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**TO:** GENERAL COMMITTEE

**SUBJECT:** CLARKSON CUP 2011

**PREPARED BY AND KEY CONTACT:** D. BUTTINEAU, MANAGER OF MARKETING & PROMOTIONS, EXT. 5115

**SUBMITTED BY:** B. ROTH, DIRECTOR OF LEISURE, TRANSIT & FACILITIES 

**COMMISSIONER APPROVAL:** J. SALES, GENERAL MANAGER OF COMMUNITY OPERATIONS 

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** JON M. BABULIC, CHIEF ADMINISTRATIVE OFFICER 

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**RECOMMENDED MOTION**

1. That the Canadian Women's Hockey League (CWHL) Clarkson Cup Tournament be provided:
  - a) The Barrie Molson Centre (BMC) from Thursday, March 24<sup>th</sup>, 2011 to Sunday March 27<sup>th</sup>, 2011; and
  - b) The Southshore Community Centre for a reception on March 24<sup>th</sup>, 2011;for a flat rental fee of \$10,000 for the dates indicated.
2. That the Canadian Women's Hockey League (CWHL) Clarkson Cup Tournament be provided with a one-time sponsorship grant of \$20,000 to ensure the City of Barrie is recognized as a prime contributing sponsor of the tournament and to guarantee the City of Barrie national recognition through tournament telecasting and advertising.

**PURPOSE & BACKGROUND**

3. The Clarkson Cup is an ice hockey trophy, which since 2009, has been awarded to the winner of the National Canadian Women's Hockey Championship. Like the Stanley Cup, it was created by and named for a Governor General of Canada, in this case, Madame Adrienne Clarkson.
4. In March 2009, the inaugural Canadian National Women's Hockey Championship was held at the K-Rock Centre in Kingston, Ontario. The Montreal Stars, champions from the East, prevailed over the Minnesota Whitecaps in the finals of the championship, which also saw the Brampton Canadettes-Thunder and the Calgary Oval X-Treme participate. Madame Clarkson was on hand to present the trophy to the Stars upon their victory.
5. In March 2010, the Clarkson Cup Tournament was held at the Elgin Barrow Arena in Richmond Hill, Ontario, drawing increasing media attention and an estimated crowd of more than 1,000 spectators for the final playoff game. The Minnesota Whitecaps prevailed over the Brampton Canadettes-Thunder to claim the coveted Clarkson Cup Trophy.
6. The Canadian Women's Hockey League approached the City of Barrie to request the Barrie Molson Centre as the 2011 host venue. Clarkson Cup Committee Members include Brenda Andress, Executive Director CWHL; Sami Jo Small, Olympic Gold Medalist, Player, Committee Member; and Chris Emmanuel, Councillor Newmarket, Committee Member.

7. An initial meeting was held on January 25<sup>th</sup>, 2011 with the CWHL (Canadian Women's Hockey League) representatives, Mayor Lehman, Ward 8 Councillor Robinson, and staff of the Leisure, Transit and Facilities Department, to discuss the requirements of hosting the Clarkson Cup. Pending a resolution of all of the details, the BMC (Barrie Molson Centre) and other City of Barrie arena facilities were placed on hold to accommodate the potential of hosting the Clarkson Cup Tournament at the BMC.
8. The Clarkson Cup Committee (CWHL) Canadian Women's Hockey League indicated at the meeting that the previous host, the Town of Richmond Hill, provided their facility (Elgin Barrow Arena) in-kind and supported the event with a \$10,000 sponsor contribution and communications support (re: marketing).
9. Town of Richmond Hill Director of Recreation & Culture, Darlene Joslin, confirmed a grant of \$10,000.00 was provided by Council to the Host Organization (CWHL) of which \$5,000.00 was applied to the Richmond Hill Arena Management Board for facility fees. The balance (\$5,000.00) was to assist the host organization (CWHL) with marketing and promotion initiatives.
10. Furthermore, the Town of Richmond Hill was provided at no charge rinkboard advertising and acknowledgement as the Host Community in all marketing and promotional materials, including host organization's website. The Mayor of Richmond Hill was included in the Opening Ceremonies, the Closing Ceremonies and in a pre-arranged media interview. Eighty (80) complimentary tickets to games were also provided to the Town for distribution.
11. Current users of the BMC (Barrie Molson Centre) scheduled to use the facility during the period of March 22<sup>nd</sup> – March 27<sup>th</sup>, 2011 were contacted to confirm a move to alternative facility locations.

