

Subject: Rogers Hometown Hockey**APPROVALS:****Annette Antoniak**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

THAT funding in the amount of \$131,700.00 be allocated from the 2019 Division operating budget for the Rogers Hometown Hockey event;

THAT in the event the funding cannot be accommodated in the 2019 Division operating budget, funding be allocated from the 2019 corporate operating surplus, if it exists; and

THAT in the event the funding cannot be accommodated in the 2019 corporate operating surplus, funding be allocated from the Emerging Issues Reserve.

Summary:

The Regional Municipality of Wood Buffalo (RMWB) will play host to Rogers Hometown Hockey, a weekend long festival celebrating not only Canada's National Sport, but the communities that embrace and contribute to the game of hockey. The RMWB's spotlight will take place on Saturday, November 23, from noon to 6 p.m. and Sunday, November 24, noon to 10 p.m. at MacDonald Island Park. Rogers Hometown Hockey requires host communities to promote, through various means and avenues, the entertainment and activities that will be made available to all residents of the RMWB.

Background:

Rogers Hometown Hockey is Canada's largest touring festival. Each winter, 25 different communities from coast-to-coast host Rogers Hometown Hockey over the course of the NHL regular season. The event will be delivered by a Community Committee, led by the RMWB and in partnership with the Regional Recreation Corporation, Fort McMurray Minor Hockey Association, Northern Alberta Athletics Association, Fort McKay Arena, McMurray Gentlemen's Hockey, Fort McMurray Old-Timers League and Fort McMurray Tourism.

This festival will feature events such as live entertainment, Hockey Circus Show, Dodge Stow n' Go Challenge, Playmobil Kids Zone, and much more. The Pre-Game Show will include stories from the community that show why hockey is such a special part of our

culture and features local hockey heroes, minor hockey players, and other special people in the community. The broadcast will also feature segments such as My Hometown Must, where members of the community get to showcase an activity that is iconic to the community and the Dr. Oetker My Hometown Feature, which showcases a unique story from the community told through a hockey lens.

Budget/Financial Implications:

Operational elements of this event include:

- Parking, Labour and Operations: \$57,950
- Crowd Control, Security, First Aid: \$13,750
- Rural Involvement: \$20,000
- Advertising, Marketing and Promotion: \$30,000
- Community Involvement: \$10,000

To provide the necessary support, a total budget of \$131,700 is requested for the Rogers Hometown Hockey event.

Rationale for Recommendation:

The Regional Municipality of Wood Buffalo 2018-2021 Strategic Plan initiative #3f, Support of Arts and Culture, directs the Municipality to "host and attract major multi-sport and cultural events that support arts and culture development, contribute to increased tourism and generate prosperity for the region".

The benefits of the Rogers Hometown Hockey festival include:

- Placing a National spotlight on the RMWB.
- Showcasing community rebuilding after a disaster, including how we hope to attract young families (like those involved in hockey across the country) to consider Wood Buffalo as a place to raise their children.
- Demonstrating the region's warm hospitality and giving the nation an example of what to expect during the 2022 Arctic Games.
- Building upon community pride.
- Generating a direct economic impact of \$350,000 and providing a promotional impact of \$1,000,000 (figures provided by Rogers Hometown Hockey).
- Providing the opportunity to thank millions of Canadians for their support during

and after the 2016 wildfire.

Strategic Priorities:

Responsible Government