SUBJECT: Dundas “Real McCoys” Ice Rates (CS06035) (Ward 13)

RECOMMENDATION:

(a) That the request from the Dundas Real McCoys Senior Hockey Club be received and no action be taken until a policy is approved by Council.

(b) That staff prepare a policy that will identify circumstances under which adult hockey organizations could receive a reduction in arena rental rates.

EXECUTIVE SUMMARY:

Report CS06035 addresses a request made by the Dundas “Real McCoys” Senior Hockey Club (“Real McCoys”) to the City of Hamilton to reduce the current charge for ice rental for the 2006/2007 hockey season at the J. L. Grightmire Arena from $182 plus GST to $132 plus GST.

BACKGROUND:

The “Real McCoys” compete in the Ontario Hockey Association Senior “AAA” League and play out of the J. L. Grightmire Arena in Dundas. They are a non-profit corporation that hosted the 2003 Allen Cup, Hockey Canada’s National Senior “AAA” Championships. The “Real McCoys” provide players, who have completed their junior
or professional careers, an opportunity to continue to play hockey. The “Real McCoys” provide an entertaining and affordable brand of hockey for the general public.

The President of the “Real McCoys”, Don Robertson, has requested a reduction in the prime ice rate of $182 (plus GST) for games and practices. The “Real McCoys” are finding it increasingly difficult to continue operating their program with the financial responsibilities associated with the team. They also feel they contribute a value-added product to the community but are treated on the same level as any adult group across the city that may only have occasional bookings at the J. L. Grightmire Arena.

ANALYSIS/RATIONALE:

Last year, the City of Hamilton awarded the arena advertising rights to the “Real McCoys to help the team financially. It was understood that any benefit to the team through this arena advertising would not be realized immediately since the advertisements have different expiry dates from the previous advertisers.

The “Real McCoys” average 400 attendees per game during the regular season, with an increased attendance during the playoffs. During the season, they have special fund-raiser events in support of Breast Cancer Research and the Salvation Army Toy Drive, as well as other charities.

The City of Hamilton receives financial benefits from the “Real McCoys” home games with an increased revenue flow from the Food Services Concessions.

If Council’s intent is to approve a reduction it is likely that other organizations will request a similar benefit.

ALTERNATIVES FOR CONSIDERATION:

If the request is denied, the “Real McCoys” will need to seek other funding sources and the current adult rate would apply for the 2006/2007 season. This may put the “Real McCoys” continuing operations in jeopardy due to financial circumstances.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial
If approved, the City of Hamilton’s ice revenues from the “Real McCoys” would reduce ice revenues by $50 per hour, which would result in a loss of revenue to the City of approximately $4,000 for the season.

Staffing
There are no staffing implications associated with Report CS06035.

Legal
There are no legal implications associated with Report CS06035.

**POLICIES AFFECTING PROPOSAL:**

Current fee policy does not support providing a reduced rate to these type of organizations.

A policy would need to be developed that would outline the criteria that would be applied to associations requesting such a rate. This policy would be an addition to the current Pricing Policy.

**RELEVANT CONSULTATION:**

No other parties were consulted in the preparation of Report CS06035.

**CITY STRATEGIC COMMITMENT:**

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Evaluate the implications of your recommendations by indicating and completing the sections below. Consider both short-term and long-term implications.

**Community Well-Being is enhanced.** ☑ Yes ☐ No
Partnerships are promoted. Provide opportunities for self-sufficiency and enhancement of other community events.

**Environmental Well-Being is enhanced.** ☐ Yes ☑ No

**Economic Well-Being is enhanced.** ☑ Yes ☐ No
Investment in Hamilton is enhanced and supported.

**Does the option you are recommending create value across all three bottom lines?** ☐ Yes ☑ No

**Do the options you are recommending make Hamilton a City of choice for high performance public servants?** ☑ Yes ☐ No