



## **The Corporation of the Town of LaSalle**

**To:** Members of the Parks, Recreation & Events Committee

**Prepared by:** Patti Funaro, Recreation Manager

**Department:** Culture & Recreation

**Date of Report:** November 15, 2019

**Report Number:** CR-2019-23

**Subject:** Rogers Hometown Hockey Event

---

### **Recommendation**

That the report of the Recreation Manager dated November 15, 2019 (CR-2019-23) regarding the Rogers Hometown Hockey Event BE RECEIVED; and that Option 2 of the event budget including required services and enhancements BE APPROVED.

### **Report**

The Rogers Hometown Hockey Tour is a season long, touring hockey festival visiting a different Canadian community each weekend for 25 weeks between October 2019 and April 2020. The festival will be in LaSalle on February 22 and 23, 2020 and take place in the front parking lot of the Vollmer Centre.

Festival Activities Include:

- Live entertainment
- Partner activations
- NHL alumni autograph signings and meet and greets
- Community events
- Live pre-game and NHL game broadcast with Ron MacLean and Tara Slone

Additional event details are available in the attached Event Overview document.

The agreement between Rogers Hometown Hockey and the Town of LaSalle outlines a number of services that the town must provide at no cost to Rogers. In addition to these services, there are a number of additional items that the committee may wish to consider in order to enhance the event. A detailed outline of the expenses is available in the attached budget document.

Two options are available.

Option 1

Provide only the services required per the contract with Rogers at an estimated cost of \$50,350. Services are logistical in nature and include things such as fencing, portable washrooms, lighting and security to name a few. These are direct costs and do not include indirect costs such as labour and lost revenue.

Option 2

Provide the services required per the contract along with enhancements to engage the community and promote the event. Enhancements include such things as advertising through a number of channels and shuttle services to the event. These enhancements can be customized based on the committee's recommendations. A detailed outline of the expenses is available in the attached budget document and are estimated at approximately \$9,800.

\$15,000 of this event will be funded through the Culture and Recreation budget with the remainder funded through the Strategic Planning budget.

## Consultations

Finance

Public Works

Corporate Communications and Promotions Officer

## Financial Implications

Option 1 \$50,350

Option 2 \$60,150

## Prepared By:



Manager of Recreation and Culture

Patti Funaro

Link to Strategic Priorities

	Expanding and diversifying our assessment base
Yes	Effectively communicating the activities and interests of the Town
Yes	Managing our human and financial resources in a responsible manner
Yes	Promoting and marketing LaSalle
	Promote a healthy and environmentally conscious community

**Communications**

	Not applicable
	Website
	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

**Notifications**

<b>Name</b>	<b>Address</b>	<b>Email</b>

**Report Approval Details**

Document Title:	CR-2019-23-Rogers Hometown Hockey Event.docx
Attachments:	- Copy of Hometown hockey budget.pdf - Hometown Hockey Event Overview.pdf
Final Approval Date:	Nov 18, 2019

This report and all of its attachments were approved and signed as outlined below:



Director of Finance/Treasurer

Dale Langlois



Director, Council Services/Clerk

Agatha Robertson