



To: General Purposes Committee **Date:** October 31, 2012
From: Cathryn Volkering Carlile **File:** 11-7400-20-
 General Manager, Community Services HDAY1/2012-Vol 01
Re: Richmond Celebrates Scotiabank Hockey Day in Canada 2013

Staff Recommendation





That:

1. The City contribute up to \$58,000 from the Major Event Provisional Fund for the Richmond Celebrates Scotiabank Hockey Day in Canada event at the Richmond Olympic Oval on February 9, 2013; and
2. That the City's budget for the 2013 Hockey Day event be included in the 5 Year Financial Plan (2013-2017).



Cathryn Volkering Carlile
 General Manager, Community Services
 (604-276-4068)

Att. 1

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Finance	<input checked="" type="checkbox"/>		
Intergovernmental Relations and Protocol Unit	<input checked="" type="checkbox"/>		
Communication	<input checked="" type="checkbox"/>		
Recreation Services	<input checked="" type="checkbox"/>		
Richmond Olympic Oval	<input checked="" type="checkbox"/>		
Law & Community Safety	<input checked="" type="checkbox"/>		
REVIEWED BY SMT SUBCOMMITTEE	INITIALS: 	REVIEWED BY CAO 	INITIALS: 

Staff Report

Origin

On February 11, 2012 Richmond Celebrates Scotiabank Hockey Day in Canada was held at the Richmond Olympic Oval with the City of Richmond listed by CBC as an official 'Satellite Location' for the nationwide event.

Attendance at last year's event was estimated at 16,000 with millions more getting a glimpse of the Oval in its 'natural sporting state' via national media coverage. Highlights of the event included a Celebrity Ball Hockey Game including appearances by several popular NHL Vancouver Canucks Alumni, the first ever Pacific International Junior Hockey League (PIJHL) hockey game to be held at the Oval between the Richmond Sockeyes and North Delta Devils, NHL Hall of Fame trophies and exhibits, plus a large number of interactive games, demonstrations and exhibits.

The content of this report addresses Council Term Goal Numbers 3.4 and 3.8:

Goal 3.4 *“Update the City’s economic development strategy, ensuring sport hosting and events are a part of it. As part of this initiative, ensure the updated strategy is proactive and clear on what kind of City we aspire to be, and what kind of businesses we want to attract and retain.*

Goal 3.8 *Develop a “Stay cation” appeal for the City and Region”*

The purpose of this report is to outline the opportunity to host a second Richmond Celebrates Scotiabank Hockey Day in Canada at the Richmond Olympic Oval on February 9, 2013.

Analysis

The City, in partnership with the Richmond Olympic Oval has commenced planning for another “all things hockey under one roof” event on Saturday February 9, 2013 at the Richmond Olympic Oval. The City of Richmond will be the event executive producer and an event planning team is comprised of City and Oval staff. “Richmond Celebrates Scotiabank Hockey Day in Canada” is expected to draw attendance of 16,000, similar to the inaugural 2012 event. The event falls on the new Family Day long weekend and will be a perfect opportunity for families looking for activities to fill the long weekend.

The goals of the event are to promote hockey as a national passion, encourage and promote physical activity and wellness, promote the Oval as a centre of wellness and sport, expose Richmond to a national audience as a centre of excellence for wellness, sport and community engagement and to build on the City's growing festival and event program.

The Oval and plazas will again come alive with a wide variety of games, exhibits and interactive displays celebrating hockey in all its forms with fun experiences for hockey players, families and fans.

This is a spectator event with participatory activities including:

- Ball hockey, table hockey, floor hockey, ice hockey, and road hockey. Visitors will experience the Oval in its natural sporting phase as all three zones on the Activity Level will be utilized as well as the plaza. Local hockey associations and teams will be invited to participate to ensure there is strong community engagement and support for the event.
- The Oval's two ice rinks will feature a variety of hockey games, demonstrations and clinics, including a Vancouver Canucks Alumni game, while a large "road hockey" tournament is being planned for the Oval's riverfront plaza.
- Montreal Canadiens legend Guy Lafleur will make a special appearance at the event. He will take part in free public autograph signing sessions for the public as well as meet and greet sessions for our sponsors and VIP guests. Additionally, a selection of Canucks Alumni would be available for public and private autograph sessions plus media interviews.
- An addition to the free event this year, will be a paid, ticketed hockey game between NHL alumni of the Vancouver Canucks vs. a team/group (yet to be determined) featuring many of the Canucks most famous players from their magical playoff run in 1994. The Alumni event will be hosted by the Richmond Olympic Oval with an anticipated gate of 1000 spectators. Ticket prices are recommended to be set at \$15 with 10% of gross proceeds (\$1,500) going to the Richmond KidSport charity.
- Floor hockey competitions, hockey skills games, demonstrations and other interactive programs are being planned for the Oval's court and track zones to emphasize the legacy commitment to support sport, recreation and wellness. The track zone will also feature several performances for the band Odds (the Vancouver Canucks house band during games).
- Discussions are underway with a major hockey trade show organizer to stage an exhibition and marketplace of hockey memorabilia and collectibles. Further donations to Richmond KidSport will come from a silent auction of a selection of these memorabilia and collectibles. Additionally, local and professional coaches will run a variety of sport clinics, providing unique and exciting learning opportunities for dozens of local sports teams.

