



## REQUEST FOR BOARD ACTION Old Business

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**MEETING DATE:** March 17, 2022  
**PREPARED BY:** Chuck Stifter, Parks and Recreation Director  
**AGENDA ITEM:** Arena Branding Concept and Authorization to Solicit Bids

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**PREVIOUS ACTIONS:**  
None

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**RECOMMENDED PARK BOARD ACTION:**

Motion by \_\_\_\_\_ to approve arena branding concept per attached imagery provided by Prime Advertising and Design and to authorize staff to solicit bids and quotes for the proposed improvements related to the arena branding.

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**COMMENTS:**

In November 2021, the Board approved the initial phase of a consulting services agreement with Prime Advertising and Design to develop an arena branding concept and sponsorship program. The completion of that work was reviewed by the Board in a March 17, 2022 work session.

Staff and Prime have met with OMGHA, Maple Grove High School Hockey Boosters, and Maple Grove Skating School to obtain their support of the branding concepts.

The Park Board would be responsible for the painting, directional/informational signage updates, bleacher covers and general facility improvements. The estimated cost based on early budgetary estimates provided by painting contractors and signage professionals is in the range of \$200,000 to \$250,000. Partners and sponsors would be responsible for signage and graphics related to their specific branding improvements.

The value of the painting work may exceed \$175,000 which requires a public bid process. Staff is requesting authorization to proceed with solicitation of bids and return proposals for Board consideration at an upcoming meeting. The targeted schedule for the bulk of the painting would ideally be during the May arena shutdown. This is a narrow timeline to assemble a bid package, obtain bids, award contracts and schedule the work. Alternatives to the process are being considered which may include painting while the facility is open for use. This is not ideal but staff will work with the contractors to assemble the most efficient and effective schedule.

Funding for the Park Board portion of the project would come the Community Center building and equipment reserve fund. Revenues generated from the arena sponsorship program would be returned to the Community Center operating budget to offset the annual general fund transfer.

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**ATTACHMENTS:**

Attachment A – Arena Branding Concept