



TO: GENERAL COMMITTEE

SUBJECT: Request for Support for the Bid by the Barrie Colts Junior Hockey Club for 2014 Memorial Cup

PREPARED BY AND KEY CONTACT: K. Bradley, Manager of Facility Operations, Ext. 4710

SUBMITTED BY: B. Roth, Director of Recreation, Facilities & Transit 

GENERAL MANAGER APPROVAL: R. Forward, MBA, M.Sc., P. ENG.
General Manager of Community Operations 

CHIEF ADMINISTRATIVE OFFICER APPROVAL: CARLA LADD, CHIEF ADMINISTRATIVE OFFICER 

RECOMMENDED MOTION

1. That a 2014 Memorial Cup 2014 Bid Organizing Committee be established by the Barrie Colts Junior Hockey Club with City Council and staff representation to support the Club's bid for the 2014 Memorial Cup.
2. That the Mayor and City Clerk be authorized to execute a Facility Use Agreement for the 2014 Memorial Cup (in accordance with the terms and conditions of the agreement attached in Appendix A) in a final form approved by the Director of Legal Services, if the Barrie Colts Junior Hockey Club is successful in its bid.
3. That, financial support be provided with respect to the 2014 Memorial Cup by waiving user fees and charges in the amount of \$122,495 (as outlined in Appendix B) if the Barrie Colts Junior Hockey Club is successful in its bid.
4. That, if the Barrie Colts Junior Hockey Club is successful in its bid, the Mayor and City Clerk are authorized to execute a Financial Contribution Agreement on terms satisfactory to the City with Horsepower Sports & Entertainment Group Inc. ("HSE") in the amount of \$930,000 to be contributed by HSE and used for the expansion of the Barrie Molson Centre including partial funding of the dressing room expansion and full funding for the expansion of the restaurant, additional seating, additional suites, and a new marquee exterior sign subject to the following conditions being met:
 - a) The procurement and the contract administration of the project be fully administered by the City of Barrie as the owner of the Barrie Molson Centre using a design-build project delivery approach.
 - b) That the committed funding for the project from the Barrie Colts Junior Hockey Club be received in full by the City prior to the initiation of construction.
 - c) That all additions and installed elements will be owned by the City of Barrie.
5. That if HSE wishes to proceed with the expansion project in its entirety, even if the Barrie Colts Junior Hockey Club is not successful in its bid, the Mayor and City Clerk are authorized to execute a Financial Contribution Agreement in the amount of \$1,230,000 for the expansion of the Barrie Molson Centre subject to the aforementioned conditions.

PURPOSE & BACKGROUND

6. The purpose of this staff report is to provide General Committee with the financial value and the background associated with City support of the 2014 Memorial Cup bid by the Barrie Colts Junior Hockey Club and to seek City Council's approval for the Mayor and City Clerk to be authorized to execute a Facility Use Agreement for for use of City facilities for the 2014 Memorial Cup as per Council Motion 12-A-181 and to execute a Financial Contribution Agreement.
7. The Horsepower Sports & Entertainment Group Inc. is the parent corporation of the Barrie Colts Junior Hockey Club.
8. Hosted by the Canadian Hockey League, the Memorial Cup is one of the most prestigious and coveted trophies in North American sport with a rich tradition of shaping the way junior hockey is played in North America.
9. The Memorial Cup Trophy was donated by the Ontario Hockey Association in March 1919, in remembrance of the many fallen soldiers who paid the supreme sacrifice for Canada during The First World War. The event and championship trophy is awarded annually to recognize the National Junior Hockey Champions of Canada. The tournament format was originally 'playdown' and evolved into a nine-day 'round robin' and playoff tournament in 1971.
10. Each year, the Canadian Hockey League has brought together its three league champions and the host team, to compete for this prestigious title. The three member leagues include: the Western Hockey League, the Ontario Hockey League, and the Quebec Major Junior Hockey League. Each Division is granted its turn in hosting the event, which draws an international fan base from across Canada and the United States.
11. In 1983, the Memorial Cup became an international trophy when the tournament was held outside of Canada for the first time in Portland, Oregon, USA.
12. In its 90 year history, the Memorial Cup has acquired international status and recognition drawing significant media attention throughout North America.
13. On December 17, 2012 City Council adopted motion 12-A-181 regarding the 2014 Memorial Cup Bid as follows:

"That the Barrie Colts Junior Hockey Club bid for the 2014 Memorial Cup be supported in principle."

