



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Heather Kaufmann, Community Development Supervisor

DATE: October 24, 2019

REPORT NO.: RP-2019-0038

RE: Rogers Hometown Hockey Final Update

RECOMMENDATION:

THAT Report RP-2019-0038 dated October 24, 2019 regarding the Rogers Hometown Hockey Final Update be received;

AND FURTHER THAT a total budget of \$116,000.00 be approved for the Rogers Hometown Hockey event with funding derived from the Tax Rate Stabilization fund.

BACKGROUND:

The Rogers Hometown Hockey Tour is known as one of the ultimate NHL fan experiences. Sportsnet hosts Ron MacLean and Tara Slone travel across the country, making stops in twenty five different communities to share local hockey stories and celebrate the game's biggest stars. There is a live broadcast of an NHL game from the Sportsnet Mobile Studio every Sunday night in coordination with the event.

In late May 2019, the Town was invited via a letter to Mayor Bonnette to submit an application to host a Rogers Hometown Hockey event for the 2019-2020 season.

In late June 2019, the Rogers Hometown Hockey team contacted the Town to advise that our application had been successful and that the municipality was chosen to launch the season, with the kickoff event on Saturday, October 5 and Sunday, October 6, 2019.

In July 2019, Council approved the signing of an agreement with Rogers Hometown Hockey and approved the preliminary budget, project plan and the formation of a working group to oversee the project logistics.

The two-day festival featured free, family-friendly activities for the entire community. Activities ranged from live entertainment, NHL alumni autograph signings and meet and greets, ball hockey tournaments, on-site games, community events (school visits, minor

hockey activities, VIP experiences), a parade of champions, and the live pre-game and NHL game broadcast with Ron MacLean and Tara Slone.

COMMENTS:

The purpose of this report is to provide Council a summary of the event and secure funding approval.

Festival Overview

The Rogers Hometown Hockey festival took place on Saturday October 5 and Sunday October 6, 2019 at Mold-Masters SportsPlex (221 Guelph Street).

Festival attendance was estimated at just over 16,500 attendees over two days. Many of these attendees also attended activities inside Mold-Masters SportsPlex which saw over 12,500 visits.

Comments received from Rogers Hometown Hockey staff regarding the crowd's attendance and enthusiasm included:

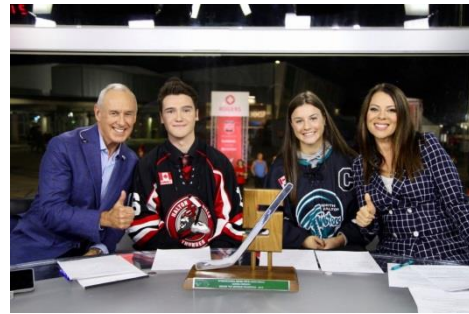
- "Definitely one of our busiest stops"
- "Busiest Saturday we've had during the tour"
- "Incredible hockey town"
- "What a passionate and engaged community"
- "The largest viewing party [for the NHL game broadcast] we've experienced"

Highlights of the festival included:

- Autograph signing by Shane Doan, Colton Orr, Daryl Sittler and Brian Hayward.
- An official land acknowledgement and drumming ceremony from the Mississaugas of the New Credit First Nation.
- Live music from Jammer's Waffle House and Matt Zaddy.
- On stage entertainment by a magician, the Steve Goodtime Rockin' Hockey Show, and a community chat with Rod Pasma and Shane Doan.
- Free giveaways from the Town of Halton Hills and Rogers included thunder sticks, pennants, wristbands, toques, NHL game tickets and jerseys.



Partnerships and collective efforts amongst the hockey community contributed significantly to make the festival a success. The Halton Hills Minor Hockey Association (Thunder), North Halton Girls Hockey Association (Twisters), Halton Hurricanes AAA Minor Hockey and Georgetown Raiders worked collaboratively to combine efforts in coordinating a ball hockey tournament on the Scotiabank outdoor hockey rink, a BBQ fundraiser with Sobeys and Maple Lodge Farms, a 50/50 draw fundraiser and were big contributors to the coordination of the Parade of Champions.



