cost along with additional dollars to create an endowment to support ongoing costs from Dale Larson and he is comfortable with the naming rights fund raising strategy.

Following the established City of Brookings Naming Policy, BISA is requesting that the “Blue” Rink at the Larson Ice Center be named the “Brookings Dental Clinic Rink” for a period of ten years.

The annual contribution for the Blue Rink naming rights is \$8,000/year. Resulting in a total commitment of \$80,000 towards the project.

All expenses for naming signage will be the responsibility of the hockey association.

The naming proposal has been brought before the Park Advisory Board and they voted to recommend approval.

Subsequent naming requests will be brought forward as they are secured through the association’s fundraising efforts.

Legal Consideration:

None

Strategic Plan Consideration:

This item and its related project aligns with many of the strategic goals of the City of Brookings. Being a user driven and funded project it represents fiscal responsibility while improving an existing facility in order to provide a new service in an innovative way with a plan for financial sustainability.

Financial Consideration:

The Brookings Ice Skating Association has committed to raising the full amount for the cost of construction, related hockey training equipment, program staff, ongoing maintenance and amenity replacement as needed.

Options and Recommendation:

The City Council has the following options:

1. Approve as presented
2. Amend
3. Deny
4. Move the item to a study session
5. Do nothing

Staff recommends approval of the resolution as presented.

Supporting Documentation:

Memo

Resolution

Blue Rink Naming Request