

## Staff Report

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**Report To:** Community Services Committee

**Report From:** Jen Wright, Events and Activations Coordinator  
Pamela Coulter, Director of Community Services

**Meeting Date:** June 21, 2023

**Report Code:** CS-23-072

**Subject:** Scotiabank Hockey Day in Canada – Follow up to Wrap up Report from the Local Organizing Committee (LOC)

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### Recommendations:

THAT in consideration of Staff Report CS-23-072 respecting Scotiabank Hockey Day in Canada – Follow up to Wrap up Report from the Local Organizing Committee (LOC), the Community Services Committee recommends that City Council direct staff to:

1. Hang the framed Hockey Day in Canada 2023 Jersey signed by Ron MacLean in the Bayshore Community Centre in the hallway close to the administrative office;
2. Place the custom CCM Tack skates featuring Herb Carnegie in the display case in the Sports Hall of Fame with the history of the skates being made larger and displayed with the skates; and
3. Transfer the surplus funds from the event to a named sub-fund (Owen Sound Hockey Day Fund) of the Owen Sound Fund with the purpose being to benefit the children of Owen Sound to access hockey with the advisement of the Owen Sound Fund Management Committee based on financial need.

### Highlights:

- The City made a proposal and was selected by Sportsnet to host Scotia Bank Hockey Day in Canada in 2021.

Held annually, Scotiabank Hockey Day in Canada is the country's biggest single-day hockey celebration, aimed at uniting Canadians from coast-to-coast.

- The event was cancelled in 2021 and 2022 due to the pandemic and was held in Owen Sound in January of 2023.
- The LOC together with City staff, Council and many volunteers did an excellent job of planning and delivering the event.
- Following the event, the LOC presented a wrap-up report to City Council.

### **Strategic Plan Alignment:**

[Strategic Plan](#) Priority: Safe City - KR4 - Create a comprehensive corporate Equity, Diversity and Inclusion Strategy by December 2022

### **Climate and Environmental Implications:**

There are no anticipated climate or environmental impacts.

### **Previous Report/Authority:**

[March 27, 2023 Report from Local Organizing Committee to Council](#)

[March 27, 2023 Council Minutes and Resolution R0230327-003](#)

### **Background:**

On March 27, 2023, the Scotia Bank Hockey Day in Canada Local Organizing Committee (LOC) presented a [wrap-up report](#) for the event to City Council.

The presentation was accompanied by a [PowerPoint presentation](#) that shared a lot of photos and short videos from the event.

The LOC Report covered:

- Council support;
- Bid preparation and Presentation;
- Merchandise;
- Summarized each of the events within the 4-day festival including:
  - Referee Clinic;
  - Opening Faceoff Reception;

- Music of Hockey;
- VIP Skate with the Stanley Cup;
- School Visits;
- On Ice Clinics;
- 32 Thoughts Podcast;
- Banquet;
- Breakfast with the Cup;
- High School Challenge Cup (East v West);
- Alumni Game and After Party; and,
- Festival Day at Harrison Park and the Harry Lumley Bayshore Community Centre.

In addition to the inclusive list of events that were sold out, the media coverage of the event included over 8 million viewers on Saturday, January 21 who tuned in to watch Hockey Day with many segments throughout the day featuring Owen Sound, its people and stories. Between January 16 and 21, Sportsnet made 60+ posts across all their social media platforms including 2 Instagram collaborations with the NHL and NHL teams across various platforms. While the national coverage was extraordinary the local coverage was also 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 media reach of the event created marketing and promotion for Owen Sound that was far beyond what the City would ever purchase.

In addition to the outstanding media coverage, the event created a significant social impact locally 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 (\$5,000) from the Breakfast with the Cup and many unhoused individuals were provided boxed lunches from surplus supplies. As well both girls' and boys' minor hockey associations received \$5,000 each from Scotiabank during the banquet to support future initiatives. Through the Josh Armstrong Memorial Ball Hockey Tournament, \$1,200 was donated to Second Chance Kids.

