

HAMILTON FUTURE FUND GRANT FINAL REPORT

Monday October 15, 2018

Ray Lewis
Track & Field Center
Renewal Project



Hamilton Olympic Club

Hamilton Future Fund Grant – Final Report

1. Organizational information.

- a. Organization: Hamilton Olympic Club.
- b. Contact: Kevin Gonci, [REDACTED]
- c. Ontario Corporation: 000026558 (September 18, 1926).
- d. Collaborative Partners:
 - i. Hamilton Olympic Club.
 - ii. Golden Horseshoe Track & Field Council.
 - iii. Stoney Creek Athletics.
 - iv. Hamilton Elite Athletic Team.
 - v. Hamilton Special Olympics.
 - vi. Monte Cristo Track & Field Club.
 - vii. Dundas Valley Track Club.
 - viii. 91st Highlanders Athletic Association.
 - ix. The Hamilton-Wentworth Public School Board (informal).
 - x. The Hamilton-Wentworth Catholic School Board (informal).

2. Attachments.

- a. Copy of paid invoice (3).
- b. Illustration of Capital asset purchase and technical specifications.

3. Amount of Hamilton Future Fund received.

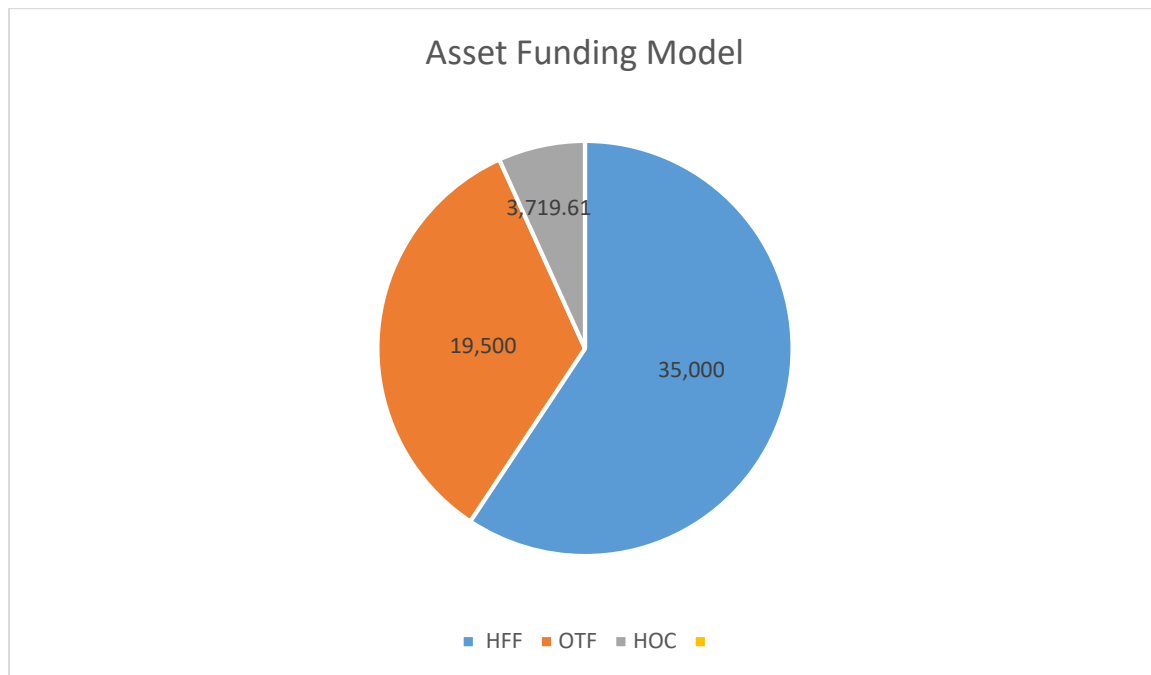
- a. Capital purchase of a new portable scoreboard system - \$35,000

4. Other funding sources.

- a. Ontario Trillium Foundation Capital Grant - \$19,500
- b. Organizational Capital Reserve Fund - \$3,719.61

5. Total expenditure - \$58,219.61

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6. Project overview.

Community stakeholder groups have successfully completed a collaborative project with the City of Hamilton which involved an \$850,000 renovation of the Ray Lewis Track & Field Center (formerly Mohawk Sports Park Outdoor Track & Field Complex) located at 1100 Mohawk Road East, Hamilton. Our community partners have convened around the need to develop safe, inclusive and accessible community space which would reduce existing barriers to individuals within our community that were currently under serviced as well as ensure the long term sustainability of current and future programming and services. Community stakeholders have established a mutually agreed upon list of priority outcomes and objectives which was made possible through a joint funding model involving municipal government, provincial, federal and community non-profit organizations. We intend to continue with our proven partnership model towards further development of the Ray Lewis Track & Field Center which will include infrastructure and accessibility improvements, equipment acquisitions and new program implementation. Phase Two (2018/19) of our plan includes the installation of a new portable score board system which would allow us to host major championship events and competitions and will contribute to the long-term sustainability of this valuable public space. As a result we anticipate that the various sport and recreation groups will have the ability to increase their program capacity for the benefit of our local community as well as contribute to the economic benefit of our region through the sports tourism industry.

