

TO: Mayor J. Lehman, and Members of Council
FROM: Zvi Lifshiz, Executive Director Invest Barrie
NOTED: Carla Ladd, Chief Administrative Officer
RE: Rogers Hometown Hockey
DATE: June 27th, 2016



The purpose of this memo is to advise members of City Council of a proposed event partnership opportunity for the City of Barrie. Rogers Media Inc., operator of an event known as Hometown Hockey, is considering Barrie as a potential location to feature in late 2016. Rogers will be hosting the third season for this touring event, which has visited 49 other Canadian communities drawing between 8-10 thousand people (or more) at each location.

The event is designed to be a celebration of Canada's winter pastime and will include activities, contests, autograph signings and giveaways - all focusing on our community's love of hockey. The events are shown through remote broadcasts to Canadians from coast to coast, with previous broadcasts drawing an estimated viewership of 800,000-1,000,000 Canadians. The event may feature the following:

- Live entertainment
- Partner activations (hockey activities, NHL alumni visits, fun for kids, and lots of free contests and giveaways)
- Community events (school visits, minor hockey activities, VIP experiences, community skates etc.)
- A live pre-game commentary with Ron MacLean followed by the broadcast of an NHL game

Staff visited several sites with representatives from Hometown Hockey. Rogers prefers a downtown site due to the scenic backdrop it provides. If selected as a host community, staff would propose the primary site for the event to be along Simcoe Street and in Heritage Park, between Dunlop and Bayfield streets.

If selected, the City of Barrie would be asked to contribute a maximum of \$30,000 of in-kind and cash support, to be managed through existing budgets.



Zvi Lifshiz
Executive Director Invest Barrie