The opportunity provided as host of the Rogers Hometown Hockey festival was not lost on the business community who had tremendous participation. Leading the efforts was a business sub-committee who created a “Paint the Town Red and White” contest to challenge businesses to celebrate hockey culture with displays to welcome Rogers Hometown Hockey. Committee members included:

- Economic Development staff
- Halton Hills Chamber of Commerce
- Acton BIA
- Georgetown BIA
- Georgetown Marketplace



Forty local businesses participated in the challenge and prizes were awarded to the three winning businesses. The committee also provided recommendations for local businesses to support the Rogers and Sportsnet crews. Rogers’ staff noted that they were extremely impressed by the level of participation and subsequently featured local businesses on their social media platforms.

Recreation and Parks staff worked closely to initiate a ‘Fill the Net Food Drive Challenge’. All 20 elementary schools participated and over 22,000 items of food were collected and donated to the Acton Food Share and Georgetown Bread Basket. The value of the food items collected was estimated at \$40,000. Halton Hills’ food drive was the largest that Rogers Hometown Hockey had ever seen throughout their six seasons.



Town facilities and departments participated in a Hometown Hockey Decorating Contest. Twelve teams participated in the challenge and were featured on Rogers Hometown Hockey social media platforms.

A major feature of the broadcast is the Parade of Champions. The record of teams for the parade in previous seasons was 102. The Town of Halton Hills surpassed that record with 165 local community groups and teams. In the history of Rogers Hometown Hockey, the Town of Halton Hills had the largest Parade of Champions with an estimated 3000 participants.



Broadcast

Halton Hills received broad exposure on Rogers Media and Sportsnet platforms leading up to and during the event. The municipality was promoted to millions of Canadians through television advertisements, social media, and during Rogers programming (including Hockey Night in Canada and Sportsnet Central). The broadcast aired nationally on Sportsnet alongside the New York – Winnipeg NHL game at 6:30 p.m. on Sunday, October 6.

During the launch on September 10th, the Town of Halton Hills was featured as the launch municipality on Sportsnet and Rogers platforms on television segments, radio broadcasts and social media outlets. There were over 5,500 hits on Town social media within the first hour of the launch and 22,000 overall on the launch day.

The local stories Rogers and Sportsnet chose to feature on the broadcast were also requested by local community groups, Town staff and residents through Let's Talk Halton Hills and other platforms. Broadcast notes were provided by Town staff and the Hero's and History Committee comprising Georgetown Hockey Heritage Council, Esquewaug Historical Society and Halton Hills Sports Museum.



The broadcast featured several key segments that included:

- Parade of Champions
- Local economy and tourist attractions in Halton Hills
- The agricultural history of the community
- Acton Fall Fair
- Hometown feature: Head for the Hills Craft Beer Festival with Bryan Lewis and Ron MacLean
- Hometown Hero's feature: Wes McCauley
- Intermission chat and features with Brian Hayward and Sarah and Kayla Fillier
- 3 stars with Daniel Cannon (Thunder) and Logan Nyitrai (Twisters)
- My Hometown Must feature: Glen Williams glass blowing with Tara Slone

It was noted by Rogers Media Inc. that this was the largest turnout to a live game during their six seasons.

Marketing and Promotional Activities

Rogers Hometown Hockey presented an unprecedented opportunity to showcase the Town of Halton Hills to a national audience, with (per Rogers) an estimated \$1 million economic impact to the local economy. As the launch municipality for the season, the municipality received numerous pre-show shout-outs along with coverage during the live televised broadcast; marketing impressions from this exposure alone are valued at \$300,000.



The communications and marketing team had the following goals:

- Develop, deliver and maintain a current schedule of events
- Promote and foster online engagement with the community (hometown pride)
- Support a fun and positive event experience through the creation of a collateral that would serve as memorabilia

Staff worked with the Rogers team to align the timing of announcements and leverage the media attention garnered by the show's hosts during the promotional tour for the show's season launch. On the day, the Town announced the event with a media release, web page launch, social media and a video of the Mayor, engagement (or user interaction i.e. likes, shares, comments), achieved a 1200% increase.