"That staff in the Recreation, Facilities and Transit Department prepare an updated facility use agreement for the Barrie Colts' use of the Barrie Molson centre for the 2014 Memorial Cup with the generally same terms and conditions outlined in the facility agreement for the 2011 Memorial Cup bid (with the exception of the provision of financial assistance beyond the provision of the facility itself to the Bid organizing Committee), and report back to General Committee in sufficient time to meet the bid process deadlines."

"That financial support for the Cup bid be discussed at the time that the report comes to General Committee."
14. Staff from the Recreation, Facilities & Transit Department have met with the Barrie Colts Junior Hockey Club ownership and the Club's contracted Memorial Cup bid coordinator on several occasions in the month of January 2013 to finalize the scope of the event including the City facilities and services requested by the Club, compile the required information for the bid, review the prospective role the City of Barrie would play in the event, and to develop a pro forma budget outlining the potential financial impact of hosting the 2014 Memorial Cup in the City of Barrie.

15. Staff from the Recreation, Facilities and Transit Department and the Department of Culture have met with the Barrie Colts Junior Hockey Club ownership and the Club's contracted Memorial Cup bid coordinator to advise the bid organizers and to assist with the preliminary planning for the key community events that form part of the Memorial Cup program including the Memorial Cup arrival ceremony intended for Downtown Barrie and in partnership with CFB Borden.
16. On January 28, 2013, City Council adopted motion 13-G-019 approving the 2013 Business Plan including the addition of the Barrie Molson Centre dressing room expansion project in the amount of \$590,000 to the 2013 Capital Plan subject to the following conditions in paragraph 12:
 - "That no expenditure of funds occur for the Barrie Molson Centre dressing room additions project, if it is approved as part of the 2013 Business Plan/capital budget, until the following has taken place:
 - a) A staff report(s) has been presented and approved for implementation containing a new lease agreement with the Barrie Colts for the use of the Barrie Molson Centre, of no less than 5 years, such a report to be presented prior to February 15, 2013,
 - b) The 2014 Memorial Cup Bid Organizing Committee has been successful in its bid to host the 2014 Memorial Cup; and
 - c) A capital recovery fee representing at least half of the capital cost has been negotiated as part of the lease agreement, Memorial Cup bid and/or other means."
17. On February 11, 2013, City Council adopted motion 13-G-023 DISPOSITION OF PROPERTY RIGHTS MATTER/POTENTIAL LABOUR RELATIONS MATTER - BAYVIEW DRIVE (WARD 8) as follows:
 - "That the Chief Administrative Officer and City Solicitor be directed to finalize negotiations with Horsepower Sports and Entertainment on the basis of the confidential framework parameters associated with the proposed model provided in the confidential update to General Committee on February 4, 2013 and report back with a final agreement to be considered by Council for approval."
 - "That the direction identified in paragraph 1 be deemed to satisfy the requirements of paragraph 12 a) of motion 13-G-019 as amended concerning capital expenditures associated with the Barrie Molson Centre dressing room additions project in the 2013 Business Plan."
18. Staff from the Recreation, Facilities and Transit Department met with Mr. Howie Campbell, President of the HSE, on February 7th, 2013 to confirm the scope of the expansion project for the Barrie Molson Centre included in his proposal of January 28th, 2013 to the City.
19. The proposal received from HSE is consistent with the conceptual design work and the design-build construction budgets completed by staff with Cowden-Woods Design Builders Ltd. and HSE in December 2012 with the addition of a new marquee sign and the expansion of the restaurant to the scope.
20. Staff are in agreement with HSE's desire to install a new marquee sign and to expand the seating capacity of the restaurant. It would remove an outdated marquee sign with limited functionality to improve the brand and marketing of the Barrie Molson Centre and convert an underutilized patio area to more desirable internal restaurant seating for special functions.

