



# INFORMATION REPORT

<b>TO:</b>	Chair and Members Public Works Committee
<b>COMMITTEE DATE:</b>	August 16, 2018
<b>SUBJECT/REPORT NO:</b>	2018 Mid-Term Report on Stadium Event Bookings at Tim Hortons Field (PW18075) (Ward 3)
<b>WARD(S) AFFECTED:</b>	Ward 3
<b>PREPARED BY:</b>	Rob Gatto (905) 546-2424, Extension 5448
<b>SUBMITTED BY:</b>	Rom D'Angelo, C.E.T.; CFM Director, Energy, Fleet and Facilities Management Public Works Department
<b>SIGNATURE:</b>	

## Council Direction:

The purpose of this Information Report is to provide the Mayor's office and City Council a 2018 Mid-Term report as well as an update of the Stadium's Event Booking pilot program at Tim Horton's Field with Spectra Venue Management and the City of Hamilton that commenced on April 1st 2018, ending on or before December 31st 2018.

## Information:

Spectra are widely recognized as a world leader in hosting, entertaining, and partnering with over 300 clients at 400 Global properties. Spectra Venue Management has been operating the City of Hamilton owned First Ontario Centre, the First Ontario Concert Hall, and the Studio theatre since March of 2013. As part of the agreement Spectra has provided a full time on-site employee at Tim Hortons Field with an exceptional marketing background, and proven success in growing event revenues and excellent customer service relations.

The 2017 & 2018 six month comparison during January 1<sup>st</sup> to June 30<sup>th</sup> is enclosed in Appendices "A", "B", "C", and is measured in two categories of utilization, Room & Space Bookings, & Field of Play usage.

### ❖ Field of Play Bookings:

The stadium field of play is available 7day/week from 7:00am -11:00pm. During this period the available hours are based on 'non-prime' & prime time slots. Prime time hours are defined as Mon-Fri, 5:00pm - 11:00pm and weekends 8:00am - 10:00pm. Comparison in 2017 & 2018 field of play bookings during April - June, we have seen a 5.5% increase overall. Total of 194 field of play bookings compared to 184 in 2017.

---

*OUR Vision: To be the best place to raise a child and age successfully.*

*OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.*

**SUBJECT: 2018 Mid-Term Report on Stadium Event Bookings at Tim Hortons Field (PW18075) (Ward 3) ~ Page 2 of 2**

---

Hours booked for field of play in comparison during April – June of 2017 were 790, and in 2018 during April – June, a total of 818 hours, an overall 4 % increase.

❖ Room & Space Bookings:

Tim Hortons Field offers a number of interior spaces for small meetings & conferences, trade shows and private lounge and bar set ups, this space is ideal for, rehearsals, dinners, and presentations. In addition, there are interior spaces that are conducive to recreational purposes as well. In total, there are 11 interior rooms at various sizes that may be reconfigured to serve small functions, meetings or large events in the club suite which converts into 5 smaller rooms to one large banquet room.

In comparison, during April - June 2017 / 2018 bookings, we have seen a 22 % increase for room & space bookings. There were 562 rooms booked during 2017, April - June, and in 2018 during April - June, there has been 685 rooms and space bookings.

❖ Financials & Revenues:

The agreement between the City of Hamilton & Spectra Venue Management is performance base model where the City is paying a monthly management fee plus a revenue share of the net proceeds for new stadium bookings. Spectra are not receiving a commission on any renewals of events associated with existing users. In comparison during 2017 January - June, gross revenues were (\$568,202) & 2018 January - June, gross revenues are (\$602,090), with a 6 % increase in revenues. Exclusive of the 20-year license agreement between the Ti-Cat organization & the City of Hamilton and from revenues generated through event ticket sales, room bookings, Spectra also focus on revenues generated from food & beverages, the use of functional space, the sale of consumer goods, and advertising in the stadium.

Future stadium bookings for 2019 such as, the Canadian Quidditch & the Provincial Amateur Football Championships are on hold. Spectra Management are in discussions with Live Nation one of the leading concert promoters in the country, in bringing future concerts to the stadium. Tim Hortons Field is building a solid reputation as a place to hold International, National, and high profile local Community Events. This past June the stadium held 2 successful events with the International friendly women's soccer match, Canada & Germany, followed by the Arkells concert that played in front of the largest crowd in history at Tim Hortons Field of 24,000 fans.

**Appendices and Schedules Attached**

Appendix A: Room Bookings

Appendix B: Hours Booked

Appendix C: 2018 New Bookings & Holds (May to December)