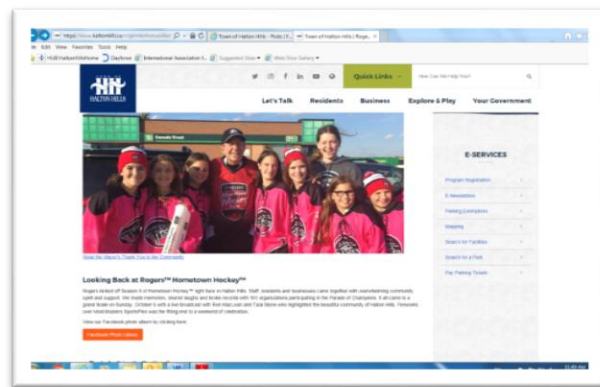


View the Mayor's video [here](#).

Web Page

A dynamic web page dedicated to Rogers Hometown Hockey was developed to host content regarding the event schedule, parking information, the business contest and school challenge. Updates were ongoing as event information was confirmed and post-event updates noted weekend highlights.

The website received 10,075 page views between September 10 (launch day) and October 6.



Media Release

A media release was issued for the launch announcement and was picked up by 5 outlets.

Social Media

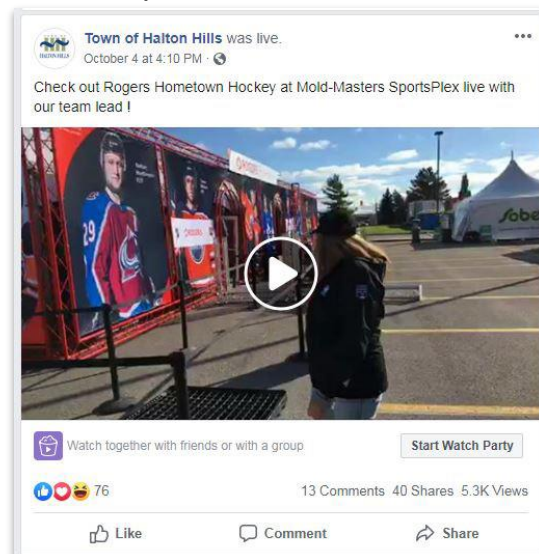
Facebook and Twitter were used extensively with over 50 posts issued from the date of announcement to post event reporting. The Mayor's launch video had over 45,000 impressions on Facebook. The video coupled with the other social media activities generated nearly 80,000 engagements across Twitter and Facebook within the first 3 days of the event being announced. In total, Facebook garnered over 135,000 impressions and Twitter reached over 400,000 as well.

In addition to social media posts, staff conducted 12 Facebook Live (video) segments over the event weekend that garnered 149,000 impressions (the number of times the content is displayed) and 11,376 engagements in two days.

The Mayor's launch video was the top Facebook post.



*** The top Facebook Live post garnered over 11,000 impressions.



The top Twitter post had a reach (the number who saw the post) of over 58,000 people.



Advertising

The Town advertised in the local newspapers to promote the event, noted highlights and encouraged use of the shuttle buses.

October 5 & 6

Mold-Masters SportsPlex

Rogers™ Hometown Hockey™ is coming to Halton Hills

Festival Activities

- NHL alumni meet and greets and autograph signings
- Steve Goodtime Show
- Rogers Fan Hub
- Playmobil Kids Zone

Getting Around

- Free shuttle service
Parking at Georgetown Marketplace
- Drop-off and pickup zone

Parade of Champions

Register your team or community group for the Parade of Champions!

Contact Amy at 905-873-2601, ext. 2257 or atownsend@haltonhills.ca

'Fill the Net' Food Drive Challenge

Register your school and collect the most items to win a special school assembly with Rogers® Hometown Hockey®.