21. HSE verbally expressed their acceptance of the (3) conditions contained in the recommended motion with respect to the expansion project provided that HSE participates in the design and implementation of the project. Staff is in agreement with HSE's request.
22. Staff from Recreation, Facilities and Transit in consultation with the Purchasing Branch have selected the design-build project delivery approach for the Barrie Molson Centre project in order to meet the short timelines of this project and minimizing the impact on the users of the facility in the 2013/14 ice season.

ANALYSIS

23. With teams participating from the Western Hockey League, Quebec Major Junior Hockey League and Ontario Hockey League, the Barrie Colts bid to host the 2014 Memorial Cup provides the potential for major economic spinoffs as people from communities across Canada travel to participate in and attend the event.
24. Communities recently hosting the event have benefited from significant revenue increases at hotels, restaurants, retail establishments, local attractions, etc. Data from recent events indicates an estimated 2,000 people will travel from outside the immediate region to attend the event.
25. Listed below is reported data from communities recently hosting the Memorial Cup (Information derived from SkyscraperPage Forum, discussions with representatives from the host communities, the Government of Canada Economic Development website, and host city websites):
 - a) **Rimouski, Quebec - 2009**
 - The City of Rimouski provided a grant of \$80,000 dollars to the Organizing Committee to host the Memorial Cup 2009 event
 - All public services (facilities and transit services) were provided "in kind" by the City.
 - An estimated 2,000 people visited from outside the area to attend the event.
 - The event generated an estimated \$7 million dollars in total gross economic activity
 - Net profit realized by the Organizing Host (Junior Hockey Club) was \$80,000 dollars
 - b) **Brandon, Manitoba - 2010**
 - Event was a partnership supported event between the City of Brandon and the Province of Manitoba. Both parties providing a profit guarantee of \$400,000 each (total \$800,000) toward the event and \$2.5 million each (total \$5.0 million) toward capital facilities upgrades (addition of 7 luxury suites and upgraded video score clock).
 - Event was held in the Brandon Keystone Centre, a very unique multi-use facility that is a one-of-a-kind sports and entertainment venue, boasting 3 NHL sized hockey arenas, an 8-sheet curling club, athletic centre, agricultural performance venue, meeting rooms of all sizes, as well as a full-service attached hotel, making this facility the hub for the 2010 MasterCard Memorial Cup.
 - The host arena has 5,102 permanent seating capacity, plus approximately 2,000 portable seats.

- The Keystone Centre was established through an agreement between the City of Brandon and the Province of Manitoba that saw the two parties share equally in any deficit of the centre. The Provincial Exhibition of Manitoba contributed the land and assets of the day, and the three parties formed the Leadership of the Corporation.
- A ten member board of Directors consisted of 2 representatives from the City of Brandon, 2 representatives from the Province of Manitoba, 2 representatives from the Provincial Exhibition, and 4 members at large from the community, are appointed by the Leadership Group.
- The 2010 Event was expected to generate an estimated \$12.9 million in total gross economic activity.
- Final financial impact figures were not available at the time of this report.

c) **Mississauga, Ontario – 2011**

- The event was organized by the St. Mike's Majors Junior Hockey Club in coordination with the City of Mississauga including the City assigning a Special Events Manager for the event whom coordinated the signature events (e.g. opening ceremonies, awards, banquet) transit, and security.
- Organizing Committee was comprised of team staff, City staff, local hockey organizations, and private sector volunteers.
- The event was held at the Hershey Centre with a seating capacity of 5,500 and 25 private suites seating an additional 400 spectators.
- The City of Mississauga funded certain elements of the event including promotional banners, signage, and entertainment for the ceremonies but did not donate facilities or transit services.
- A display of military vehicles and equipment formed part of the events program and was very popular with the community and visitors during the tournament.
- Event was expected to inject \$8 million into the local economy. Final financial impact figures were not available at the time of this report from City of Mississauga staff.
- 2,000 people from outside the region were expected to stay in hotels for several days, buy meals in local restaurants and tour sites around the region.