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7. Sustainability and permanent benefits to Hamiltonians.

- a. The Ray Lewis Track & Field Center represents the only public facility of its kind within our community and unlike other sports venues (football, soccer, hockey, etc.) this public facility lacks the infrastructure to host high level events and competitions which can be achieved through an electronic scoreboard system.
- b. We have taken the unprecedented action of establishing a Sports Council organizational structure which is comprised of representatives from several stakeholder groups including the Hamilton Olympic Club; Golden Horseshoe Track & Field Council, Hamilton Special Olympics; Hamilton Accessible Sports Council; Stoney Creek Athletics; Monte Cristo Track & Field Club; Hamilton Elite Athletic Team; Dundas Valley Track Club and the 91st Highlanders Athletic Association. We anticipate that our project will benefit nearly a dozen community groups and school boards within our community comprising both recreational and competitive athletes between the ages of 8 to 99 years including individuals with mobility limitations and disability. Our partnership model provides for a greater economies of scale and significant return on investment which will result in a greater benefit to our community by allowing us to reinvest in further infrastructure improvements and equipment acquisitions.
- c. Our project team is comprised of an experienced and qualified Board of Directors representative from nearly a dozen community stakeholder groups with relevant experience and qualifications in various fields including education; business; communications; marketing; finance; government; labor; and health care. In addition to our current coaching staff who are fully certified and accredited to administer Athletics curriculum, our executive body possess relevant experience in project implementation, fiscal accountability and resource management. We have successfully achieved similar project objectives involving Ontario Trillium Foundation funding and other grant funding sources towards small, medium and major project implementation, working collaboratively with other community organizations and City of Hamilton staff. Our long-term objectives include further infrastructure improvements, equipment acquisitions and new program implementation which will result in safe, inclusive and accessible programming for residents resulting in a healthier and vibrant community environment.
- d. Our projected long-term revenue stream through corporate sponsorship and advertisements had to be revised as a result of a change in our plan to install a portable scoreboard system (versus a fixed installation system). We are currently working through City Staff to identify the proper process towards achieving the following projected revenue streams at this facility.

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- i. Facility naming (Ray Lewis) = \$5,000
 - ii. Portable infield sign-board advertisements (8 x 5 years) = \$12,000
 - iii. Banner sign advertisements (8 x 5 years) = \$12,000
 - iv. Storage Container wrap (5 x 5 years) = \$25,000
 - Total revenue projections after 20 years = \$216,000
- e. The projected lifespan for this equipment is between twenty to twenty-five years and the funding model being proposed through annual corporate advertisement revenues will contribute to the anticipated replacement and maintenance costs associated with routine wear and tear.
- f. We are currently in the process of initiating an internal organizational training program towards the proper operation of our new equipment and may involve students from Mohawk College. Having this equipment and qualified expertise will contribute to the long-term sustainability of several community organizations who will now have the capacity to host the following major events and competitions:
 - i. Minor Track Association Zone competition.
 - ii. HWIAC Outdoor Championships.
 - iii. SOSSA Outdoor Championships.
 - iv. GHAC Outdoor Championships.
 - v. Mark Graham Memorial Invitational.
 - vi. Invitational Twilight Meet.
 - vii. Royal Canadian Legion District Championships.
 - viii. Minor Track Association Provincial Championships.
 - ix. South Regional Outdoor Championships.
 - x. Athletics Ontario Championship
 - xi. Ontario Masters Championships
 - xii. Pre-OFSAA Invitational.
 - xiii. OFSAA Outdoor Championships.
 - xiv. Canadian National Outdoor Championships.

8. Project contribution to prosperity.

- a. We anticipate that our project will result in the improved prosperity of our community in the following areas:

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- i. Economic prosperity through our ability to host major championship events and competitions derived through “Sports Tourism” projected at a half million dollars over a ten year period.
- ii. Contribution to “job creation” through volunteer in-kind support of approximately \$100,000.
- iii. Enhancing our community’s social fabric through the provision of safe, inclusive, accessible and sustainable public space.
- iv. Contributing to a better quality of life by providing several community program providers with a means to maintain and expand programs and services in a more efficient and effective manner.