Contact Erin at 905-873-2601, ext. 2965 or at ecarter@haltonhills.ca

Follow us for updates

@TownOfHaltonHills

@HaltonHills

haltonhills.ca/rogershometownhockey

[#HometownHockey](https://twitter.com/HometownHockey)

Marketing & collateral

- bus signage: used on shuttle buses
- posters (50): displayed at multiple locations
- digital screens (8) indoor and outdoor: displayed at multiple locations
- banners (4): displayed at multiple locations
- display at Halton Hills Public Library (Georgetown Branch)
- thunder sticks 1500: distributed at the Georgetown Raiders hockey game
- pennants 1500: distributed at the Parade of Champions
- wrist bands 3000: distributed throughout the weekend

Management of the Event

Approximately 2900 hours of staff time were utilized for committee planning purposes, participation in promotional activities and logistics in advance of the event. Staff further contributed 255 volunteer hours during the event and community volunteers contributed 545 total hours. Staff work was focused on fulfilling the agreement requirements, logistics, fireworks, approvals, traffic control and road closures, volunteer management, marketing and promotions, and coordination of activities among the sub-committees.



Since the Town of Halton Hills was selected for the 2019-2020 Hometown Hockey launch, there were multiple factors through the process such as sponsorship, re-branding and new event assets that were added before the event that were new to the tour for season 6. As a result of being the first stop on the tour, many of these factors required additional time and details were being finalized until the event launch.

Free shuttle service was provided by First Student Inc. to provide convenient travel options for residents, minimize traffic congestion and offer additional parking options for attendees and Minor Hockey Association members accessing both Rogers Hometown Hockey events and Mold Masters SportsPlex for scheduled games and practices.

Three routes were recognized as key areas that could accommodate the additional parking and provide alternative travel options for festival attendees. Trafalgar Sports Park shuttle service provided a convenient shuttle every 15 minutes that began service for early morning hockey players from 6:20 a.m. until 11:00 p.m. An additional shuttle was placed at the Gellert Community Centre that provided shuttle service every 30 minutes between 11:30 a.m. to 11:15 p.m. The most utilized shuttle service provided service every 30 minutes from Acton GO Station, Acton Arena and Limehouse Public School travelling to Mold Masters SportsPlex between 11:30 a.m. to 11:00 p.m. The shuttle services accommodated approximately 100 festival attendees over the two day period.

Rogers Hometown Hockey waste diversion was a pilot project for hosting centralized waste stations to divert waste from the regular waste stream. Key highlights include:

- Food and drinks at the event were selected on the basis of acceptable packaging with minimal waste and deposit in the recycling bin or green cart.
- Waste at the event consisted of hot dogs/bun on a cardboard open container, hamburgers in a foil wrap, pop and water bottles, pizza on a napkin, Beavertails on a napkin, fries and paper towels from the hand washing station.
- Two centralized waste stations were created near picnic tables close to the food booths with volunteers monitoring the stations.
- Both waste stations were very well used by the public who deposited their own waste into the bins with the assistance of volunteers. This was a positive opportunity to educate the public on waste. Several members of the public engaged in conversations with waste staff about waste diversion in their region or municipality.
- The Minor Hockey Associations and Georgetown Raiders assisted with weighing the waste bins and recording the weight and cleaned the site.

A total of 157.8 pounds of recycling material and 56 pounds of green cart material were diverted from the regular waste stream. This waste pilot project was an educational opportunity to engage with the public on waste diversion and the importance of handling proper waste diversion at events to lessen the impact on the environment. Staff will be further exploring this concept for future Town and public events.

The Town of Halton Hills fulfilled the agreement requirements and participated extensively in the development of the broadcast to ensure the diversity of the Town was well represented.

As with any Town-led event, staff will complete a post event review and closeout to track lessons learned and best practices.

Budget, Fundraising and Economic Impact

The Town of Halton Hills worked collaboratively to anticipate the budget for Rogers Hometown Hockey. Being selected as the launch town had large impacts in terms of reach and broadcast coverage. There were challenges as many of the costs could not be pre-determined due to the short turnaround time to plan and execute the event. The cost of a festival of this size and nature would exceed \$500,000 if it was run solely by the municipality as the Town does not have the assets (stage, tents, trailers, and activities) nor the budget for special appearances, vendors, sponsors, etc. to host an event of this magnitude.