The report provided a financial wrap-up of the event. 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 covering certain costs including the 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 was initially estimated at \$46,000 in March. Since that time, a final reconciliation of the event finances has been completed. The final surplus funds are \$20,217.33

The LOC made 3 recommendations to City Council following the event:

(excerpt from LOC March 27, 2023 report)

### **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.*

*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.***

After considering the report of the LOC, the presentation and recommendations, Council approved the following:

R-230327-003

**"THAT in consideration of the deputation and report from the Scotiabank Hockey Day in Canada Local Organizing Committee (LOC) presented on March 27, 2023, City Council:**

- 1. Refers the LOC final report recommendations to the Community Services Committee; and**

**2. Directs staff to provide a report to the Community Services Committee respecting the importance, background and operation of the Owen Sound Fund and a draft Terms of Reference for the new fund to be created from the remaining funds from the Scotiabank Hockey Day in Canada event.”**

This report is intended to address the resolution of Council.

**Analysis:**

The original recommendations of the LOC remain with respect to the Framed Jersey, Herb Carnegie Skates and the remaining funds.

Although less than anticipated, the funds are still intended to be invested with the Owen Sound Community Fund.

**Importance, Background and Operation of the Fund**

Stuart Reid, the Executive Director of Community Foundation Grey Bruce has provided information to address the request of Council on the importance, background and operation of the fund.

*Community Foundation Grey Bruce encourages endowment building and facilitates philanthropic partnerships within all communities in Grey and Bruce, now and for future generations. Community Foundation Grey Bruce supports Grey Bruce residents through grants to support the community projects of charities and non-profit organizations and through scholarships, bursaries, or awards to students. Community Foundation Grey Bruce provides leadership in identifying community issues and convening discussions about wellbeing.*

*Community Foundation Grey Bruce is pleased to have six Community Funds under their umbrella. A Community Fund differs from a regular endowed fund in that it has been created to support projects in a specific municipality in Grey or Bruce County. The grants from each Community Fund are disbursed only to projects within that municipal boundary. Community Funds are managed by a local volunteer team and exist to enrich the quality of life for the people of that municipality by supporting the projects of charities and non-profit organizations. The community fund is in place to help the citizens of each municipality to keep their charitable donations working in their own area, participate in shaping the future by supporting the needs in their own community and create a legacy for generations to come.*

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 leaving something for the future. Donations made to this fund are endowed with Community Foundation Grey Bruce and are held in perpetuity.

### **Proposal for the Owen Sound Hockey Day Fund**

The fund would be a named sub-fund of the Owen Sound Fund. The name designates the fund as a legacy of community and pride derived from the Scotiabank Hockey Day in Canada 2023 held in Owen Sound in January 2023.

The capital of the fund will generate earnings that will be granted to successful applications received by Community Foundation Grey Bruce that benefit the children of Owen Sound's access to hockey with the advisement of the Owen Sound Fund Management Committee.

In any given year, when there are no appropriate applications related to children's access to hockey, the funding will be granted by Community Foundation Grey Bruce to local charities and non-profits in Owen Sound benefitting the community of Owen Sound, with the advisement of the Owen Sound Fund Management Committee. (Attachment 2 shows the other funds that support youth in sports).

Members of the Owen Sound Fund Advisory Committee:

Sandy Stevenson, Donna Beatty, Jan Chamberlain, Fiona McConachie Anderson, Pam Vair, Brock Hamley (City Councillor), Fred Wallace

### **Financial Implications:**

The proposed fund would be directed to support youth in the community who experience financial challenges to participate in hockey. There is no financial impact directly on the City resulting from the creation of the fund with the remaining funds. The final amount to be transferred is \$20,000 generated from the Sportsnet Hockey Day in Owen Sound 2023 event.

## **Communication Strategy:**

The Community Foundation has a communication strategy relating to the promotion of giving to their funds.

## **Consultation:**

Stuart Reid, Executive Director Community Foundation

## **Attachments:**

Attachment 1      Financial summary

Attachment 2      Existing Community Foundation Funds that Support  
Children and Youth in Sport

## **Recommended by:**

Jen Wright, Events and Activations Coordinator

Pamela Coulter, Director of Community Services

## **Submission approved by:**

Tim Simmonds, City Manager

For more information on this report, please contact Pamela Coulter at [pcoulter@owensound.ca](mailto:pcoulter@owensound.ca) or 519-376-4440 x 1252.