



MANAGEMENT REPORT

Date: November 12, 2024
To: Mayor and Council
From: Tim Wolfe, Director of Community Services
Report Number: COU24-131
Attachments: None

Title: Stratford Hockey Club Agreement Renewal 2024

Objective: To renew the current agreement for five-years with the Stratford Hockey Club Inc. (the 'Hockey Club') for use of the William Allman Memorial Arena to August 30, 2029.

Background: The Hockey Club has had an agreement with the City of Stratford for use of the Allman Arena for many years and has indicated that they wish to renew this agreement for a further five years.

The summarized details of the agreement include:

The Hockey Club:

- Is responsible for staffing and operation of the box office and other personnel as required
- Is responsible for the number of security personnel required for each game as determined by the Municipal Alcohol Policy
- Is responsible for expenses relating to doorman, ticket taker and sellers, game officials, public address announcers, referee and linesmen, security, and any other staff necessary for the operation of the hockey game
- Will have exclusive use of the small office, first aid room, training rooms and adjoining dressing room during the season
- Is responsible for the utility costs of the observation booth at the east end of the upper level

- Is permitted to use the arena once per year at no charge for the purpose of taking team pictures
- Will provide the City with proof of liability insurance

The City:

- Will supply the Club with sufficient pre-season ice time
- Will supply the Club with sufficient practice time during regular season
- Will allow the Club to schedule as many games as the Club desires on Friday nights
- Grants the Club the exclusive use of the room under the stands as a weight room for current signed hockey players of the Club and only during Allman Arena hours of operation

The City solicitor has reviewed the agreement.

Analysis: The Hockey Club pays the ice rental rate as approved by Council in the Fees & Charges By-law. For the 2024/2025 season the rate is \$250 per hour for prime time.

The agreement results in revenues to the City of approximately \$43,440 annually for about 175 prime-time hours at \$250 per hour (prime-time rate). This covers the regular season plus pre-season and playoffs that are accommodated at the Rotary Complex before the ice goes into Allman.

The club has further programming for spring and summer tryouts, and these additional 80-plus hours result in additional revenues of \$21,000 to the City.

In 2024, the relationship represented more than 25% of the William Allman Memorial Arena budgeted ice rental revenues.

Financial Implications:

Financial impact to current year operating budget:

There is nominal impact to the current year operating budget based on budgeted and actual activity.

Financial impact on future year operating budget:

The budgeted revenues are included in each year based on the existing contract, so there is likely little impact to the planned revenues entering into a renewed term other than modest annual increases in the Fees and Charges By-law. Should the Hockey Club not renew the contract, the impact to the City would be material enough that there could be additional financial impacts.

Insurance considerations:

The Hockey Club provides a Certificate of Insurance naming the City as additional insured for commercial general liability insurance for claims for personal injury, death or property damage or loss in the amount of not less than five million dollars (\$5,000,000).

Alignment with Strategic Priorities:

Not applicable: This report does not align with one of the Strategic Priorities as it pertains to an agreement renewal.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Staff Recommendation: THAT Council authorize a five-year renewal of the agreement between the City of Stratford and the Stratford Hockey Club Inc. for use of the William Allman Memorial Arena to August 30, 2029;

AND THAT the Mayor and Clerk, or their respective delegates, be authorized to sign the agreement on behalf of the municipal corporation.

Prepared by: Tim Wolfe, Director of Community Services
Recommended by: Tim Wolfe, Director of Community Services
Joan Thomson, Chief Administrative Officer