d) **Shawinigan, Quebec – 2012**

- Hosted in the Bionest Centre with a seating capacity of seating 4,300
- The events program included a Memorial Cup arrival ceremony incorporating a commemorative ceremony in the *Parc des Vétérans* that was attended by the Minister of Veterans Affairs and followed by a military parade to escort the Cup to City Hall.
- The federal Department of Transport, Infrastructure and Communities and the Economic Development Agency of Canada for the Regions of Quebec provided non-repayable financial assistance in the amount of \$60,000 to the Club de Hockey Shawinigan Inc. to assist promote tourism for the 2012 MasterCard Memorial Cup in Shawinigan
- Tourism revenues generated during the tournament are expected to reach several million dollars
- Final financial impact figures were not available at the time of this report.

e) Saskatoon, Saskatchewan – 2013

- The tournament is being hosted and organized by the Saskatoon Blades with the funding for the event largely from private sponsorship.
- The tournament will be held at the Credit Union Centre with a seating capacity of 13,000 including 43 corporate suites seating an additional 950 spectators.
- Organizing Committee is comprised of team officials, private sector business leaders, two City Councillors, and a provincial MLA.
- The City and province are not providing financial assistance for the execution of the tournament but have contributed in part to a new arena board and glass system for the event.
- The tournament is expected to generate \$19 million in economic activity based on a Sport Tourism Economic Assessment Model.

26. CITY OF BARRIE, ONTARIO - 2014

- a. Assuming 2,000 people from outside the area travel to Barrie for the 2014 event and require hotel rooms for the 10 days of the event at double occupancy per room
 - i. [1,000 rooms x \$ 104.00 (the average room cost) x 10 days]
 - ii. **Estimated Revenue Projection: \$1,040,000.**
- b. Assuming those 2000 people each spend an average \$40/day on food and beverages
 - i. [2000 people x \$40/day x 10 days]
 - ii. **Estimated Revenue Projection: \$800,000.**
- c. The combined projection of economic activity is approximately \$1,840,000 in direct revenues, excluding ticket sales, other retail spending and revenue from local residents attending the event and purchasing food and drink before, after or during the event.
- d. If we assume a sold out crowd of 4,200 per game, that will be an additional 2,200 residents increasing their spending for the event. Adding an estimated 25% for these additional indirect expenditures brings our total estimated projection of economic activity to \$2,060,000 (excluding ticket sales).
- e. In addition to the direct economic activity the event provides a great opportunity to access people who normally may not consider Barrie as a tourist destination.
- f. The publicity gained through national and international television and other media will help to reinforce Barrie's brand and leadership position.
- g. Word of mouth publicity will travel across the country as participants of the event return home and tell friends and family of their experiences in Barrie. *(According to Tourism Barrie data, word of mouth is the second most popular way people travelling to Barrie gather information, the first being website research.)*
- h. Sponsorship opportunities will also provide national brand recognition opportunities for local businesses.

- i. An anticipated projected total return of **\$1.2 million** profit to be shared between the Barrie Colts Junior Hockey Club and the OHL. *(As anticipated event budget forecasts are currently not available from the Barrie Colts Junior Hockey Club organization, this estimate is based on the Kitchener 2005 model and respective forecasts. Actual percentage split between the OHL and Club is unknown.)*
27. The Allandale Recreation Centre has been identified in the bid as the preferred practice facility for the three visiting teams during the ten day tournament given its close proximity to the Barrie Molson Centre and the host hotels.
28. There is the potential for new revenues to the City if the Barrie Colts Junior Hockey Club opt to use City of Barrie Transit services for special events and game night shuttles in the amount of \$9,840. as per Appendix B.

