

**Municipality Of Chatham-Kent**

**Community Human Services**

**Community Attraction and Leisure Services**

**To:** Mayor and Members of Council  
**From:** Ian Clark  
Business Systems and Planning Analyst  
**Date:** September 5, 2018  
**Subject:** Rogers Hometown Hockey

---

**Recommendations**

It is recommended that:

1. The Municipality of Chatham-Kent host the Rogers Hometown Hockey Tour stop on December 15 and 16, 2018 in the community of Chatham and the Mayor and Clerk be authorized to sign the necessary agreements with Rogers Media Inc.
2. Requisite fees be waived for municipal services associated with hosting Rogers Hometown Hockey.
3. Administration be authorized to spend up to \$30,000 for costs associated with the delivery and promotion of the event to be funded from the 2018 Community Human Services operating budget.

**Background**

In 2014 Rogers Media Inc. initiated the Rogers Hometown Hockey event, a touring festival stopping at a different Canadian community each weekend of the NHL regular season. The event is intended to be a local celebration for the community culminating in a live broadcast to a national audience during an NHL game on Sportsnet.

The weekend festival is open to the public featuring free family-friendly activities, entertainment, giveaways, and NHL alumni. Average weekend attendance for the festival has been over 10,000 people.

In July 2018 representatives from Rogers Media Inc. met with administration to discuss interest in hosting the event in the community of Chatham on December 15 and 16, 2018. The meeting consisted of an overview responsibilities and a tour of potential festival locations. The Chief Administrative Officer subsequently executed a Letter of Intent with Rogers Media Inc. declaring the Municipality's interest in hosting the event.

On August 21, 2018 Roger Media Inc. publicly announced Chatham-Kent as one of the 25 host municipalities during the 2018-2019 Rogers Hometown Hockey season. The Municipality is now requested to enter into a formal agreement with Rogers.

## **Comments**

### **Municipal Services and Costs**

Rogers Media Inc. is responsible for the majority of costs associated with the event including asset delivery and construction (stages, tents, etc.), entertainment, festival labour, giveaways, hotel rooms, broadcast, and national marketing.

The following services, warranting a municipal fee, are requested at no cost to Rogers:

- Access to and use of a municipal property including storage space, operations rooms, dressing rooms, and showers/facilities for truck drivers during the week of the event;
- Access to suitable parking (off-site, on-site, VIP);
- Permits, inspections, and insurance;
- Arena ice time for Rogers personnel

Details are still emerging however the value of foregone revenue to the Municipality is estimated at \$4,000 - \$7,000. It is recommended municipal fees be waived for services associated with hosting Rogers Hometown Hockey.

The following services, to be covered through regular operations or at an out-of-pocket expense to the Municipality, are requested at no cost to Rogers:

- 24-hour security presence at festival site between asset setup and teardown;
- Portable toilets and wash basins;
- Perimeter fencing and barriers;
- Local marketing, special events, and promotional support (e.g. school event, ceremonial puck drops, printing, signage, etc.);
- Waste management and snow removal;
- Police and EMS presence;
- Access to power, fresh water, heavy equipment, and operators;
- Assistance with coordination of broadcast content, minor hockey engagement, volunteer recruitment, and other festival logistics

Research indicates former host communities of similar size have spent \$20,000 - \$30,000 providing the above services. It is recommended administration be authorized to spend up to \$30,000 for out-of-pocket costs associated with the delivery and promotion of the event. These costs will be funded from the 2018 Community Human Services operating budget.

### Venue

Rogers Media Inc. has requested festival space in the community of Chatham with a preference for the downtown core. Rogers is currently conducting a technical analysis of the area to determine its suitability. The parking lots of Memorial Arena and John D. Bradley Convention Centre have been identified as back-up locations.

The two-day festival would run from 12:00 p.m. to 6:00 p.m. on Saturday, December 15, and from 12:00 p.m. until the end of the NHL game the evening of Sunday, December 16 (approximately 10:00 p.m.). Street closures are expected to be in effect from Thursday, December 13 until the early morning of Monday, December 17.

Administration expects to confirm the location of the festival in the very near future.

### Community Engagement

Administration has formed an organizing committee to plan, market, and support Rogers Media Inc. in the delivery of the event. Minor and junior hockey groups across Chatham-Kent, the Downtown Chatham BIA, and other stakeholders have already been engaged by staff and have expressed support and interest in participating in the event.

Both the festival itself and the lead-up to the event offers opportunities for participation from various groups and residents. Examples from former host communities include a week of free public skates, ceremonial puck drops, flag raisings, promotional tie-ins from local businesses, and school events.

### Impact and Exposure

There will be a direct economic impact on the community as the Rogers event team will be staying in local hotels, eating at local restaurants, and hiring local labour.

The event will be broadcast to a national audience providing Chatham-Kent with significant media exposure during the Sunday evening NHL game, a live hit during Saturday night's Hockey Night in Canada, and advance promotion on Rogers platforms. It is intended the broadcast will highlight a variety of unique stories and anecdotes about Chatham-Kent, increasing the profile of the community on the national stage. Residents have the opportunity to influence broadcast content by submitting ideas on stories, history, personalities, and interesting facts to [www.letstalkchatham-kent.ca](http://www.letstalkchatham-kent.ca).

### **Areas of Strategic Focus and Critical Success Factors**

The recommendations in this report support the following areas of strategic focus:

Economic Prosperity:

Chatham-Kent is an innovative and thriving community with a diversified economy

A Healthy and Safe Community:

Chatham-Kent is a healthy and safe community with sustainable population growth

People and Culture:

Chatham-Kent is recognized as a culturally vibrant, dynamic, and creative community

Environmental Sustainability:

Chatham-Kent is a community that is environmentally sustainable and promotes stewardship of our natural resources

The recommendations in this report support the following critical success factors:

Financial Sustainability:

The Corporation of the Municipality of Chatham-Kent is financially sustainable

Open, Transparent and Effective Governance:

The Corporation of the Municipality of Chatham-Kent is open, transparent and effectively governed with efficient and bold, visionary leadership

Has the potential to support all areas of strategic focus & critical success factors

Neutral issues (does not support negatively or positively)

### **Consultation**

Executive Management Team was consulted regarding municipal capacity to host the event and meet legal obligations. Rogers Media Inc. and several former host communities were consulted to determine financial estimates.

### **Financial Implications**

The cost of up to \$30,000 for out-of-pocket expenses associated with the delivery and promotion of the event will be funded from the 2018 Community Human Services operating budget.

Prepared by:

Reviewed by:

---

Ian Clark  
Business Systems & Planning Analyst

---

Evelyn Bish  
Director, Community Attraction &  
Leisure Services

Reviewed by:

---

April Rietdyk, RN, BScN, MHS, PhD PUBH  
General Manager  
Community Human Services

Attachment(s): None