## **ANALYSIS**

### **Facility Requirements & Logistics**

12. Full details of the facility requirements to host the Clarkson Cup are provided in Appendix A. Key components include:
  - Exclusive use of BMC (Barrie Molson Centre) for duration of Tournament (March 24 - 27, 2011)
  - 4 changerooms
  - Secure building premises pre/post games
  - Area/room for VIPs (food /catering) – Upstairs Lounge
  - Internet connectivity
  - Press Box
  - Referees Rooms
  - First Aid Room
  - Media Room
  - Washers & Dryers for cleaning of team apparel during event
  - Box Suite for Dignitaries & Special Guests
  - Two games played per day with final Playoff game played Sunday afternoon
  - TSN coverage of tournament event (Final Game on Sunday)
  - Pre tournament set up required (1 day)
  - In ice logos
  - White out of existing rink boards to install the tournament organizers board advertising
  - Right of sponsorship package advertising during the event

13. The logistics for Leisure, Transit and Facilities staff to accommodate the Clarkson Cup are achievable.

**Facility Rental Fees**

14. Current ice bookings committed at the BMC (Barrie Molson Centre) for the period of March 22 - 27, 2011 would generate total regular ice rental revenues of \$6,196.44.
15. A tele-conference call was held on Friday, January 28<sup>th</sup>, 2011 between City of Barrie staff and the Canadian Women's Hockey League Executive Director to discuss the facility rental fees for the tournament.
16. Brenda Andress, Executive Director (CWHL – Canadian Women's Hockey League), confirmed that the CWHL has submitted to the City of Barrie Council a request to waive all facility fees, plus an additional monetary contribution from the City of Barrie of \$15,000.00.
17. Ms. Andress further confirmed that should Council not support a motion to waive said facility fees, the CWHL (Canadian Women's Hockey League) Organizing Committee would proceed with the rental of the BMC (Barrie Molson Centre) if a rental cap of not more than \$2,000.00 per day X 5 days = \$ 10,000.00 could be established.
18. Staff reviewed this proposal to ensure that any additional costs the City may have associated with the event such as part-time staff, cleaning, electrical connection for TV coverage, etc. would be recovered above the regular ice rental revenues. It was determined that the proposal would achieve that objective.
19. Recognizing that \$10,000 would be greater revenue than currently booked for the dates in question at the BMC (Barrie Molson Centre), and that the current bookings can be accommodated within other City arenas, so there was no loss of revenue from those bookings, staff agreed to the flat fee rate and a rental contract has been issued to the CWHL for review and signatures.
20. There is added community value to hosting this event consisting of community exposure via national television coverage on TSN and the History Channel, to economic spin offs in the community from participants and spectators during the event, to increased food and beverage revenues at BMC.
21. In addition to receiving national exposure as the host community for the coveted Clarkson Cup event, the City of Barrie will receive additional recognition and community profile through rinkboard advertising and in-ice City logos during the course of the tournament weekend. All marketing and promotional materials circulated by the Host Organization (CWHL) and/or posted on host Organization's website shall include City of Barrie branding with recognition as the Host Sponsor.
22. The City of Barrie will also be profiled through TSN live coverage of the event on Sunday, March 27, 2011. This includes a community profile segment on the City of Barrie as part of the pre-championship game telecast and commercial air space.
23. The Mayor shall be included in the Opening Ceremonies and Closing Ceremonies, as well as a pre-arranged interview with the media. One Hundred Complimentary tickets shall be made available to the City of Barrie by the Host Organization (CWHL).