ENVIRONMENTAL MATTERS

29. There are no environmental matters related to the recommendation.

ALTERNATIVES

30. There are two alternatives available for consideration by General Committee:

Alternative #1

General Committee could select to not provide financial support for the 2014 Memorial Cup bid by requiring full cost recovery from the Barrie Colts Junior Hockey Club for the use of the Barrie Molson Centre, Allandale Recreation Centre, and the Southshore Community Centre including all contracted services and additional staffing costs.

Although this alternative is available it would result in additional costs to the bid reducing the viability of the event and not demonstrate a willingness of the City to support the Memorial Cup in Barrie.

Alternative #2

General Committee could select to alter the proposed recommendation to support the 2014 Memorial Cup bid by only approving the provision of the Barrie Molson Centre at no cost to the Barrie Colts Junior Hockey Club.

Although this alternative is available it would result in additional costs to the bid reducing the viability of the event and not demonstrate a willingness of the City to support the Memorial Cup in Barrie.

FINANCIAL

31. The operating costs associated with supporting the 2014 Memorial Cup bid of \$68,253 (refer to Appendix B) have not been included in the 2014 Business Plan forecast as part of the preparation of the 2013 Business Plan. Additional part-time staff resources will be required to implement the recommendation at a cost of \$1,947.
32. The 2014 base budget for Recreation, Facilities and Transit Department will be adjusted to reflect the loss of revenues and the additional costs less the loss of ice revenues at the Allandale Recreation Centre which staff will work to mitigate through adjustments to our 2014 spring ice allocation.

LINKAGE TO 2010-2014 COUNCIL STRATEGIC PLAN

33. The recommendation(s) included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:
 - a) Strengthen Barrie's financial Condition

34. The new economic activity for the City of Barrie and the national recognition hosting this tournament will bring to the City will provide both short and long-term economic benefit to the City.

CITY OF BARRIE
RECREATION, FACILITIES & TRANSIT DEPARTMENT

FACILITY USE AGREEMENT
2014 MEMORIAL CUP, May 14 – 25, 2014

THIS AGREEMENT IS MADE BETWEEN:

THE CORPORATION OF THE CITY OF BARRIE
(Hereinafter called the "City")

OF THE FIRST PART;

- and -

THE BARRIE COLTS JUNIOR HOCKEY CLUB
(Hereinafter called the "Club")

OF THE SECOND PART.

WHEREAS the City is the owner of certain lands and premises in the City of Barrie commonly known as the **Barrie Molson Centre**, hereinafter referred to as the "BMC";

AND WHEREAS the City is the owner of certain lands and premises in the City of Barrie commonly known as the **Southshore Community Centre**;

AND WHEREAS the City is the owner of certain lands and premises in the City of Barrie commonly known as the **Allandale Recreation Centre**;

AND WHEREAS the Club has requested the City to grant to the Licensee the right to occupy and use the premises subject to the terms hereinafter contained;

NOW THEREFORE THIS AGREEMENT WITNESSETH that in consideration of the mutual covenants and agreements herein contained and subject to the conditions hereinafter set out, the parties hereto agree as follows:

1 LICENSE

The City hereby grants to the Club the exclusive right to enter upon, occupy, and use the premises designated as the BMC, the Southshore Community Centre from **May 14, 2014 to May 25, 2014** and designated facilities within the Allandale Recreation Centre from **May 16, 2011 to May 25, 2011**. The Club agrees to use

said premises explicitly for the described purpose and intended usage of hosting and operating the 2014 Memorial Cup Tournament.

