

NO: F004

COUNCIL DATE: February 7, 2011

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## FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **January 31, 2011**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**  
**General Manager, Finance & Technology**

SUBJECT: **Support for the 2011 Midget A4 Provincial Championship**

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## RECOMMENDATION

The Parks, Recreation and Culture Department recommends that the Finance Committee:

1. Receive this report as information; and
2. Recommend to Council that it provides funding to the Surrey Minor Hockey Association in the amount of \$3,000 from the Council Initiatives Fund to offset the ice and room rental costs associated with hosting the 2011 Midget A4 Provincial Championship Event to be held at the North Surrey Arena, March 19<sup>th</sup> – 27<sup>th</sup>, 2011.

## INTENT

The purpose of this report is to provide the Finance Committee with information regarding the 2011 Midget A4 Provincial Championships to be held at the North Surrey Arena from March 20<sup>th</sup> – 24<sup>th</sup>, 2011 and to recommend that the Committee recommend that Council provide financial support for the event.

## DISCUSSION

Surrey Minor Hockey has been chosen to host the 2011 Midget A4 Provincial Championship in March 2011 and have requested financial support from the City (Letter attached as Appendix 1). Appendix 2 documents the remaining balance in the Council Initiatives Fund if Council adopts the recommendations in this report.

They are expecting 250 – 300 visitors to Surrey during this event, with 7 teams involved from cities outside the Lower Mainland, each with 20 players per team.

This event acts to support and enhance Surrey's *Ahead of the Game* sport hosting initiatives and *Surrey's Sport Community Tourism Plan* recently adopted by Council. The objective of the Sport Tourism Plan is to support opportunities for Surrey to raise its identity as a sport destination, to generate new tourism business and to achieve widespread recognition for its active community and residents.

The opportunity to host provincial ice hockey competitions does not occur often. The last successful bid to host a Provincial Hockey Tournament was in March 2006. The experience gained by successfully hosting Provincial tournaments, positions Surrey to be considered for additional opportunities to host the next level of competitions for a National and/or International event.

The facility costs associated with hosting the Midget A4 Provincials is approximately \$9,000. Surrey Minor Hockey is prepared to fundraise to support the balance of the facility rental costs and other expenses related to hosting the event.

### **Economic Development/Image-Building Initiatives**

From time to time organizations approach the City for funding support in relation to sports events that will help provide broad public exposure for Surrey and attract attention from economic sectors important to the on-going development of a strong and healthy city. The Council Initiatives Fund has been used in these circumstances as the source for the City's financial support. Examples of these types of initiatives and level of financial support include the Air Canada PGA Championship at Northview Golf Course (\$30,000), the Canadian PGA City of Surrey Invitational Golf Tournament at Hazelmere (\$25,000), the Canadian Short Track Speed Skating Championships held at the South Surrey Arena (\$5,000), and the 2010 Hargobind International Wrestling Championships (\$6,800) held at the Guildford Recreation Centre.

### **SUSTAINABILITY CONSIDERATIONS**

The 2011 Midget A4 Provincial Championship contributes to the following socio-cultural goals of the City's Sustainability Charter:

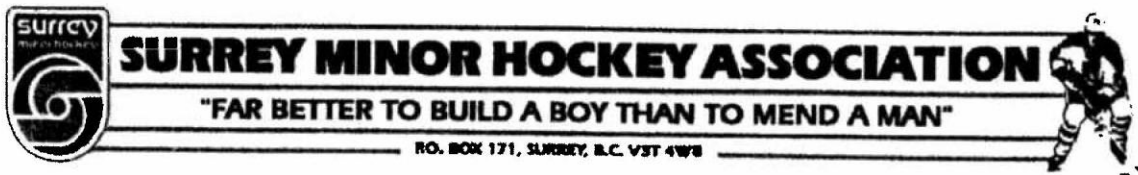
- "Promoting Active Living and Cultural Opportunities"; and
- "Promoting an opportunity for community celebration and gathering".

### **CONCLUSION**

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve financial support in the amount of \$3,000 from the Council Initiatives Fund to offset the ice and room rental costs associated with hosting the 2011 Midget A4 Provincial Championship Event to be held at the North Surrey Arena, March 19<sup>th</sup> – 27<sup>th</sup>, 2011.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke  
General Manager  
Finance & Technology



January 15 2011

Dear Sir or Madame:

It is with great pleasure that we inform you that Surrey Minor Hockey has been chosen to host the 2011 Midget A4 Provincial Championship March 19 - 27, 2011. Surrey has attended this event in the interior in the past two years and won in Cranbrook in 2010.

Surrey Minor Hockey is a non-profit organization that has supported this community for over 45 years. Now we are looking for the support of the city. We will be running a first class week long event with opening and closing ceremonies and a banquet for participants.

There will be 8 teams involved from cities outside the lower mainland, with up to 20 players per team the minimum participants are 136, with families, coaches, team managers and other supporters, we are expecting between 250 – 300 visitors to our city during this event.

Our goal during this championship is to be the best Host City in BC Minor Hockey.

Surrey Minor Hockey is very proud to have the largest Midget group in the province, and possibly in Canada. We feel our more than 300 16 – 20 year old players are a testament to our program as we keep them playing hockey and help them grow into great young adults and upstanding citizens.

This event will not generate any revenues for Surrey Minor Hockey, it will cost our organization to host this event, and we would ask for the City to donate the ice and room rental fees for this event as a way to lessen the financial impact. The spin off revenues will more than offset the costs that we are asking the City to absorb. Attached you will find an impact study that was done to represent the benefits to the City.

Please help us attain our goal of being the best Host City!

Yours truly,

A handwritten signature in black ink, appearing to read 'Jamie Allen', is located below the 'Yours truly,' text.

Jamie Allen  
President  
Surrey Minor Hockey Association

Encl.

aw/JA

cc Mayor & Council



**2011 FINANCIAL PLAN  
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	167,697		
<b>2010 Proposed Budget</b>	<u>250,000</u>		<b>\$ 417,697</b>
Surrey Crime Prevention Society - Anti-Graffiti Program	31,000		
2010 Community Opportunities Strategy	20,000		
Peace Arch Hospital Gala April 2010	2,075		
Globe 2010 Biennial Trade Fair & Conference	4,002		
BC High School Bhangra Society	1,429		
Flavours of Surrey	15,000		
Canada-India Networking Initiative	800		
Learning Partnership - Tribute Luncheon	1,250		
Boys & Girls Club of Greater Vancouver	50,000		
President's Farewell Gala	5,000		
Red FM 4th Annual Run	5,000		
Hargobind International Wrestling Event	6,800		
Mayor's Charity Ball (September 10, 2010)	3,000		
Stanley Cup Celebration - City Centre	5,000		
<b>Allocations for 2010</b>		<u>\$ 150,356</u>	<u>\$ 267,341</u>
<b>2011 Proposed Budget</b>	<u>250,000</u>		<b>\$ 517,341</b>
RCMP 60th Anniversary Exhibit	20,000		
Surrey Minor Hockey - Provincial Championships	3,000		
<b>Allocations for 2011</b>		<u>\$ 23,000</u>	<u>\$ 494,341</u>