24. Utilising the Ontario Ministry of Tourism and Culture's 'TREIM' matrix (Tourism Regional Economic Impact Model), Tourism Barrie staff are able to estimate the economic impact on the Central Ontario Region to be three hundred fifteen thousand dollars (\$315,000.00) over the course of the four day Clarkson Cup tournament event. Data is based on an assumed daily attendance of 500 persons for the round robin games (Thursday, Friday, Saturday, March 24 to 26, 2011) and an anticipated attendance of 2,500 spectators for the final championship game held on Sunday, March 27, 2011. (Ratio for calculations is based on 70% day trips and 30% overnight stays/10% overnight stays on Sunday).

#### **ENVIRONMENTAL MATTERS**

25. There are no environmental matters related to this recommendation.

#### **ALTERNATIVES**

26. There are several options available to General Committee in regard to this report:

**Alternative #1**

General Committee could choose to waive the \$10,000 flat rental fee for the BMC and the Southshore Community Centre and provide a grant of \$20,000 to the organizers as requested by the CWWHL.

**Alternative #2**

General Committee could choose to waive the \$10,000 flat rental fee for the BMC and the Southshore Community Centre and not provide a grant of \$20,000 to the organizers.

#### **FINANCIAL**

27. Recognizing that this is a national hockey championship event, agreement has been reached between the parties to a flat fee charge of \$10,000, which will ensure the recovery of the City's operating costs for the event while securing additional revenues and the current rentals for this period of time will be accommodated within other City arenas.
28. This event will generate additional food and beverage revenues to which the City receives 5% of the receipts. The City's portion of revenues is conservatively estimated to be between \$1,000.00 and \$2,000.00.
29. Tournaments have an economic spin off to the community related to the services purchased by participants and spectators during the event.
30. The organizing committee has submitted a written request to Council for financial support of the event consisting of waiving the BMC (Barrie Molson Centre) and the Southshore Community Centre rental fees at a value of \$10,000.00, and a financial contribution of \$15,000.00. Essentially the request equates to a grant of \$25,000.00.

#### **LINKAGE TO COUNCIL STRATEGIC PRIORITIES**

31. The 2010-2014 Council's Strategic Priorities have not been established as of the time of writing of this report.

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## **Facility Requirements**

### **What is the Event?**

The Clarkson Cup presented by Scotia Bank featuring the world's best female hockey players playing for the cup.

### **When is the Event?**

March 23 players arrive; Games start on March 24<sup>th</sup> to March 27<sup>th</sup>, 2011

### **Who is involved?**

Three teams from the CWHL (Canadian Women's Hockey League) and one from the Western Women's Hockey League (WWHL.) Players on these teams are many of the best players in the world and are current, past or future members of World Championship teams from Canada, the United States and various European countries.

### **Tournament Format:**

The top four teams from the Canadian Women's Hockey League will compete in a round robin championship. There will be two games Thursday, two games Friday, two games Saturday with the Championship Sunday afternoon at 1 pm.

Games are to be played on March 24, 25, 26 and 27, 2011. The championship game will be played on March 27<sup>th</sup>, 2011 at 1 p.m. All games will have a 15 minute warm up followed by a flood, 3 x 20 minute stop time periods with 20-minute intermissions. Over time is permitted and may be required in all tournament games.

### **Arena Facilities**

- The Host Organizing Committee must submit a draft facility agreement with the bid package and must have a signed agreement in place prior to the bid being awarded.