2 THE CLUB WILL BE GRANTED:

- a. occupancy and exclusive use of the BMC facilities (excluding areas under existing municipal agreements) two (2) days prior to the actual tournament start date (May 14 & 15, 2014) for tournament setup and the opening ceremonies, throughout the ten (10) day tournament event (May 16 – 25, 2014), and two (2) days following the tournament completion for clean up (May 26 & 27, 2014) at no cost to The Club. Please refer to CLASS rental contract for details and specifics.
- b. use of the City of Barrie – BMC Suite 27 throughout the duration of the event for the purposes of hosting event Canadian Hockey League Dignitaries, VIPs, and Special Guests of the tournament at no cost to The Club. Please refer to CLASS rental contract for details and specifics.
- c. use of the City of Barrie – BMC Lounge throughout the duration of the event for the purposes of hosting event Canadian Hockey League Dignitaries, VIPs, and Special Guests of the tournament at no cost to The Club. Please refer to CLASS rental contract for details and specifics.
- d. use of BMC south parking lot and west parking lot for Hospitality and VIP services sections throughout the duration of the tournament. Please refer to CLASS rental contract for details and specifics.
- e. full access to all signage within the BMC. This access shall not include the exterior street LED signage.
- f. occupancy and use of the Southshore Community Centre facilities two (2) days prior to the actual event start date for set up purposes (May 14 & 15, 2014); throughout the ten (10) day tournament event (May 16 – 25, 2014) to serve as the headquarters for the Organizing Committee and to host CHL, HHOF and OHL exhibits and displays for fans, and two (2) days following the tournament completion for clean up (May 26 & 27, 2014) at no cost to The Club. Please refer to CLASS rental contract for details and specifics.
- g. occupancy and use of the Allandale Recreation Centre as a practice facility including one (1) ice pad and four (4) associated dressing room facilities to host team practice dates and times throughout the ten (10) day tournament (May 16 – 25, 2014) at no cost to The Club. Please refer to CLASS rental contract for details and specifics.

3 FEES

For the right to occupy and use the premises for the **2014 Memorial Cup**, The City permits The Club the right to occupy and use the described premises for the 2014 Memorial Cup at no cost to The Club.

4 ADDITIONAL CHARGES

The Club shall reimburse the City for any additional charges incurred by the City arising out of the use and occupation of the premises by the Club and said charges, including the fees as set out in **Schedule A & B** of this Agreement, with the exception of:

- a. coordinating the painting and re-painting of the BMC ice surface prior to and following the tournament event.
- b. ensure contracted cleaning services are provided at the BMC throughout the duration of the tournament period.
- c. arrange and provide security and parking enforcement and control at all scheduled tournament games throughout the tournament period.

5 PERSONNEL AND EQUIPMENT

1. The Club at its own expense shall employ such personnel as it may require to conduct the event, which personnel shall have reasonable access to the premises for all purposes incidental to conducting the event as may be approved by the Manager of Facility Operations and respective Facility Supervisors.
2. The Club shall provide, install and maintain in the said premises such furnishings and equipment as may be required for the purposes in connection with the event to be conducted pursuant to this agreement, all at the cost and expense of the Club provided that no furnishings or equipment shall be installed until the plans have been approved by the Manager of Facility Operations and respective Facility Supervisors.
3. The Club agrees to use the in-house labour service for the labour services (PDK Productions Corporation).
4. Pyrotechnics are not permitted in the **Barrie Molson Centre, the Southshore Community Centre or the Allandale Recreation Centre** at any time.

6 SAVE HARMLESS

The Club shall protect, defend, indemnify and save the City harmless from all claims, actions and proceedings including any costs and expenses incurred by the City hereby for loss, damage or bodily injury, including death to any person or persons and property based upon, occasioned by, or attributable to the execution of this agreement or the exercise in any manner of rights arising for claims that arise as a result of Club's acts of sole negligence, if any.

7 INSURANCE

The Club agrees to maintain General Liability Insurance in an amount of at least Five Million Dollars (\$5,000,000.00) and adding the City's name as additionally insured and to provide a certificate of such insurance at least one week prior to

the tournament event. The certificate must state the date of the event and when the insurance policy expires.

8 CLAIM

The Club shall not have any claim against the City or any of its officers, employees, servants or agents for accident, detriment, damage or injury to any person or persons or property based upon, occasioned by, or attributable to the execution of this Agreement or the exercise in any manner of rights arising hereunder unless such damage or injury is due as a result of Club's acts of sole negligence, if any.

9 LIABILITY

The Club shall assume full responsibility for all its employees and for all damage to the premises arising out of the Club's sole negligence in connection with, use and occupation of the premises, reasonable wear and tear and damage by fire, lightning and tempest only excepted.

