



Kingston Regional Sports and Entertainment Centre Update

*Lanie Hurdle, Director, Project Development
Sustainability and Growth - City of Kingston - 216 Ontario Street, Kingston ON K7L 2Z3
(613) 546-4291 ext. 1231*

April 6, 2007 Issue #5

This is a brief update on the Kingston Regional Sports and Entertainment Centre. These updates will be issued to you on a monthly basis and can be used for circulation to your membership.

Construction Update

The steel shell of the sports and entertainment centre will continue to take shape over the next few months. Concrete walls have also started to rise on the east side of the site.

Fundraising Campaign

DVA Navion International Fundraising Consultants have completed the plan for the fundraising campaign. The leadership team is currently being recruited and the consultant and staff are working on recognition plan, case of support as well as campaign design to be completed in April.

Although the campaign has not been officially launched, the City has been accepting donations since March 7. To date approximately \$26,000 in private donations has been received. The campaign office will be operational this month and will be located on the main floor at City Hall. The official campaign launch is planned for May 1, 2007.

Provincial Government Agreement

The city has signed the agreement with the Province for the \$4 million grant to the project.

Suite Lottery

On March 21, Arcturus/SMG held the suite lottery at Fort Frontenac. Of the 41 individuals and companies that expressed an interest and provided a deposit towards a suite last summer, 33 were represented at the suite lottery. Some of the deposit holders also chose to partner and share in a single suite lease. At the lottery each deposit holder was given a ticket. Tickets were drawn in random order to allow deposit holders to choose their preferred location from the remaining available suites. In the end 25 of the 26 available suites had been chosen. Everyone that provided a deposit last summer and still was interested, received a suite. Since the lottery, one company has withdrawn its deposit. Also at the event, a second lottery was held to determine the waiting list position of anyone interested in a suite that didn't provide a deposit last summer.

Arcturus/SMG is currently contacting those on the waiting list to secure a commitment for the remaining two suites.

Suite prices range from \$22,875 per year for a 10-seat, centre-ice “platinum” suite to \$15,000 for an eight-seat corner suite. Suites also accommodate some standing room and include one or two parking spaces at a municipal lot near the centre. Suite holders must purchase season tickets for each “hard seat” in the suite. Standing room tickets can be purchased for additional guests as necessary. Suite holders will also be granted first right of purchase for other events at the centre.

Suites are also being constructed for the Kingston Frontenacs and the naming rights sponsor for their respective purposes and one suite will be held for community organizations to use free of charge, bringing the total suites in the sports and entertainment centre to 29.

Naming rights

The advertisement for the Expression of Interest in naming the sports and entertainment centre was published in the Whig Standard and Kingston This Week in March. Local companies had until March 31 to submit a letter of interest directly to Wakeham and Associates Marketing. Wakeham and Associates has confirmed that there has not been any submission of interest from local companies. Wakeham has contacted all leads provided by the City.

Next steps for the naming rights process:

- | | |
|---|----------|
| 1. Confirmation of all assets to be included | April 6 |
| 2. Completion of sales materials design | April 13 |
| 3. Packages issued to potential clients | April 15 |
| 4. Meetings with potential clients commence | April 16 |
| 5. Review and report of activities and strategies | June 30 |

On March 20, Council approved a process to allow some public involvement in the naming of the facility. This information will be forwarded to Wakeham and Associates.

Contact

If you have any questions regarding the Kingston Regional Sports and Entertainment Centre please contact Lanie Hurdle, director of project development at 613-546-4291 ext. 1231 or by email at lhurdle@cityofkingston.ca.