

# **FINAL REPORT FROM THE LOCAL ORGANIZING COMMITTEE**

Jim McManaman

Denise Reid

Fred Wallace



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As the Local Organizing Committee, we are pleased to present this final report to City Council.

Sportsnet approached the City of Owen Sound as a possible host city for the 2021 Scotiabank Hockey Day in Canada event.

Held annually, Scotiabank Hockey Day in Canada is the country's biggest single-day hockey celebration, aimed at uniting Canadians from coast-to-coast-to-coast. Broadcast live from the host community, hosted by Ron MacLean and several other Sportsnet personalities, with special guest appearances by NHL Alumni throughout the day-long event and features from the local community, the City was excited about the opportunity that was presented.

## **Council Support**

At the April 6, 2021, Council Meeting, Council approved a report in Closed session that:

1. Directed staff to submit a proposal to Rogers Sportsnet based on the summary provided.
2. Directed the City Manager to sign the Agreement, provided that it is substantially the same terms and conditions as the draft presented to Council with the closed report;
3. Directed staff to appoint the three Co-chairs for the Local Organizing Committee being Jim McManaman, Denise Reid, and Fred Wallace; and
4. Directed staff to use the Coke reserve to establish a budget of \$34,000 (net total) for 2020/21.

## **Bid preparation and Presentation**

A formal bid was prepared and submitted and on June 15, together with Mayor Boddy and City Staff, we delivered a successful presentation to Rogers and Scotiabank that outlined the proposed event schedule, venues, and sports history of the City. On July 28, 2021, the City announced that it had been selected by [Sportsnet to host Scotiabank Hockey Day in Canada](#) in January 2022. Then the real work began! Due to the impact of the global pandemic, the event was postponed twice and rescheduled for January 2023.

(Note: This report should be read in conjunction with the visual presentation regarding SHDIC that accompanies the report).

As Co-Chairs, we were assigned responsibility for areas that staff felt would leverage our knowledge, skills, and experience.

Denise Reid            School Visits, On-Ice Clinics and Referee Clinic

Jim McManaman    Festival site and Stanley Cup Procession

Fred Wallace            Communication and Promotion, Opening Reception, Music of Hockey, Banquet, Gameday announcing and logistics.

## **Merchandise**

- Merchandise was done in partnership with the Owen Sound Attack Hockey Club.
- The Club was responsible to select and obtain approval for merchandise through Sportsnet, and also to order and sell the merchandise.
- Offered in-store and online sales.
- On Festival Day merchandise was available at Harrison Park through the City's Tourism booth.
- 1327 pieces of merchandise were sold.
- 14 pieces of merchandise were left at the completion of event and sold off shortly after.
- A small amount of revenue was received from merchandise (\$1,410) which helped in the promotion of the event.

## **Referee Clinic**

- The off-ice referee clinic included special guest Ron MacLean along with video appearances from local referees involved in the NHL and AHL.

- Kevin McArthur, Dan Blackburn and Fred Wallace volunteered and supported the organization of this event.
  - The event was at no charge and there were no age restrictions to sign up.
  - The event was attended by 45 participants, including many existing referees.
- All participants were provided with a list of Mentor referees for future contact purposes and pictures of the event.

### **Opening Faceoff Reception**

- Grey County generously provided the use of the 2-level atrium at the County of Grey administration building on 9<sup>th</sup> Avenue East.
- This event was the official kickoff to SHDIC.
- This was an invite-only event for sponsors and Scotiabank and Sportsnet VIPs as well as the Alumni who would play in the Alumni Game.
- Costs for the food at the event were split 3 ways with Sportsnet, Scotiabank, and the City.
- The event included a draft where each player was selected to play on Team Tucker or Team McDonald.
- 220 people attended this opening event.

### **Music of Hockey**

- This event was held at the historic Roxy Theatre in the City's River District.
- Guests were welcomed outside by the U13 Owen Sound Ice Hawks Girls Hockey team.
- Ron MacLean was the host for the evening.
- This event was sold out (400 tickets).
- The Dave Bidini band was the house band and the acts had prepared special songs and music including Emm Gryner, Stephen Stanley, Julian Taylor and locals Rob Elder, Tyler Beckett, and Rock the Sound Choir.
- Scotiabank provided \$25,000 in funding for the event.