10 ALTERATIONS

The Club agrees that no permanent alterations shall be made to the premises.

11 RULES AND REGULATIONS

The Club shall in all respects, abide by and comply with all applicable laws, rules, regulations and by-laws of the Federal, Provincial or Municipal Government or any other governing body whatsoever and with all local police, health, or fire regulations or by-laws in any manner affecting the premises and the operations of the Club hereunder.

12 FORCE MAJEURE

Whenever and to the extent that the City shall be unable to fulfil or shall be delayed or restricted in fulfilling any material obligation hereunder by any cause beyond its control, including acts of God, or of the public enemy, acts of the government in either its sovereign or contractual capacity, strikes, fires, or floods, the City shall be released from the fulfilment of such obligation during the period it shall be so unable to fulfil or shall be delayed or restricted in fulfilling such obligations.

13 TERMINATION

If the Club should fail to observe or perform any of the material covenants, agreements or material obligations contained in this agreement, the City may upon notification and a reasonable cure period terminate all rights of the Club under this Agreement. All rights of the Club under this Agreement shall be absolutely forfeited.

14 RENTAL DEPOSIT

The Club shall be exempt from paying a non-refundable rental deposit to the City upon the signing of this agreement.

15 BINDING EFFECT

This Agreement and everything herein contained shall inure to the benefit of and

be binding upon the parties hereto, their heirs, executors, administrators, successors and assigns.

16 ADVERTISING/PROMOTION

All event advertising and promotion including television / radio and print, must include the full "Barrie Molson Centre" name, if the Centre's name is used in the advertising. The "Barrie Molson Centre" logo shall not be used without the expressed written permission of the City of Barrie.

IN WITNESS WHEREOF the parties hereto have executed this agreement this _____ day of _____, 2013.

THE CORPORATION OF THE CITY OF BARRIE

Per: _____

THE BARRIE COLTS JUNIOR HOCKEY CLUB.

Per: _____

SCHEDULE 'A'
BARRIE MOLSON CENTRE
Expenses Listing
As of January 2013

BASE RATE: The greater of \$4,259.51 per day plus applicable taxes.

| | <u>Hourly Rate</u> |
|---|--------------------|
| Ushers | \$14.00/hr |
| Ushers Supervisor | \$18.25/hr |
| Ticket Takers | \$14.00/hr |
| Security | \$19.00/hr |
| Security Supervisor | \$21.00/hr |
| Forklift | \$300.00 |
| Catering at Cost | |
| Socan Fees (concerts) | 3 % |
| Arena Glass Removal/Install/Ice deck cover | \$3,100.00 |
| • Removal and replacement of additional glass | \$23.00/piece |
| Chair Rental | \$1.80/chair |
| Electrician | \$500.00 |
| Police - Minimum of 2 Officers | \$61.00/hr/officer |
| Medical Staff | \$200.00 Flat Fee |
| Clean Up | \$850.00 Flat Fee |
| Capital Reserve Fund | \$1.32 + 13% HST |
| Zoom Boom | \$750.00 |
| Barricades | \$350.00 |
| Stage Rental (to be supplied by promoter) | N/A |

The parties agree to Schedule "A" attached hereto and accept it as part of rental agreement.

Licensee _____ Facility Supervisor _____

Note: Prices do not include applicable taxes.

SCHEDULE 'B'
BARRIE MOLSON CENTRE
Expenses Listing
As of January 2013

In-House Labour Services provided by PDK Productions Corporation

In-House Labour Services Listing and Rates:

| <u>Job Duty</u> | <u>Hourly Rate</u> |
|------------------------|---------------------------|
| Lead Hand | \$30.00 |
| Head Lighting | \$28.00 |
| Head Sound | \$28.00 |
| Head Carpenter | \$28.00 |
| Head Wardrobe | \$28.00 |
| Head Rigger | \$45.00 |
| High Rigger | \$42.00 |
| Ground Rigger | \$32.00 |
| Fixed Camera Op | \$450/DAY |
| Hand Held Camera Op | \$650/DAY |
| Video Switcher | \$350/DAY |
| Follow Spot Op | \$28.00 |
| Truss Spot Op | \$28.00 |
| Forklift Op | \$28.00 |
| Wardrobe | \$28.00 |
| Stagehand | \$27.50 |
| Conversion Supervisor | \$32.00 |
| Conversion Crew | \$27.50 |

The parties agree to Schedule "B" attached hereto and accept it as part of rental agreement. Any of the above services must be supplied by PDK Productions Corporation. A minimum four (4) hour call applies.