9. Rationale

Our project partners are currently at a disadvantage in comparison to other groups within our community (soccer, hockey, football) each having a public venue with the capability of hosting a major championship event or competition which includes an outdoor score board system. Having this ability provides community organizations with the resources to ensure the long-term sustainability of their current programs and services. Revenue generation from hosting major events and competitions will provide the opportunity for our various community partners to contribute to the sustainability of the Ray Lewis Track & Field Center through ongoing infrastructure improvements and maintenance and creating increased physical fitness opportunities for residents. We anticipate that by establishing a sustainable revenue stream we will be able to fulfill our commitment for ongoing equipment contributions and repairs as well as have the ability to invest in further infrastructure improvements. This will contribute to a reliable volunteer base which is required to implement our long term objectives and outcomes and will contribute to our community’s cultural and social fabric by serving as a collective experience around the sport of Athletics no matter age or ability.

The value of securing the long-term sustainability of community programs and services with a proven record of success should not be underestimated in its value to contributing to a more healthy and vibrant community. The Canadian Index of Well-Being establishes several quality of life indicators which reflect our Canadian values and traditions. Community prosperity can be measured through various standards or indicators including community vitality, leisure and culture, civic engagement, improved living standards and healthy populations which can be achieved through safe, inclusive and accessible community programs and services which are made available through public outdoor space.

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10. Measurement and Evaluation

With a revised work plan which resulted in the installation of a new portable scoreboard system versus a fixed installation model, we were able to avoid any potential delays with the installation/use of this new equipment as anticipated through a formalized capital planning process. As a result of this revision, we were provided the opportunity to complete several of our planned objectives ahead of schedule and move forward with other established priorities.

Measureable Outcomes/Timeline

TASK	DATE	OUTCOME	RESPONSIBILITY	MEASUREMENT	DUE DATE
1	October 20, 2017	Project plan established and funding application submitted.	Project Committee Chair	Funding application submitted by due date (October 20/17)	ACHIEVED
2	January 2018	Funding request notification. Assess feasibility of proceeding without this funding.	Project Committee through the Evaluation Board.	Funding decision received. Option 1 – Proceed with project (Task 3). Option 2 – do not proceed with project. Option 3 – Proceed with alternative funding model to achieve project outcome.	ACHIEVED
3	February 2018	Meet with city staff to identify project implementation in accordance with city policy & procedures. Establish: 1. Roles/responsibilities. 2. Funding shortfalls. 3. Channels of reporting. 4. Review of City policy & procedures. 5. Establish mutually agreed upon project timelines, processes and technical standards.	Project Committee Chair	Meeting scheduled between City Staff and Project Committee.	ACHIEVED

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4	March 2018	Revised project plan proposed in consultation with City Staff and collaborative partners.	Project Committee	Revised Project Plan implemented.	ACHIEVED
5	June 2018	Funding contribution from the Ontario Trillium Foundation.	Project Committee Chair.	Funding support of \$19,500 secured.	ACHIEVED
6	July 2018	Progress Report submitted to Future Fund Board of Directors requesting approval of revised project plan.	Project Committee Chair.	Submission of report which details project progress/revised plan including proposed equipment acquisition and funding model.	ACHIEVED
7	July 2018	Funding shortfall identified following implementation of revised project plan.	Project Committee Chair.	Funding shortfall of \$3,719.61 secured through organizational capital reserve fund.	ACHIEVED
8	August 2018	Purchase and delivery of new portable score board system in accordance with revised project plan.	Project Committee	Equipment acquired and account paid in full.	ACHIEVED
9	October 2018	Submission of Final Report to Hamilton Future Fund.	Project Committee Chair.	Final Report submitted.	ACHIEVED

11. Recognition of Funding.

Our project team has established a marketing and promotional campaign protocol which is intended to recognize project contributors and potentially stimulate further private and public investment. Our plan involved the following events/activities.

- a. Funding announcement through Mountain newspaper article November 30, 2017.
- b. Funding recognition during Canada 150 Celebration & Official Ribbon Cutting Event October 21, 2017.
- c. Funding announcement at our annual awards banquet and gala event November 2017.
- d. Funding announcement at our annual family open house and season end BBQ event June 2018.
- e. Logo placement on organization's web page and all email correspondence.