Due to the Canucks Alumni game, media coverage of the 2013 event is expected to meet or exceed that of last year. Though not an official host of Hockey Day in Canada on CBC, the CBC has confirmed they will send a camera to provide taped updates of the event to the national audience. The Alumni game will be timed to ensure we receive national media coverage throughout prime time viewing that day. CBC has confirmed that they will be broadcasting Hockey Day in Canada on February 9, 2013 regardless of whether the NHL remains in its current lockout situation. This is expected to increase prominence on that day.

Producing this event in 2013, is part of a strategy to become the main host of Hockey Day in Canada 2015 on CBC, featuring a day-long national broadcast of live hockey related segments from the host city, plus a variety of satellite host cities across Canada, and games involving all seven of Canada's teams in the National Hockey League.

The main host for Hockey Day in Canada 2013 is Lloydminster, Alberta and the 2014 host will be chosen from Eastern Canada. 2015 represents the first opportunity to become the main host city. Richmond will be bidding on this event.

City Council Hosted Reception

Richmond Celebrates Scotiabank Hockey Day in Canada 2013 provides substantial leverage to advance the partnership opportunity and media exposure for the City. Richmond has the opportunity to invite community sport organizations, community leaders, Hockey Day and City sponsors, local and potential business partners, media and government leaders and others to continue to advance long-term City objectives for partnership development.

To accomplish this, two Council hosted components are planned, a celebrity ball hockey game and a community reception:

- The ball hockey game would mark the opening of "Richmond Celebrates Scotiabank Hockey Day in Canada" and be an opportunity for interested council members, the media, community leaders, sponsors, retired professional hockey alumni, government and business, and local sport enthusiasts to participate in a short game. Mayor Brodie would drop the first puck.
- The ball hockey game will be followed by a reception for invited guests in the Legacy Lounge. The Legacy Lounge will be set up to host a buffet style reception for about 140 guests from the community as well as other key strategic partners and sponsors. Alumni from the Canucks will also be present at this reception. The reception will have a small formal component to include introductions and recognition of key guests, event sponsors, as well as highlighting some of the recent successes of Richmond hockey teams.

Community Involvement

The staff organizing team will again be working closely with local community groups including RACA, the Richmond Sockeyes and the Richmond Olympic Oval to develop the Richmond Celebrates Scotiabank Hockey Day in Canada 2013 program. The Richmond Sockeyes have already agreed to shift their Pacific International Junior Hockey League game versus the Aldergrove Kodiaks from Minoru Arenas to the Oval on the day of the event. Richmond Arenas and the Oval staff will be working with Richmond Minor Hockey Association, Seafair Minor Hockey Association and the Richmond Ravens girls' hockey team, who all participated in the event in 2012, to ensure they are actively involved again in 2013. This will allow more than 100 local youth to participate in games, demonstrations, skills clinics and other on-ice and off-ice activities. A sizeable contingent of local volunteers will support the event. In addition, community partners will be invited to the City's reception.

Financial Impact

The financial impact to the City will not exceed \$76,500 in event, hosting costs, marketing and other related costs. City funding is available in the Major Event Provision (\$58,000) and current Operating Budget (\$18,500). Funding in the amount of \$69,000 will be obtained from external sources, including ticket and sponsorship revenues and the remaining funding of \$22,500 is covered in the Oval's budget. Any surplus from the event will be transferred back to the Major Event Provision.

Conclusion

This truly Canadian event at the Richmond Olympic Oval is a great opportunity to showcase the legacy format of the Oval to the community and the region. It also provides community engagement and partnership enhancement opportunities through a celebrity ball hockey game followed by a Council hosted reception for key community partners. Local community groups will be involved in the program as well as creating opportunities for many community volunteers. If approved, City staff will begin planning for the Council reception at this event and make plans for providing in kind City services to support this event.



Cathryn Volkering Carlile
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Scotiabank Hockey Day In Canada		
Budget		
February 9, 2013		
REVENUE/FUNDING		
Internal Sources		
City of Richmond		
Major Event Provision	\$ 58,000	
City Budget	18,500	
		\$ 76,500
Oval		
Marketing	\$ 12,500	
Sport	10,000	
		\$ 22,500
Total Internal		\$ 99,000
External Sources		
Sponsors	\$ 52,000	
Ticket Sales	15,000	
Booth Rentals	2,000	
Total External		\$ 69,000
TOTAL		\$ 168,000
EXPENSES		
Programming	\$ 72,500	
Infrastructure and Furniture Fixtures & Equipment	32,500	
Marketing	25,000	
Production	19,475	
External Workforce	7,000	
Traffic and Parking	9,500	
Safety, Security and Risk	2,025	
TOTAL		\$ 168,000
Net		\$ -