Licensee _____ Facility Supervisor _____

Note: Prices do not include applicable taxes.

BARRIE MOLSON CENTRE

2014 MEMORIAL CUP PRO FORMA BUDGET FORECAST

SCHEDULE B

CITY OF BARRIE EVENT DATES: May 14 - 26, 2014

Facility & service expenses are based on proposed 2013 rates with a 2-5% escalation factor

| DESCRIPTION | RATIONALE / FORMULA | MEMORIAL CUP CITY IN KIND CONTRIBUTION | COST TO THE CITY |
|--|--|--|------------------|
| FACILITIES REQUIREMENTS | | | |
| Barrie Molson Centre: Special Event Fee | Event fee: \$4,387/day x 11 days/ Set Up fee \$3,183 x 3 days | \$ 57,806 | |
| <i>Revenue Losses</i> | Based on an average of 2011/12 events (Base Rent, Captial Recovery Fund, % of Merchandise) | | \$ 24,170 |
| Suite 27 Rental | Rental: \$886/day x 10 days (Includes suite & ticket charges) | \$ 8,860 | |
| <i>Revenue Losses</i> | Based on an average of 2011/12 events | | \$ 886 |
| Lounge Rental | | \$ 2,950 | |
| <i>Revenue Losses</i> | Based on an average of 2011/12 events | | \$ 885 |
| Contract Cleaning | Standard Event Cleaning Fee: \$900/day x 11 days | \$ 9,900 | \$ 9,900 |
| Parking Control | Contract Security Guard (\$16.40/hr x 5 Guards x 6 hrs x 11 days) | \$ 5,412 | \$ 5,412 |
| Ice Conversion | Installation of Ice Deck for Opening Ceremonies | \$ 3,500 | \$ 3,500 |
| Repainting of Ice Surface | Before event & after event (estimate) | \$ 6,300 | \$ 6,300 |
| Allandale Recreation Centre | Practice facility (single pad 6hrs/day) | \$ 15,180 | |
| <i>Revenue Losses</i> | Based on 2012 contracts | | \$ 11,400 |
| Southshore Community Centre | (headquarters) prime time (Fri - Sun):\$1230/day x 6 days | \$ 7,380 | |
| | (headquarters) non-prime time (Mon - Thu) \$652/day x 5 days | \$ 3,260 | |
| Facilities Staffing | Part-time City facility staff (11 hours/day x 10 days) | \$ 1,947 | \$ 1,947 |
| <i>Revenue Losses</i> | Based on an average of 2011/12 contracts | | \$ 3,853 |
| FACILITIES SUB-TOTAL | | \$ 122,495 | \$ 68,253 |
| TRANSIT / TRANSPORTATION REQUIREMENTS (AT FULL COST RECOVERY) | | | |
| Transit Buses - dedicated | | | |
| To Service Special Events | \$328/4hrs/special shuttle x 5 shuttles x 2 days = \$3,280 | \$ - | \$ - |
| Game Nights @ BMC | \$328/4hrs/special shuttle x 2 shuttles x 10 days (game nights) = \$6,560 | \$ - | \$ - |
| | | \$ - | \$ - |
| TRANSIT SUB-TOTAL | | \$ - | \$ - |
| TOTAL | | \$ 122,495 | \$ 68,253 |

TRANSPORTATION NOTE: Coaches could be made available to the Host Organizing Committee at a rate of \$1,200 per day (12 hours) per coach.

City of Barrie
 prepared by K. Bradley, RFT