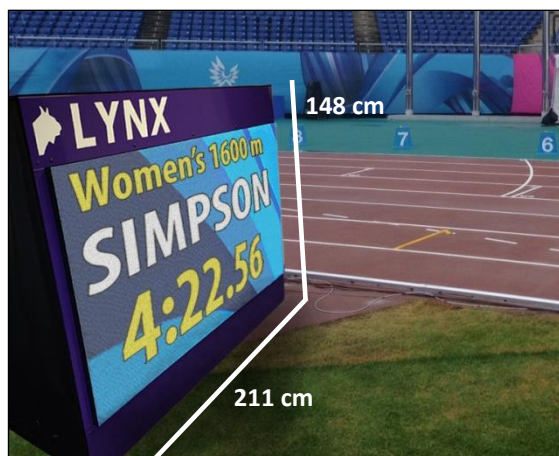
Lynx LED Video Displays for Track & Field Results

The LED infield video displays from Lynx are custom designed to meet the demands of championship-level IAAF athletics events. These modular displays are available in 1, 2, or 3-sided units and integrate seamlessly with FinishLynx technology to display live results throughout the venue.

Each LED panel is **2 meters** long by **1 meter** high and provides high-visibility text, images, or animated graphics for superior fan engagement in large indoor or outdoor venues. Each display unit can receive data independently over an HDMI connection, or multiple units can be connected with an Ethernet cable to broadcast a single video/graphic feed simultaneously to displays located across the infield.

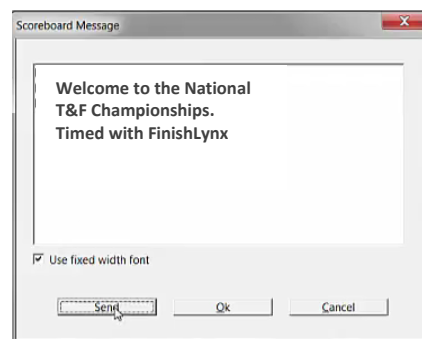
Software Compatibility

The displays are compatible with the ResultTV live display software, FieldLynx field event software, the Video Display Module for EtherLynx Vision cameras, or any custom software capable of outputting graphics to an HDMI-connected display. Infield displays can connect to a laptop or netbook to show live field event scores and measurements using the FieldLynx software. Finish line displays can connect to ResultTV for advanced broadcast-ready graphics, or display race results and images directly from FinishLynx cameras using the Video Display Module.



Video Display Module on Lynx Cameras

The 1, 2, and 3-sided displays can connect directly to an EtherLynx Vision series photo-finish camera running the Video Display Module to display live finish times, results, custom text, and even FinishLynx results images directly from the camera's HDMI output. The VDM plug-in uses custom scoreboard scripts to output live race data and the options can be controlled from inside the FinishLynx software interface. Select images, send custom messages, or edit the display layout with a click of the mouse.



Construction & Frame

The premium aluminum frame offers solid, weatherproof construction and a lightweight design. Plus, the optional wheel assembly for the 2 and 3-sided units makes it easy to move the display within the infield or transport it between events. The large LED panels fit snugly into the aluminum frame and the rear connections are easily accessible during setup. The frame also includes removable vinyl panels to cover the rear of each display. Because the display units are modular, a 1-sided display can be turned into a 2 or 3-sided at a later date if necessary. Any of the four modular LED panels can also be swapped out or replaced at any time.

Key Features

- Large 336x168-pixel panels produce high-visibility graphics suitable for outdoor events
- Weatherproof design protects the LED hardware from harsh weather conditions
- Custom aluminum frame supports the LED panels and provides a polished, professional design
- Seamless data integration with FinishLynx cameras and software
- HDMI input is compatible with most graphic display programs
- Connect multiple display units using an Ethernet cable
- Modular design means you can choose any combination of 1, 2, or 3-sided displays

Lynx LED Video Displays for Track & Field

Live Field Event or Race Results



Custom-Built Aluminum Frame



Weatherproof Internal Connections



Modular 1, 2, or 3-Sided Designs



Hardware Specifications

LED Panel Dimensions	200cm W x 100cm H
LED Matrix	336 x 168 pixels
Full Unit Dimensions	1-Sided: 211cm x 148cm x 61cm 2-Sided: 285cm x 148cm x 183cm 3-Sided: 285cm x 148cm x 247cm
Full Unit Weight	1-Sided: 107.5 kg 2-Sided: 208 kg 3-Sided: 301 kg
Pixel Pitch	5.952mm
Refresh Rate	>2000 Hz
Brightness	>5000 nits
Pixel Density	28224 Dot/sqm
Input Voltage	AC100-240V/50-60Hz
Average Power Consumption	290 W/m ² (580W per side)
Max Power Consumption	820 W/m ² (1640W per side)
Operating Temperature	-20°C to +60°C
Operating Humidity	10% to 90% RH
Life Span	100,000 Hours
Front Ingress Protection Class	IP65
Back Ingress Protection Class	IP54
Frame Materials	Aluminum Frame, Vinyl Cover
Mounting	Optional Wheel Assembly Base
Connections	HDMI, AC Power