




# INFORMATION REPORT

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	February 4, 2015
<b>SUBJECT/REPORT NO:</b>	Tim Hortons Field Community Bookings (PW15012) - (Ward 3)
<b>WARD(S) AFFECTED:</b>	Ward 3
<b>PREPARED BY:</b>	Rom D'Angelo (905) 546-2424, Extension 4617  Rob Gatto (905) 546-2424, Extension 5448  Coralee Secore (905) 546-2424, Extension 5557
<b>SUBMITTED BY:</b>	Gerry Davis, CMA General Manager Public Works Department
<b>SIGNATURE:</b>	

## Council Direction:

Council at the General Issues Committee Meeting of January 23, 2015, received a Notice of Motion respecting:

- (a) *The marketing and scheduling process for community booking and available schedules for the Tim Hortons Field facilities; and,*
- (b) *That staff be directed to withhold or suspend any new community bookings requested beyond February 11, 2015, within our legal authority and pending legal review until such time as Council and community members have had an opportunity to understand the scheduling process and available dates and times for the Tim Hortons Stadium facilities.*

## Information:

### *Purpose*

To report as requested by Council on the status of the marketing and scheduling process for community bookings and available schedules for Tim Hortons Field facilities and to assist Council and community members with an understanding of the scheduling process and available dates and times for the Tim Hortons Stadium facilities.

### *Background*

The Facility Agreement between the Toronto 2015 Organizing Committee and the City of Hamilton calls for Tim Hortons Field to be made available for high performance athletes and community sports use for 1,100 hours per year, with an associated obligation to report on such use on an annual basis. Under the Facility Agreement, high performance athletes are entitled to 10% of the prime time hours at 75% of the cost. These requirements were incorporated in the 20 Year Tiger-Cat Football License Agreement. Community sports use is defined as meaning non-professional recreational multi-sport activities undertaken by individuals, associations, partnerships etc., and includes field sport events only.

The 20 Year Tiger-Cat Football Club License Agreement provides that the stadium be used by a professional football team for playing all its home games and practices during the Canadian Football League season (June 1 through to November 30) and a professional soccer team for all of its home games.

Further, the License Agreement provides a scheduling priority and booking for professional football and practice sessions, professional soccer and events for use of Stadium but also allows for community uses.

### *Stadium*

Contained within the stadium footprint is an allocation of community space identified in Appendix A to Report PW15012 and as follows:

- Field
- FIFA Warm-up Area (2,100ft<sup>2</sup>)
- Large community room (1,800 ft<sup>2</sup>) (capacity 100)
- Four small community rooms (capacity twelve)
- Access to two meeting rooms (capacity eight to twelve)
- South Plaza

### *Community Programming*

A key element in the Stadium Precinct planning process has been the involvement of the community. Through a number of public engagement sessions staff has obtained a range of options and ideas for community programming (i.e. youth, teen and senior programs, meeting location for neighbourhood planning teams, physical literacy programs, community gatherings, local community soccer program etc.).

In partnership with the Recreation Division, a Recreation Development Consultant has been assigned to work with the community to develop the programs. Outreach will be to South Sherman, Crown Point and GALA planning hubs, local schools and local residents within the Precinct to develop the programs. The Recreation Development Consultant will be based out of the stadium.

The proposed plan will follow the Recreation Division's program development model in terms of program fees and rental rates for community use to ensure programs are accessible and/or meet the Recreation Affordable Access Policies and rental rates fall



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within the Community Group or Resident Rental Fee structure found across all recreation facilities.

**Community Group & Resident Rental Rates**

Category	Community Group	Resident
Arts & Craft Rooms; Meeting Rooms; Social Activity		
Hourly Rate	\$4.00	\$12.00
Daily Max. (Rentals > 5 hrs charged 5 hrs)	\$20.00	\$60.00

*Scheduling & Bookings*

The City of Hamilton maintains the master schedule of all booked events in accordance with the terms of the 20 Year License Agreement between Hamilton Tiger-Cat Football Club and the City of Hamilton. Subject to the provisions in the License Agreement, events between January to May 31 and December events and community use is booked through the City booking system. From June 1 until November 30 (CFL season), until the CFL schedule is released each year (around late February/early March) bookings and community use is subject to the football, practice and event “black-out” period. Access to community space is limited but not excluded in accordance with the License Agreement.

The City retains certain rights to access the Stadium for community use during the “black-out” period, provided adequate notice is given:

- (1) The Pan Am Games and other major international events, such as the Olympics or a FIFA World Cup, take first priority;
- (2) after the Pan Am Games, the City may reserve one-weekend during the “black-out” period for a community event;
- (3) non-holiday Mondays, Tuesday and Wednesday evenings are available for community if no games or events are scheduled; and
- (4) the City may pursue its own community events during CFL practices, so long as the activities do not interfere with each other.

After the CFL schedule, all bookings are made on an equal basis, or as further determined by the City. This allows the City to make tentative bookings during the “black-out” that may be solidified upon the release of the CFL schedule.

The Senior Project Manager for Stadium Programming and Marketing is responsible for scheduling and booking the Stadium under the terms of the 20 Year License Agreement.

The Recreation Development Consultant will work with the Senior Project Manager and the community for community scheduling and booking use.

To-date, there have been weekend community bookings (April - May) as it relates to the community rooms and FIFA warm-up area and no bookings for south plaza space. The bookings are for minor soccer grassroots clinics and coaching development courses.

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Hours have been booked mostly weekends for community use (community soccer, minor soccer, Neighbourhood Building Momentum Event) on the field up until June 1. A number of hours have been scheduled for the proposed new community Precinct soccer program during the week. Given the Pan Am Games (June 1 to August 6) and the pending release of the CFL schedule there are a number of tentative bookings awaiting confirmation.

The Senior Project Manager will no longer confirm bookings until the community has had an opportunity to tour the stadium and review community program opportunities.

*Marketing*

In March, Council is expected to receive a stadium marketing strategy and rates and fees schedule for approval. The intent of the strategy is to generate awareness and create a positive disposition towards the Stadium.

With construction still underway, the City still awaits substantial completion. Affected by the construction delay is the opportunity for the community to tour the stadium. Once the City assumes responsibility for the operations, staff will prepare to open the doors for community tours and community use.

With the Recreation Development Consultant on board, outreach will commence.

A Pan Am Community Engagement Session is planned for March 3<sup>rd</sup>, part of the agenda will include a community programming update and how community accesses the Stadium.

The marketing strategy should include:

- Website
- Community Guide to programs
- Rental information
- Community Soccer Program
- How to register
- Community engagement

*Stadium Legacy*

The stadium has the opportunity to advance the whole amateur sport community as well as serve the recreation needs of the Precinct community. Staff hope to have the community fully engaged and excited about the opportunities for community-based activities.