## **VIP Skate with the Cup**

- There were 2 VIP skates with the Cup.
- Bruce Power, as the major event sponsor, had a skate in Port Elgin and had 309 invited guests on Wednesday, January 18. The Stanley Cup was on site for this event which was attended by NHL Alumni.
- Owen Sound hosted a second on-ice Skate with the Cup event on Thursday, January 19. 347 people attended. Tickets were provided to Sportsnet and Scotiabank who had many invited guests. Tickets were also part of sponsorship packages for the local sponsors for the event. Many people attended as guests of local sponsors and there was a diverse crowd.

## **School Visits**

There were 4 school visits as part of the event on Thursday and Friday.

Schools included:

1. East Ridge Community School (JK – Grade 8, French/English)

400 students

Host was Ron MacLean

Special guests included Lanny McDonald, Bobby Ryan, Victoria Bach, Sam Sedley and Gavin Bryant from the Owen Sound Attack plus mascots Cubby and Scotti.

2. Alexandra Community School (JK – 8)

348 students

Hosts were Evanka Osmak and Ken Reid

Special guests included Darcy Tucker, Wendel Clark, Blayre Turnbull, Chris Minard and Ethan Burroughs and Nolan Seed from the Owen Sound Attack plus mascots Cubby and Scotti.

3. Notre Dame Community School

600 students

Hosts were Evanka Osmak and Ken Reid

Special guests included Darcy Tucker, Blayre Turnbull, Dollee Meigs Les Binkley, mascots Carlton and Scotti and 2 Owen Sound Attack players

#### 4. Georgian Bay Secondary School

Cassie Campbell-Pascall read to 85 grade 3 students the new Scotiabank book, "The Jersey."

Although there were buses canceled on Thursday, approximately 1350 students were able to attend these school events. Post-event - the schools were sent the pictures that were taken at their school by the City photographers.

### **On Ice Clinics**

- 285 players over 3 days attended 9 on-ice clinics. Participants included players from Owen Sound Minor Hockey and Owen Sound Ice Hawks - Girls Hockey.
- There was no cost for the participants to attend the event.
- Each player received a SHDIC practice jersey, a goody bag, and their own personalized nameplate (provided by the Owen Sound Attack Jr. A organization) for their spot in their dressing room.
- Clinics were delivered by Toronto Maple Leafs (MLSE) - Greg Schell, NHL Alumni, the Universities of Waterloo and Guelph Women's Hockey Team, Owen Sound Attack OHL coaches and players and PWHPA for Scotiabank Girls Hockey fest.
- Post event - pictures that were taken at each clinic by the designated City photographer were sent to all managers to forward to their teams.

### **32 Thoughts Podcast**

- On Thursday, January 19th, Heartwood Hall in downtown Owen Sound played host to a live edition of "32 Thoughts - The Podcast" as part of Scotiabank Hockey Day in Canada.
- The upstairs hall was filled with hockey fans (150+) who were entertained every minute of the broadcast.
- Prominent Sportsnet broadcasters Elliotte Friedman & Jeff Marek hosted the program and looked very comfortable doing a live version of their show in front of an appreciative crowd.
- To launch the program, Jeff & Elliotte offered some "insider" information about current happenings in the NHL, followed by

interviewing a sequence of 6 guests all with ties to either Owen Sound or Scotiabank Hockey Day in Canada.

- There was no question that the highlight of the afternoon was the appearance and interview segment with Owen Sound native Les Binkley.
- The 88-year-old Binkley is the last living member of the 1951 Allan Cup Champion Owen Sound Mercurys.
- During his session on stage, Binkley touched on living in Owen Sound, stressing he was from the "west side", playing hockey in Owen Sound, the Mercurys' Championship, his eyesight (poor for a goalie), his ascent to the National Hockey League as an original member of the Pittsburgh Penguins in 1967 and his 2 Stanley Cup championships as a member of the Penguins scouting staff in 1991 & 92.
- Bobby Ryan, Lanny McDonald, Mike Futa, and Blayre Turnbull were also guests of the Podcast.

