



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: January 10, 2020

Report Number: CR-2020-04

Subject: Rogers Hometown Hockey Event Update

Recommendation

That the report of the Recreation Manager dated January 10, 2020 (CR-2020-04) regarding updates on the Rogers Hometown Hockey Event BE RECEIVED.

Report

Event Update

Planning is well underway for the Rogers Hometown Hockey event that takes place at the Vollmer Complex on February 22 and 23. Full event details to date are contained in the Frequently Asked Questions document that is attached to this report.

Budget Update

Spending for the event is currently tracking on or under budget. An updated budget is attached (note: actual expenses are based on quotes).

Community Engagement

Paint the Town Red

Local businesses are invited to take part in a contest to decorate their business or store front in a hockey and/or red theme. The winner will receive a behind-the-scenes VIP package.

Red and white Christmas lights were used on Laurier Parkway and in front of the Vollmer. These will be turned on again the week of the event. The Vollmer Centre will also be decorated in a red theme the weekend of the event.

Photo Contest and Jersey Display

The community is encouraged to send hockey photos from today or yesterday (one entry per person). Some photos will be chosen to be on display along with a variety of jersey's from LaSalle Minor Hockey and the LaSalle Vipers at the Civic Centre in the weeks leading up to the event.

Jersey Day

The community is encouraged to wear any jersey on Friday, February 20 and share photos on social media.

Volunteer

Members of the community are invited to volunteer at the event. Anyone interested is required to volunteer on both Saturday and Sunday and must be at least 16 years of age. Interested volunteers can email contact information to hometownhockey@lasalle.ca

Parade of Champions

Any and all sports teams are invited to take part in the Rogers Hometown Hockey Parade of Champions on February 22 at 6:00 pm. Teams should wear jerseys and bring their team banner.

Bucks for Pucks

In the spirit of giving, schools are encouraged to donate bucks to support the LaSalle Food Bank and LaSalle Hangout for Youth. The school with the greatest amount of money raised (per capita) will win a visit from Rogers Hometown Hockey.

Promotions

The following advertising/promotions are planned or currently taking place:

- Facebook event page and social media posts
- Pop up banners on display at the Vollmer Complex and Civic Centre
- Insert in water billed mailed to all residents (week of January 6)
- Posters and handouts at the Vollmer Complex and in the community
- Rink boards in both Vollmer rinks
- Door decals at the Vollmer Centre and Civic Centre
- Blackburn radio ads
- Front cover of the Winter/Spring Activity Guide and will be on the front cover of the LaSalle Messenger which will be mailed to all residents in January
- Will be included in the January and February Town of LaSalle monthly email blast
- Advertisements in local newspapers

The public is encouraged to follow our social media channels and check our website for updates.

www.lasalle.ca/hometownhockey

Consultations

Corporate Communications Officer

Financial Implications

Type financial implications here

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

Name	Address	Email

Report Approval Details

Document Title:	CR-2020-04 Rogers Hometown Hockey Update.docx
Attachments:	- Hometown Hockey budget as of Jan 2020.pdf - HTH FAQ Sheet.pdf
Final Approval Date:	Jan 13, 2020

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



Director, Council Services/Clerk

Agatha Robertson