

Background:

- Since the opening of Tim Hortons Field, the City of Hamilton has engaged a contract employee to serve as the booking agent for all functions at the facility.
- These bookings include the use of the stadium facilities by community groups and corporations interested in events ranging from field use for a sporting event, to the utilization of the various meeting rooms.
- To date, the booking function has been executed as a demand based role, i.e. taking requests for bookings, but not engaging in proactive outreach and promotion to secure incremental bookings.
- Spectra Venue Management has been operating the City of Hamilton owned FirstOntario Centre (formerly Copps Coliseum), the FirstOntario Concert Hall (formerly Hamilton Place) and the Studio theatre (formerly Molson Studio) since March of 2013.
- Spectra is widely recognized as a world leader in hosting and entertainment, partnering with over 300 clients at 400 global properties.
- Spectra has identified their interest in participating in the stadium operations that have potential revenue growth opportunities and operational savings for the City.

Overview of Spectra's Proposal:

- Spectra's proposal is a performance based model where the City would pay a monthly management fee plus of \$5,000 plus a revenue share of the net proceeds for new stadium bookings.
- Spectra would not receive a commission on any renewals of events associated with existing users.
- Within the proposed 11 month pilot (February 2018 – December 2018), the facility is forecasted to realize a net gain of 3 mid to large sized events.
- Spectra would provide a full time on-site employee in space provided by the City, with the background and proven success in growing event revenues and customer care.
- As part of the proposed agreement, Spectra has also committed to honouring existing relationships with community groups.

Financial Impact:

- The City of Hamilton is projected to realize a net gain of approximately \$44,050 during the 11 month pilot proposed within. If upon completion of the 11 month pilot, Council elected to extend the agreement, Spectra forecasts an estimated \$155,000 in net new revenues to the City in 2019.
- This positive 2018 impact would be achieved based upon an expenditure reduction of approximately \$35,000 by returning one contracted employee to their home position 6 months early, a revenue increase forecasted to be approximately \$69,050, all net of a Spectra management fee of \$55,000 (\$5,000 per month for 11 months).