## **Banquet**

- The banquet was a sellout. There were 47 tables and 372 attendees.
- A certain number of tables were allocated to Sportsnet and Scotiabank and tables were allocated to sponsors as part of the sponsorship packages. 5 tables/tickets were sold to the public.
- The coat check at the banquet was hosted by Canadian Mental Health and raised \$600 in donations.
- There was a live and silent auction of items donated by NHL, OHL and OUA teams. The auction raised \$12,200.
- At the banquet Sportsnet presented the City of Owen Sound with a custom-made pair of CCM skates featuring Herb Carnegie.
- The LOC also was presented with a signed and framed 2023 Hockey Day Jersey.
- Owen Sound Minor Hockey and the Owen Sound Ice Hawks were presented with cheques from Scotiabank for \$10,000 (\$5,000 each).

## **Breakfast with the Cup**

- 432 tickets sold for this sell-out event at the Bayshore Community Centre.
- The Owen Sound Hospital Foundation provided all the volunteers to make and serve breakfast.
- Tickets were \$10 and \$5 for children under 12.

- The event had a presenting sponsor and funds generated were donated to the Owen Sound Hospital Foundation.
- The Stanley Cup was piped into the event and there was an opportunity for photos with the Cup.
- Andrew Ference hosted a discussion about inclusion and diversity in sport and included panelists Cassie Campbell-Pascall, Brian Carr, Jeremy McCoubrey, Taos Jordan, Anthony Stewart, Dollee Meigs, Michel Bodaly, and James McGregor.

### **High School Challenge Cup – East vs West**

- In many circles the highlight of the week for Scotiabank Hockey Day in Canada was the East-West Challenge on January 20th pitting the 2 Owen Sound high schools head-to-head in a Girls Hockey game in the morning, followed almost immediately by the Boys Hockey game in the afternoon.
- The St Mary's Mustangs swept the day as they defeated the Owen Sound District Wolves 5-3 in the Girls game & 3-2 in the Boys game. Both games were well played and as the scores indicate, both games were exciting.
- However, far beyond the game scores, the event and atmosphere at the Harry Lumley Bayshore Community Centre and JD McArthur Arena was spectacular and provided a great hockey showcase for the participants and terrific entertainment for those on hand.
- The student body of both high schools was well represented, including mascots, plus a large contingent of elementary students from Owen Sound schools were also in attendance creating a full house packed with energy and providing a noise level in the building that rivaled the Attack playoff run of 2011.
- Along with the players, individual students and school representatives were in the spotlight during the day through Ceremonial Faceoffs, the singing of O'Canada, and participating in the live play-by-play broadcast on 560 CFOS.
- Plus, the fundraising "Puck Toss" between games was efficiently conducted by the Leadership Class at OSDSS and generated funds for a pair of local charities.
- Finally, from a player's standpoint, the games represented the largest & LOUDEST crowds they will likely ever play hockey in front of and created a very memorable experience the players & school staff will talk about for years ahead.

- The hope is that this segment of Scotiabank Hockey Day in Canada will become a regular event on the Bluewater Athletic Association and City of Owen Sound calendar.

### **Alumni Game**

- 3040 tickets were sold to the Alumni Classic held at the Bayshore arena. Celebrities, active players and NHL alumni converged on the ice for a memorable game full of hockey antics and comradery.
- Team Darcy Tucker faced off against Team Lanny McDonald with Hockey Day in Canada bragging rights on the line. The game featured former NHL stars Wendel Clark, Andrew Ference, Andrew Shaw and Bobby Ryan. Local hockey names included Lane and Jeff MacDermid, Bryan Kazarian, Ashlee Lawrence, Brett MacLean, Miranda Lantz, Dollee Meigs, Tory Harshman, Bill Burlington and more who took the ice. Former Owen Sound Attack players, including Ryan, the team's all-time leading points scorer and Theo Peckham, the team's all-time leader in penalty minutes, as well as fan favorites Joey Hishon and Daniel Zweep.
- Behind the bench was former Owen Sound Attack general manager and Los Angeles Kings assistant general manager Mike Futa, former Owen Sound Attack head coach Brian O'Leary, Canadian Olympic gold medalist Cassie Campbell-Pascall, and Sportsnet host Evanka Osmak.

### **Alumni Game After Party**

- 450 people attended the party after the Alumni game including sponsors, players, and families and the public. The Honey Hammers played to the sold-out crowd at the Bayshore Community Centre.

