



## OKOTOKS OILERS JUNIOR 'A' HOCKEY CLUB REQUESTS

### Issue

The Okotoks Oilers Junior 'A' Hockey Club ("Oilers") will be submitting a bid to Hockey Canada to host the May 2024 or May 2025 National Junior 'A' Hockey Championship and are requesting in kind and financial support from the Town; along with consideration for donations in support of the Alberta Junior 'A' Hockey League Showcase in 2023.

### Motion Proposed by Administration

- 1) That Administration be directed to draft and enter into a Partnership Agreement between the Town of Okotoks and the Oilers to host the May 2024 or 2025 National Junior 'A' Hockey Championship based on the principles outlined in the January 23, 2023 administrative report to Council.
- 2) That the ancillary room rental fees in the amount of \$2,608.00 for the Alberta Junior 'A' Hockey League Showcase September 27 - 30, 2023 be waived.

### Report, Analysis and Financial Implications

- 1) National Junior 'A' Hockey Championship (NJAC):

The Oilers will be submitting a bid to host the 2024 or 2025 NJAC in Okotoks. The Championship will include ten (10) qualifying teams from across Canada including the host team. The organizers have tentatively booked the Gold and Green Arenas at the Okotoks Centennial Arenas, as well as the Provincial, National and Olympic Rooms. In accordance with historical special event rental practices, the event will be charged the current Council approved day rates for the ice surfaces and multi-purpose rooms. The total rental fee (inclusive of tax) for the event is \$56,927.29

The Oilers are requesting that the fees for the arenas, ancillary rooms, and facilities be waived. Below is a summary of the rental fees for the event at the current 2023 rates:

FACILITY	TOTAL
Green ice rental (14 days)	\$28,420.00
Gold ice rental (11 days)	\$16,668.85
Ancillary meeting rooms (14 days)	\$ 9,128.00
GST	\$ 2,710.44
<b>Total donation request</b>	<b>\$56,927.29</b>

The Oilers have also requested that the Town enter into a sponsorship partnership up to \$25,000.00. Historically, the Town has not provided direct financial contributions for sponsorship but have provided donations in kind such as staffing resources and/or marketing support.

To host an event of this magnitude requires a considerable amount of physical, human and financial resources to be successful. The NJAC event that would occupy the Okotoks Centennial Arenas for 14 days, is televised and would give Okotoks significant national exposure. In 2022, the Town entered into a similar partnership agreement with Hockey Canada to host the Telus and Esso Cups (U-18 Men and Women's National Championships). In 2016, the Town entered into a partnership agreement with the Okotoks Curling Club to host the Grand Slam of Curling, an event of similar magnitude. The agreements were successful and served both the Town and the hockey/curling communities very well. The partnership agreement for the NJAC will identify and outline the resources and responsibilities of the Town and the Oilers to ensure the success of hosting the national event. The principles of the agreement event will include:

- a) The Town will provide the Oilers exclusive use of the following areas of the Okotoks Centennial Arenas for the event: Green and Gold Arenas, dressing rooms, walking track, Provincial, National and Olympic Rooms, ticket booth, lobby space and the public address system.
- b) The Oilers will establish the organizing committee and take the lead role in the marketing and promotion of the event, volunteers, security, and event operation
- c) The Town will provide representation on the event organizing committee, marketing and promotions support, and facility staff for the entire event.
- d) The Oilers will be responsible for any costs related to any temporary modifications to facility space, additional equipment or structures, and any costs associated with additional IT requirements such as bandwidth, wifi, or power sources.
- e) The Town will waive the rental fees of Okotoks Centennial Arenas for the 14 days of the NJAC. The value of this at the current 2023 rates is \$56,927.29.
- f) The Oilers will receive and manage all profits from the event but will work collaboratively with Town administration to identify and coordinate the community legacy initiatives. It is anticipated this would be one hundred percent of the profits.

The Town belongs to the Canadian Sport Tourism Alliance. Utilizing their economic impact calculator, the total economic impact is anticipated to be close to \$ 900K.

## 2) Alberta Junior 'A' Hockey League (AJHL) Showcase:

The AJHL showcase is a provincial competition that will bring 16 teams from the Alberta Junior 'A' Hockey League to Okotoks September 27 – 30, 2023. To host the event, the organizers have booked the Green Arena for five (5) days as well as the Provincial, National and Olympic Rooms for four (4) days at the Okotoks Centennial Arenas, and the Mesken Room and Kitchen at the Foothills Centennial Center. Below is a summary of the rental fees for the event at the current 2023 rates:

<b>FACILITY</b>	<b>TOTAL</b>
Green Arena ice rental (5 days)	\$10,150.00
Ancillary meeting rooms (4 days)	\$ 2,608.00
Foothills Centennial Centre	\$ 2,838.90
GST	\$ 779.85
<b>Total donation request</b>	<b>\$16,376.75</b>

To date, two other hockey provincial competitions are booked in the Centennial arenas in 2023. The rental fees for the Okotoks U15 AAA Oilers Provincials March 23<sup>rd</sup> to 26<sup>th</sup> is \$ 7,563.71. The total rental fees for the Okotoks Bisons Jr B Hockey Club Provincials April 5<sup>th</sup> to 9<sup>th</sup> is \$7,944.89. In a typical year, between five to seven provincial competitions for various sports such as lacrosse, hockey, soccer and/or baseball are hosted in Town facilities.

Historically for provincial competitions, Council has approved a donation for ancillary room charges and does not charge for any additional staffing that may be required.

**Strategic Plan Goals**

<input type="checkbox"/>	Responsibly Managed Growth	<input type="checkbox"/>	Demonstrated Environmental Leadership
<input checked="" type="checkbox"/>	Strong Local Economy	<input checked="" type="checkbox"/>	Enhanced Culture & Community Health
<input type="checkbox"/>	Organizational Excellence		

**Equity/Diversity/Inclusivity Impacts and Strategy**

n/a

**Environmental Impacts**

n/a

**Governing Policies/Bylaws/Legislation or Agreements**

Bylaw 09-23 Fees, Rates and Charges

**Public Participation Strategy**

n/a

**Alternatives for Consideration**

n/a

## **CAO Comments**

I support the recommendations of administration. The investment in the NJHA Championship will result in a strong economic return for the community and its businesses and with the return of all profits going to community legacy initiatives it creates a winning option for everyone involved. Its been a pleasure to work with the Okotoks junior A Oilers on advancing their bid.

## **Attachment(s)**

1. Okotoks Oilers Junior 'A' Hockey Club correspondence dated December 9, 2022.
2. Okotoks Oilers Junior 'A' Hockey Club power point presentation

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