As stated previously, the value of the national broadcast coverage, is estimated at \$300,000. In addition, the Town received pre event coverage through numerous

television, radio and social media outlets, presenting an extraordinary opportunity that cannot be valued.

Per the terms of the Rogers Hometown Hockey Agreement, the Town was responsible for a range of services, supports and cost-sharing in order to host the event. The budget breakdown for the Town's share of the event breaks down as follows:

Item*:	Cost:
Rentals, Permits and Materials	\$40,134.93
Marketing and Promotions	\$24,851.95
Police, Security and First Aid, and Site Logistics	\$24,000.91
Transportation and Shuttle Service	\$21,007.71
TOTAL COST:	\$109,995.50
*Staffing costs are included with each category	

Staff anticipates an additional \$6,000 in costs to be added once all invoices are received for a total upset limit of \$116,000.

The cost to the municipality cannot be viewed without acknowledging the multiple fundraising components that brought \$27,081.05 back into local community programs split amongst the Minor Hockey Associations.

The breakdown is as follows:

- 50/50: \$5,035.50
- Community BBQ: \$6,045.55
- Scotiabank Donation: \$15,000.00
- Rogers Donation: \$1,000.00

Approximately \$40,000 of food items were donated back into the two local food banks through the Fill the Net Challenge.

In summary, the Rogers Hometown Hockey event investment of \$116,000 resulted in:

- Just over \$27,000 being directed to three local minor hockey groups;
- A \$40,000 value of food items donated to local food banks;
- In-Kind Contribution of local sponsors like Maple Lodge Farms with values in excess of \$7,000;
- 545 hours of volunteer time being donated to the event;
- Town of Halton Hills social media platforms having over 11,376 engagements over the two days;
- Media release, web page launch, social media and a video of the Mayor on Launch Day resulting in a 1,200% increase in engagement;
- The hiring of 75 local residents for various positions throughout the festival by Rogers;
- National television coverage and marketing exposure, valued at \$300,000 plus extensive positive social media reach;

- A value of event assets including entertainment valued at \$500,000;
- An estimated value of \$1 million worth of local business support resulting from the event, including hiring of local workers, hotel and restaurant business, and purchase of apparel.

RELATIONSHIP TO STRATEGIC PLAN:

- A.3. To provide a broad range of educational, recreational and cultural services that meet the needs of our residents.
- A.9 To support and enhance a variety of arts and cultural opportunities for the enjoyment of residents.
- A.10 To encourage and promote community volunteerism.
- C.10 To promote opportunities for tourism that are linked to the Town's natural and cultural heritage and countryside character.
- I.5 To expand opportunities for communication with our community.

FINANCIAL IMPACT:

Staff project a total budget of \$116,000 will be required to meet the requirements of the Rogers Hometown Hockey event. Staff recommend that the funding required for the Rogers Hometown Hockey event be derived from the Tax Rate Stabilization Fund and not from the general tax revenue.

CONSULTATION:

Staff consulted with members from each of the respective groups and members from other departments including Economic Development, Innovation and Culture, Climate Change and Asset Management, Transportation and Public Works, and Corporate Communications in respect to this report.

PUBLIC ENGAGEMENT:

No public engagement is required for this report.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report advances the Strategy's implementation.

This report supports the cultural vibrancy and social well-being pillar(s) of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is Good.

COMMUNICATIONS:

Staff will continue to work with Corporate Communications to leverage the successful outcome of the Rogers Hometown Hockey event to further promote the Town and support initiatives to build a healthy community, foster partnerships and enable economic development.

CONCLUSION:

The Rogers Hometown Hockey event was a big success for the Town and featured the Town of Halton Hills on a national stage. The level of community support and engagement was phenomenal and broke records. The community partnerships and economic development exposure from this event will benefit the community and Town in years to come.

Reviewed and Approved by,

A handwritten signature in black ink, appearing to read "Warren Harris".

Warren Harris, Commissioner of Recreation and Parks

A handwritten signature in black ink, appearing to read "Brent Marshall".

Brent Marshall, Chief Administrative Officer