EXECUTIVE SUMMARY:
The purpose of this report is to seek Council’s endorsement to support the Kingston Frontenac Hockey Club’s bid to host the 2011 Memorial Cup and to provide in-kind support to the bid.

RECOMMENDATION:
THAT Kingston City Council supports the Kingston Frontenac Hockey Club in its bid to host the 2011 Memorial Cup;

- and further -

THAT the City will provide in-kind support to the bid, as outlined in this report.

CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

<table>
<thead>
<tr>
<th>Commissioner</th>
<th>Consultation</th>
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<tbody>
<tr>
<td>Commissioner Beach, Sustainability &amp; Growth</td>
<td>✓</td>
</tr>
<tr>
<td>Commissioner Thurston, Community Development Services</td>
<td>N/R</td>
</tr>
<tr>
<td>Commissioner Denis Leger, Corporate Services</td>
<td>✓</td>
</tr>
<tr>
<td>Jim Keech, President, Utilities Kingston</td>
<td>✓</td>
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</tbody>
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(N/R indicates consultation not required)
OPTIONS/DISCUSSION:

Background

The Memorial Cup is a junior ice hockey club championship trophy awarded annually to the Canadian Hockey League (CHL) champion. Each year the champions of the Western Hockey League (WHL), the Quebec Major Junior Hockey League (QMJHL), and the Ontario Hockey League (OHL), along with a host club, meet each spring in a round-robin series with the two top teams playing off in a sudden-death game to determine the Cup champions. The week-and-a-half long tournament is rotated amongst the three leagues each year. In 2010, the Memorial Cup will be hosted in the WHL by the Brandon Wheat Kings. It was hosted in Rimouski of the QMJHL in 2009. The 2011 Memorial Cup will be hosted in the OHL between May 13 and 22.

In January 2007, the Frontenacs submitted an application to host the 2008 Memorial Cup. At that time, the K-ROCK Centre and the Invista Centre were still under construction and the bid was not successful. On December 11, 2009, the Kingston Frontenacs submitted their “intent to bid letter” to host the 2011 Memorial Cup at the K-ROCK Centre. The bid will be supported by many partners including the City, Arcturus/SMG and KEDCO, CFB Kingston, as well as local business partners. The complete bid will be submitted by the February 10, 2010 application deadline. The bids will be short-listed in early March and the short-listed bidders will make a presentation to the Selection Committee in mid-April. The winning bid to host the 2011 Memorial Cup will be announced in May at the 2010 Memorial Cup Ceremonies.

Economic Impact

The host city is alive with activity. Each of the four teams that participate will be supported by team personnel, family members and friends. The event will be attended by sponsors and officials from the NHL, CHL and OHL, as well as national and local media representatives, many of whom will stay in the host City for the full 10-day duration. The community benefit derived from hosting this event is substantial. Aside from the economic benefit, the successful city is profiled and receives national exposure before, during, and after the event.

The Kitchener Rangers estimated that the economic spin off for the 2008 Memorial Cup generated well over $1,000,000 a day for the 10 days. A study done for the City of Halifax reported that the Memorial Cup had an economic impact of between $14 and $16 million dollars over the ten days when they hosted the tournament in 2000.

City of Kingston Support

The Kingston Frontenac Hockey Club will lead the application process however a successful bid will require the support of many community partners to present the most compelling business case. In addition to the resources required to plan and submit the bid, a condition of the application process requires the franchise to guarantee the league a minimum financial net guarantee of $600,000. The application that presents the highest guarantee, supported by a sound business case is looked at more favourably by the selection committee.

The games will be played at the K-ROCK Centre and the logistical and financial details will be determined between Arcturus/SMG and the Frontenacs, within the terms of the existing contracts. In support of the bid, the use of the following City facilities and services are being requested, on an in-kind basis.

Invista Centre

- Each of the four participating teams will have an ice surface available at no cost for practice times at the Invista Centre between the hours of 8:00am and 5:00pm for the duration of the event.
- Each team will have a designated dressing room for their exclusive use for the duration of the event.
- The teams will have access to 2 meeting rooms and the boardroom between the hours of 8:00am and 5:00pm for the duration of the event.
The teams will have non-exclusive access to the fitness facilities between the hours of 7:00am and 11:00pm.

Recreation & Leisure Services Department are confident that these commitments can be managed with no incremental costs and with limited impact to other users.

Estimated fees: $19,840

**Surface Parking Lots**

Space will be required in close proximity to the K-ROCK Centre to set up tents to house a media centre, a communication centre, and fanfare events. Exclusive use of the Frontenac Lot (across Barrack Street from the K-Rock Centre) and the existing surface parking space available at 11 Queen Street is being requested for the period May 12 through May 23. Additional space at 11 Queen Street may be requested as the bid progresses and the space options at this location are better defined.

Temporarily closing the Frontenac Lot can be managed by accommodating permit holders, short-term parkers, and event parkers in other City parking facilities during the Memorial Cup tournament. Relocating daytime parkers will not impact revenues but may result in further walking distances for some parkers over the course of the tournament. The impact on event revenues is expected to be positive.

Augmented transit service will be considered to help mitigate parking demand, if requested or required.

**Road Closures**

If the bid is successful, staff expects to seek Council approval at a later date for the following road closures for the duration of the event. At that time, a full report will be presented to Council which will identify traffic impacts and any special arrangements that may be necessary.

- Barrack Street from King to Ontario
- King Street between Barrack and Place D’Armes

**EXISTING POLICY/BY LAW:**

By-Law 2005-10 Fees and Charges, as amended

**NOTICE PROVISIONS:**

N/A

**ACCESSIBILITY CONSIDERATIONS:**

This report and related information is available in alternative formats upon request.

**FINANCIAL CONSIDERATIONS:**

It is not anticipated that the city will incur any incremental net cost as a result of a successful bid to host the 2011 Memorial Cup.

**CONTACTS:**

Sheila Kidd, Director of Corporate Asset Operations 546-4291, Ext. 2221
OTHER CITY OF KINGSTON STAFF CONSULTED:
Lanie Hurdle, Director Recreation and Leisure
Dave Flindall, Assistant Supervisor, Facility Bookings, Recreation and Leisure
Malcolm Morris, Director Transportation

EXHIBITS ATTACHED:
N/A