



Watertown City Council
Monday, April 11, 2016
7:00 p.m.

WORK SESSION AGENDA

Discussion Items:

1. Grant Opportunities
Leann West, Strategic Development Specialists
2. Arena Naming Rights
Erin E. Gardner, Superintendent of Parks and Recreation

NAMING RIGHTS FOR THE MUNICIPAL ARENA

Erin Gardner
Superintendent

Team Suggestions

- ▣ Send out an RFP as soon as a viable plan is in place.
 - Minimum bid of \$25,000 per year
 - Minimum of 10 years

Should we keep
“Watertown” in the name?

Most sports complexes do not have city names in the signage.....

ALBANY



BUFFALO



QUEENS





EAST RUTHERFORD, NJ

BINGHAMTON



ROCHESTER



SUGGESTION OF THE TEAM:

“Watertown” should not be required in the signage.

- ▣ Limited to 200 square feet of signage on parcel
 - Suggested exterior locations
 - ▣ Sign above main entrance (west side)
 - ▣ Sign on south side of arena
 - ▣ Sign above north side entrance
 - ▣ Sign below digital marquee

Sign above main entrance-west side



Sign on north side entrance



Sign on south side of arena



Sign below digital marquee

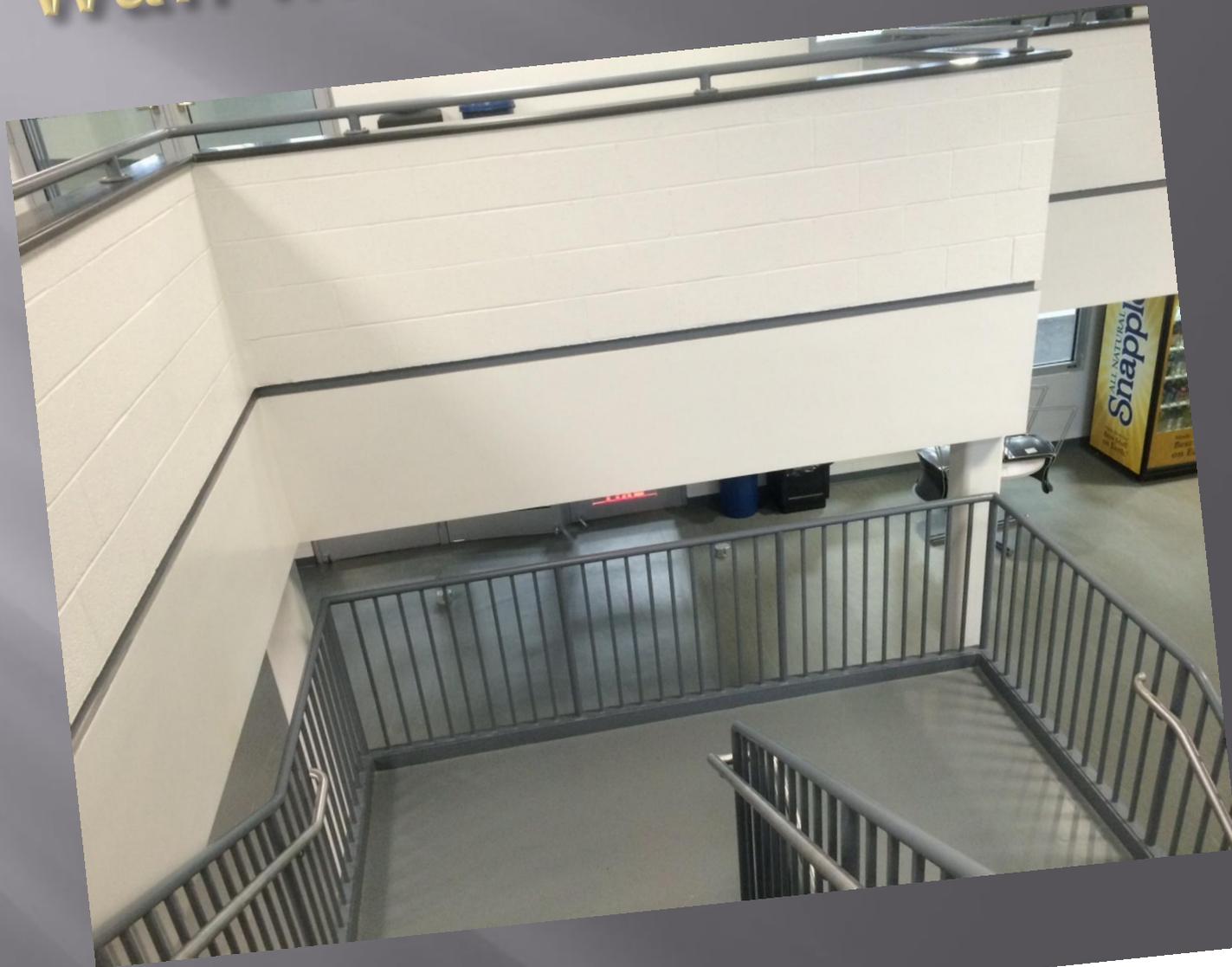


SUGGESTED INTERIOR LOCATIONS

Curved wall in Lobby



Wall in lobby stairwell



Above reception area



Above concessions



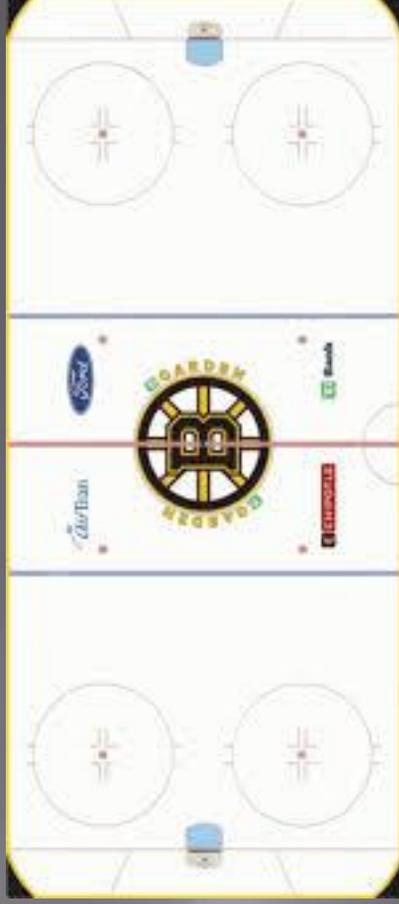
Rugs and Pillars



Center square above doors when exiting arena



In ice signage



Other marketing opportunities:

- ▣ Website
- ▣ Tickets
- ▣ Arena letterhead

What do we need to know tonight?

- ▣ Does Council agree with the \$25,000 minimum bid?
- ▣ Does Council agree with the 10 year term?
- ▣ Is Council okay with leaving the “Watertown” name out of the requirements for the signage?