### **Festival Day**

- The festival opened with the arrival of the Stanley Cup at the Park on a City Fire Truck. 2011 Attack player and Robertson cup winner Andrew Shaw, and member of the Stanley Cup-winning Chicago Black Hawks carried the Stanley Cup to the Good Cheer Rink. He was led by a piper and greeted on the rink by Ron MacLean.
- 4 teams registered for the Josh Armstrong Memorial Road Hockey Tournament.
- To start the tournament, Josh's Junior Attack team was on hand.



- At the end of the Tournament, there was a cheque presentation to Second Chance Kids Charity for \$1200. The event was partially sponsored by Fish's Skate Sharpening.

## **Harrison Park**

- On-ice clinics, Public Skating and Shinny Hockey took place all day on the Good Cheer Rink. The Scotiabank Hockey Zone included a warming zone, the Good Cheer Rink, a Stanley Cup photo space, player autographs, a road hockey rink, and Foodland Hockey activities. There were many giveaways including the Scotiabank Hockey Jersey book. This book helps bridge the diversity gap in hockey and literature providing kids of all backgrounds with a chance to see themselves in the game.
- There were 13 local businesses located on the Harrison Park Island: NII Explore, Coca-Cola Bottling hockey activity, Outdoor Education Centre, Miller Waste Systems Inc., Putt 'N Paddle hockey golf, Owen Sound Tourism Hockey Day merchandise tent, Queen of Hearts Nursery School, Sundays Ice Cream, Bayshore Broadcasting, Women's House Serving Bruce and Grey, Baywest Nissan, and The Chestnut Guy.
- The Stanley Cup was on site all day with a chance for pictures and autographs with some of the favorite NHL alumni.
- The Harrison Park Seniors' Centre was utilized as a central location for volunteers to get warm and enjoy something to eat or a warm drink.

## **Bayshore Community Centre**

- The Bayshore was a hub of activity on Saturday from 8-10 am with a Girls Hockey Fest organized by Scotiabank. Owen Sound Girls Hockey U9, U11 LL and U11 A players along with the U18 team filled the rink for a special morning of clinics and hockey skills.
- The puck dropped at 11 am with Team Scotiabank facing off against Team Adidas as part of the PWHPA's Secret® Dream Gap Tour, featuring marquee players such as Rebecca Johnston and Blayre Turnbull representing Team Scotiabank, and Sarah Nurse and Kendall Coyne Schofield playing for Team Adidas. Shallow Lake's own Shea Tiley was the starting goalie for Team Adidas.
- Tickets had been donated to many girls' hockey associations from sponsors and the game was a sellout.

- At 2:30 pm the crowd was treated to Ontario University Athletics women's game featuring rival Waterloo Warriors vs Guelph Gryphons. Waterloo won the OUA Women's game 3-0 over Guelph.
- During the banquet Cassie Campbell-Pascall, Bob Severs and Bobby Ryan pledged \$1000 each, to the winner. Cassie is a Gryphon Alumni and OUA Champion. Dr. Severs thought no one could go home a loser and then donated \$1000 to the University of Guelph.
- Guelph won the game. The fun continued with the Sportsnet broadcast on the Monday following hockey day when Sportsnet game hosts talked on air with Cassie Campbell-Pascall before the Leaf's game about the week in Owen Sound and then Sportsnet celebrities Anson Carter and Keith Yandle also donated money to Cassie's Alumni the University of Guelph Gryphons women's team.
- Hockey day certainly had no losers!

### **Media coverage**

- Over 8 million viewers tuned in nationally on Saturday, January 21 for Hockey Day.
- 60+ posts across all SN platforms from Jan 16-21, including 2 Instagram collaborations with the NHL and engagement from NHL teams across various platforms.
- Multimedia content, including photography, original videography, and graphics showcasing SHDIC, the City of Owen Sound, NHL alumni, PWHPA players, and Scotiabank teammates.
- While the national coverage was extraordinary the local coverage was impressive. Social media reached over 92,420 impressions and 10,616 people viewed one generic Facebook Hockey day ad. The website [owensound.ca/hockeyday](http://owensound.ca/hockeyday) received 37,814 page views!
- The event was awarded an FEO Instagram takeover for Hockey Day which garnered 2,996 likes and views. (This included live coverage of the 4 days and an interview on day 1 with Ron MacLean).

