



Report to: General Committee

Date Report Authored: Monday September 18, 2013

SUBJECT: Canadian Women's Hockey League – Request for Markham to Host the 2014 and 2015 Clarkson Cup

PREPARED BY: Mary Creighton, Director Recreation Services 7515

RECOMMENDATION:

- 1) That report Canadian Women's Hockey League – Request for Markham to Host Clarkson Cup be received; and
- 2) That Council approve that the City of Markham host the Clarkson Cup in 2014 and 2015; and
- 3) That Council approve that for 2014 and 2015 that \$10,000 be added to the Recreation operating budget; and
- 4) That Council approve that use of Centennial Arena for the 5 day period is at no cost; and
- 5) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To respond to the request by the Canadian Women's Hockey League (CWHL) for the City of Markham to host the Clarkson Cup for the next 2 years: 2014 and 2015.

BACKGROUND:

In March of 2013 the City of Markham in partnership with the Canadian Women's Hockey League (CWHL) hosted the Clarkson Cup. The 4 day event March 20 – March 23 was the most successful Clarkson Cup event hosted. As a result of this the CWHL has made a request that the Clarkson Cup be hosted in the City of Markham for the next two years, with the potential of an optional year.

During the 4 day event which was held at Centennial Arena over 10,000 spectators attended. As well there was tremendous support from local businesses and political leaders actively who were involved in the event, participating in on-ice ceremonies and sponsorship.

Community Support:

- The CWHL actively marketed and communicated to local business leaders, political leaders and sports associations as a result had strong engagement from all stakeholders
- The Stouffville Markham Girls Hockey Association actively participated in the entire event from attending the kick-off, volunteering at the event, attending the event, selling tickets including having players from the Sportacular sponsored house league team be part of presenting the All Star team awards

- Local businesses showed their support through sponsorship and in-kind donations such as the MVP award which was generously provided by artist Perry Nelson of Juniper Studios and the Hilton Markham Suites was the official hotel.
- Tangerine Art Gecko Gallery provided lovely water colour prints for all the all-stars of each game, Sportacular provided gifts for the All Star team, Network Productions provided the sound system in the arena
- 21 schools attended with Friday March 22nd's game the loudest game ever (over 1700 students in attendance)

Schools in attendance: Black Walnut Public School, Father Michael McGivney Catholic Academy, St Benedict Catholic Elementary School, Greensborough Public School, Black Walnut Public School, St. Monica Catholic Elementary School, Ashton Meadows Public School, St. Edward Catholic Elementary School, Stonehaven Elementary School, Sir John A. Macdonald Public School, Randall Public School, Edward T. Crowle Public School, St. Brigid Catholic Elementary School, Raymer Wood Public School, St. Augustine Catholic High School, Blessed John XXIII Catholic Elementary School, Randall Public School, St. Julia Billart Catholic Elementary School, Sir Richard W. Scott Catholic Elementary School, All Saints Catholic Elementary School, and Armadale Public School

Schools were surveyed and all 15 respondents indicated that they will attend a CWHL event in the future if the opportunity was available.

One of the principals indicated that he really valued the opportunity to bring his students, many new Canadians to see Canadian world class hockey.

Media Exposure – 2013 Clarkson Cup

The City of Markham as a result of hosting the 2013 Clarkson Cup garnered a significant amount of exposure prior to the event and during the event through print and television media. The following are a listing of the exposures that the event received:

Print Media

World Journal	March 8
Hockey News	March
CP Press carried in many printed newspapers	March 7, 20-24
Toronto Star	March 8, 20-24
Globe and Mail	March 7,8,20-25
Markham Economist	March 18
Waterloo Record – Laura McIntosh	March 19
Boston Globe	March 21
Montreal Gazette	March 22
Stouffville Sun-Tribune	March 20-23

Media Exposure – Television

CTV Barrie – Amber Bowman	March 8
Rogers TV: Community Connections	Part 1 March 15
Part 1 - Liz Knox & Gillian Apps	Part 2 March 22
– Brenda Andress & Brad Morris	
CTV Local Sports	March 7 & 23
CTV – Canada AM (Clarkson Cup & Tessa Bonhomme & Gillian Apps)	March 19
CBC TV George Stroumboulopoulos	March 21
CBC Local Sports	March 23
CBC National	March 23
Hockey Night in Canada – Ron Mclean	March 23
CBC Radio Canada (French)	March 23
TSN Clarkson Cup Final Game	March 23

Estimated Financial Value of Media Exposure during the Televised Games

It is estimated that if the City of Markham were to purchase commercial air time the rate would be approximately \$15,000/minute

Based on information provided by CWHL, the final game was televised for almost 2 hours, assuming half of that commercials, leaving 60 minutes of coverage. Purchasing 60 minutes of advertising coverage would cost \$900,000

That is just one component of the value created – close to \$1 million. We cannot quantify the advertising value of the game streaming, print media, radio media, additional TV coverage and online.