To host an event of this magnitude, minimum arena facility standards must be met. These standards are as follows:

- a) The host arena must be available on an exclusive basis to the Host Organizing Committee for the games. The arena must be available for exclusive use 3 hours in advance of the scheduled game, for the duration of the game (including overtime), for post game ceremonies and for post event take down. This means that no other tenants or clients shall have use of the arena facility for the entire duration of the games. Ensure also that adequate time is given for the installation of sponsor rink boards, banners, bench boards, preparations for television, etc.
- b) The Host Arena (s) must meet the following minimum standards:
  - Minimum spectator capacity of 1500 seats;
  - Regulation size artificial ice surface;
  - Minimum dressing rooms requirements of 1 large dressing room per team with space for training tables and coach meetings.
  - Laundry, towel service, and equipment repair services are to be made available to participating teams. The Host Committee is responsible for providing and laundering towels. Equipment repairs are at the team's expense;
  - Exercise bikes are to be made available to participating teams. The Host Committee is

- responsible for providing exercise bikes.
- Exclusive use of the required arena space for the duration of the event;
- Access to pre event practice ice as required by participating teams;
- Approval from the facility to display sponsors' advertising throughout the arena, including, but not limited to exclusive use of rink boards, bench boards (player, timekeeper and penalty box) and ice logos;
- Ability to provide, at the cost of the host committee, clean white rink boards and ice surface for application of logos and rink boards for the event;
- Exclusive right to sell event merchandise, souvenir programs, and photographs;
- Right to display trophies and other items in lobby and/or concourse of arena;
- Suitable television and radio broadcast facilities (including broadcast booths for television commentators) and interview areas (refer to Appendix A);
- Media press box facilities with a minimum one (1) high speed internet line capable of hosting 10 local and national media representatives;
- Acceptable hospitality areas/rooms for media results and hospitality;
- Acceptable hospitality areas/rooms for VIPs and other accredited officials;
- All arena contracts entered into by the Host Organizing Committee regarding the event will be subject to the approval by the CWHL and OWHA;

#### **Facility Requirements for T.V. Broadcasts**

##### **1. Lighting**

- Between 100 and 150 foot candles;
- Flat lighting B one colour temperature.

##### **2. Power**

- 200 amp / 208 volts / 3 PH (3 phase) B 400 amp is ideal;
- Power source should be within 150 feet of the mobile parking position;
- Adequate house power in both the press box and the designated studio area;
- House power should be 30 amps / 110 volts.

##### **3. Cable Access**

- Easy cable access into the building, i.e. through cable hatch or door left open;
- Cable access same side as mobile parking or easy access to press box side.

##### **4. Press Box**

- Minimum size for press box is 12 feet in length by 8 feet in depth;
- Must accommodate two sets of commentators (TSN and RDS);
- Adequate distance from near boards to cameras 1 and 2, i.e. at least 24 feet from the near boards to the main play-by-play and tight follow positions, otherwise a camera position (scaffold or platform) would have to be built which may result in several seat cancellations;
- Arena should have penalty and shot clock B viewable from press box.
- High speed internet line (minimum one)

##### **5. Camera Positions**

- Cameras 1 and 2 B tight follow and play-by-play B should be placed in the press box (if press box cannot accommodate the two cameras, this could result in seat cancellations at the back row of seating on a platform on either the lower level or, where applicable, the upper level seating);
- There is the possibility of a third camera (iso) positioned next to cameras 1 and 2 in the press box or higher position;
- Camera 3 B high end zone/hard B will result in seat cancellations or, depending upon the venue, placement could be at the back of a row on a 2 foot riser. May also require

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room for a platform for the on-camera host position that may result in further seat cancellations;

- Camera 4 B opposite low B hand held at ice level. Possible seat cancellations;
- Camera 5 B opposite low B at ice level. Possible seat cancellations;
- If there are split benches B hard reverse angle camera at the top opposite concourse;
- Studio requirements (size of referee's room or First Aid room would be acceptable) for intermissions and voice-overs;
- It is to everyone's advantage if the arena has catwalks over the ice for rigging of overhead cameras and microphones.

NOTE: If an arena falls short of any of the above mentioned minimal requirements, a survey at that venue could serve to establish adjustments which could be made to bring the venue up to an acceptable level.