### **Social Impact on the Community**

- OSHARE received surplus food from the banquet which helped make freezer meals for clients. REACH received several 5-gallon buckets of ice cream and was able to host a "sundae day" at the Centre. Canadian Mental Health Grey Bruce was able to raise \$600 during the banquet by providing a coat check for ticket holders. Owen Sound Hospital Foundation was the beneficiary of the proceeds from the

Breakfast with the Cup and many homeless folks were provided boxed lunches from surplus supplies. As well both girls' and boys' hockey received \$5,000 each from Scotiabank during the banquet to support future initiatives.

### **Sponsorship**

- 17 sponsors contributed \$131,800 in cash. Each sponsorship included tickets for a number of events throughout Hockey Day.
- \$31,500 was received in-kind from 7 sponsors which offset costs for meals for volunteers and events, vehicles for VIP and Alumni players, linens, radio advertising, furniture, and printing of the Commemorative Program.

### **Volunteers**

- Over 200 volunteers spent the better part of 4 days volunteering at various events during the week. From unpacking scarves, cleaning plates, filling water jugs, setting tables, and handing out swag, they came out in droves to be a part of this memorable event! Many volunteers also helped in the days prior with set up and preparation for the big event! We are truly thankful for their help!
- A contingent of 6 drivers spent Tuesday to Saturday shuttling VIPs and alumni to rinks, hotels, and venues along with making special trips to deliver food and refreshments to clinics and the festival.

### **Financial Wrap-Up**

Attachment 1 includes a financial summary of the event.

Through the Agreement with Sportsnet that was signed at the initiation of the partnership with approval from Council, the City was committed to cover certain costs including certain electrical requirements for the event at both Harrison Park and the Bayshore.

Staff followed City procurement practices and we worked as a team to promote and sell out events to maximize revenues.

Sponsorship was at a level that exceeded previous years in other communities that have hosted SHDIC.

The overall surplus from the event is approximately \$46,000.

There are a few remaining payments and revenues that have been factored into this number, however, the final surplus may have a minor variation.

## **Recommendations**

### **Framed Jersey**

It is the recommendation of the LOC that the framed Hockey Day in Canada 2023 framed Jersey signed by Ron MacLean be hung in the Bayshore Community Centre in the hallway close to the administrative office.

### **Herb Carnegie skates**

It is the recommendation of the LOC that the custom CCM Tack skates featuring Herb Carnegie be placed in the display case in the Sports Hall of Fame. It is also recommended that the history of the skates be made larger and displayed with the skates.

### **Funds remaining**

The LOC has met to discuss various ideas respecting the remaining funds generated from community support, event sponsorship, and the City of Owen Sound support for the event.

**The option being recommended is investing the funds with the Owen Sound Community Fund.** Attachment 2 includes a brochure on the fund.

The Owen Sound Fund (previously known as the Owen Sound Community Fund) is a community-based Endowment Fund for use in Owen Sound only. The Fund was created in 2009 using the proceeds from Owen Sound's 150th Anniversary Homecoming. The Homecoming celebration strengthened the sense of pride in and commitment to our city and its rich history.

Citizens of Owen Sound have always wanted to give to their community as a way of saying thank you, making a difference in the present, and of leaving something for the future. Donations made to this fund are endowed with Community Foundation Grey Bruce and are held in perpetuity. The interest earned from the funds invested is distributed through grants to support not-for-profit organizations and initiatives in Owen Sound each year.

The Owen Sound Fund gives residents of Owen Sound and those with roots linking them to the city the opportunity to shape the future of this community by donating locally and gifting locally.

Grants are made to a variety of projects including children's musical education, sports, programs for the safety of women and children and others in need, arts and cultural initiatives, local festivals and much more.

Many donors contribute to the Owen Sound Fund as In Memorial or In Honour donations.

Donations to the Owen Sound Fund grow and keep on growing. The Owen Sound Fund directly enhances the quality of life in our community forever.

The idea would be to create an Owen Sound Hockey Day Fund within the Owen Sound Fund. The funds would be directed to support boys and girls who have financial challenges to participate in hockey.

**It is the recommendation of the LOC that the remaining funds from Scotiabank Hockey Day in Canada Owen Sound 2023 be invested with the Community Foundation Grey Bruce under the Owen Sound Fund as a separate fund entitled Owen Sound Hockey Day Fund to support projects and programs by local hockey groups that give children access to hockey.**

Respectfully Submitted,

Jim McManaman

Denise Reid

Fred Wallace

Attachment 1      Budget Summary

Attachment 2      Community Foundation Summary