OPTIONS/ DISCUSSION:

Based on the success of the 2013 Clarkson Cup the Canadian Woman's Hockey League has met with the Mayor and staff to request that the City of Markham host the event again in 2014 and 2015.

For both parties there is mutual benefit to hosting again in Markham. There is a solid operational plan that can be used as the building block to create an even better experience. The benefit based on the media exposure that the both the CWHL and the City of Markham received is tremendous.

Benefits for the City of Markham to host the Clarkson Cup – 2104 and 2015

It is generally accepted that significant personal, community, and economic benefits can be derived from a vibrant sport and recreation delivery system. Sport and recreation is

seen as playing an integral role in helping to advance the social capital within a community and achieve a municipality's vision when looking at its future. Sport and recreation is something individuals, families, and business look for when choosing their destination to live, work, and play.

Promotion of Health Living

Social benefits of active communities include reduced adverse behaviour(s) among youth, lower medical and social costs coupled with job opportunities in sport, recreation and support services and greater social cohesion and integration of people in our community.

Collaboration at national, provincial, and local levels is a prerequisite for increasing the amount of daily physical activity and sport participation by Canadians. Volunteers, community organizations, provincial and national sport associations, the municipality, schools, and private service providers are all important contributors toward lifelong active living and sport.

Hosting the Clarkson is Markham's opportunity as a community to celebrate sport and more importantly 'women' in sport. One of the fastest growing sports in Canada, girls hockey continues to grow within our community. Hosting the Clarkson Cup is an opportunity to showcase the success that women are achieving in sport. Many of the women that play in the Clarkson Cup are role models to young females in our community.

Community Sport Development & Sport Tourism

As outlined in the Integrated Leisure Master Plan sport tourism, which is the fastest growing segment of the tourism industry, is a major driver for Markham to host the Clarkson Cup. The scale of the Clarkson Cup offers the potential to forge and strengthen community partnerships, enhance Markham's profile, provide economic benefits, and introduce new opportunities locally.

This event also provides the platform for the City of Markham to provide young athletes exposure to high caliber athletes who participate on the National and International stage. This for many young children, maybe the only time they have this opportunity.

The CWHL recognizes that the community support of this event was significant and they have identified that there is a great opportunity to draw on this support again, with the goal of increasing community involvement over the next two years.

Host Community Requirements

As part of their bid package communities that host the event are asked by the CWHL to provide the facility at no cost and to make a financial commitment of \$10,000 and any in-kind support that can be provided.

	Cost	Comments
Facility Rental – Centennial Arena	\$9,438	5 days x 14 hours per day
Cash Contribution	\$10,000	Supports the CWHL hosting the event
In-kind		Promotion on City Page and Markham Life
Total Markham Contribution	\$19,438 annually	

The 2013/14 ice allocation process has factored in hosting of the 2014 Clarkson Cup, resulting in no community groups having to be relocated if we were to host the event. If council decision is not to host the Clarkson cup then the 5 days of ice we have set aside for the tournament will be reprogrammed.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

HUMAN RESOURCES CONSIDERATIONS

Staff recommend that for 2014 and 2015 the Recreation operating budget be increased by \$10,000 to support the City’s cash contribution to the Clarkson Cup. In addition, the City will waive the rental rate of \$9,438 annually to host this event. The financial impact to the City over this 2 year span in cash contributions and waived fees is \$38,876.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Hosting the Clarkson Cup aligns with the Integrated Leisure Master Plan Goal 9e: A Vision for Sport Development and the Diversity Plan supporting female hockey.

BUSINESS UNITS CONSULTED AND AFFECTED:

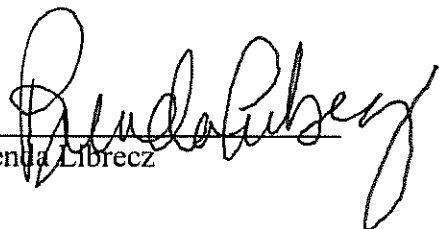
Not applicable.

RECOMMENDED

BY:



 Mary Creighton



 Brenda Librecz

ATTACHMENTS:

N/A