




INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	June 15, 2022
SUBJECT/REPORT NO:	2022 Tim Hortons NHL Heritage Classic Update (PED22141) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Pam Mulholland (905) 546-2424 Ext. 4514
SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

COUNCIL DIRECTION

At the September 15, 2021 Council meeting, Council approved the Recommendations of Confidential Report PED21177/PW21053 entitled “Potential Major Event Hosting” and directed staff to report back, in a public format, on the nature of the event and the extent of the City of Hamilton’s (City) contribution.

INFORMATION

The 2022 Tim Hortons NHL Heritage Classic (Heritage Classic) was one of three outdoor professional hockey stadium games run by the National Hockey League (NHL), the others being the Winter Classic and the Stadium Series.

The sixth Heritage Classic was played outdoors at Tim Hortons Field (the Stadium) in Hamilton on March 13, 2022. The Buffalo Sabres became the first American team to host and participate in a Heritage Classic. It was also the first Heritage Classic to be played in Ontario and the first to involve the Toronto Maple Leafs.

The Heritage Classic was among the early large-scale pandemic recovery events in the Province and Hamilton as Ontario lifted COVID-19 restrictions on March 8, 2022, including capacity limits on large venues and proof of vaccination for indoor spaces.

A sold-out crowd of 26,119 attended the marquee hockey game, which saw the Buffalo

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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.

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Sabres defeat the Toronto Maple Leafs by a score of 5 to 2.

This Report provides an overview of:

- The City of Hamilton's financial contribution to the Heritage Classic;
- Heritage Classic Programming; and
- Benefits realized by the Hamilton community.

City's Financial Contribution to the Heritage Classic:

As outlined in Confidential Report PED21177/PW21053, the City's contribution to the Heritage Classic was to be limited to:

- Up to \$40,000 towards the cost of HSR shuttles
- Snow removal and stadium readiness costs required to provide the NHL with a snow-free facility as of February 28, 2022

To be offset by:

- Any third-party funding contributions
- The City's share of Stadium concession revenues from the Heritage Classic game

The City's net financial contribution is summarized as follows:

Item	Cost Actuals
Cost HSR Shuttles:	\$32,687
Snow Removal Costs:	\$209,432
Less Private Sector Contributions:	(\$20,000)
Less City's Share of Concession Revenues:	(\$48,853)
City's Net Contribution:	\$173,266

The cost of HSR shuttles was \$32,687, of which \$12,687 was funded from the Tourism and Culture Division Operating Budget and \$20,000 contributed by local hotels through the Hamilton Tourism Development Investment Group.

There were two major snowfall events throughout January 2022, with a total snow accumulation of 50 or more centimetres. This weather event required dispatching an external labour pool from multiple agencies and through various contracts to haul snow out of the Stadium's interior and to clear exterior Stadium property. The total costs associated with the significant snowfalls and a few incidental snow events were \$209,432, funded from the 2022 Stadium Operating budget. In addition, the City received concession revenues from the Heritage Classic game in the amount of

\$48,853 to offset expenses.

The Heritage Classic Programming:

In addition to the hockey game, the Heritage Classic included the following programming in the Stadium precinct:

- PROLINE+ NHL PreGame, in the Stadium South Plaza and on Cannon Street.
 - Fan Festival that offered fans family-friendly hockey interactive games and attractions, special appearances by NHL Hall of Fame players, and the opportunity to take a photo with the Stanley Cup.
- In-Stadium Opening Ceremony
 - Welcome to the Land led by Chief Stacey Laforme of the Mississaugas of the Credit and Chief Mark Hill of Six Nations of the Grand River;
 - Hamilton's Argyll and Sutherland Highlanders presented the flags of the United States of America (United States) and Canada; and
 - The ceremony concluded with a flypast of CT-155 Hawk Jets from Moose Jaw, Saskatchewan.
- In-Stadium First Intermission: Performance by Canadian Grammy award-winner Alessia Cara.
- In-Stadium Second Intermission: The Olympic gold medal-winning Canadian women's hockey team was honoured in a ceremony featuring Hamilton singer Max Kerman of the multiple Juno Award-winning Hamilton band The Arkells.

The Heritage Classic Realized the Following Benefits for Hamilton:

- Positive national and United States media exposure for Hamilton with the game broadcast on Sportsnet (Hockey Night in Canada), TNT (game analyst Wayne Gretzky), and TVA Sports (Canadian French-language sports channel);
- Increase in tourism visitation and local spending (majority of game attendees were from Toronto and Buffalo) with a realized local economic impact of \$5 million to \$5.5 million;
- Increase in overnight accommodation stays in local hotels as a direct result of the Heritage Classic. 2,306 room nights at 11 Hamilton hotels with gross earned room revenue of \$493,794 (net of applicable rebates and discounts, and excluding food and beverage sales and any incidental revenue such as parking, telephone charges and movie rental);

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- Development of Hamilton's sports fan base; and
- Showcasing of the City-owned Stadium to principal event organizers.

APPENDICES AND SCHEDULES ATTACHED

None

PM:ac