

Priorities Committee Meeting_Sep18_2018

STRATEGIC INITIATIVE AND UPDATE**Rogers Hometown Hockey Update****Report Purpose**

To provide Priorities Committee with an update on Strathcona County being selected to become a host site for Rogers Hometown Hockey, January 5-6, 2019.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 6 - Provide facilities and services that are available and accessible to residents

Report

1. The Mayor, on behalf of Council, has signed the Letter of Intent to be a host site for Rogers Hometown Hockey. The Letter of Agreement is to be finalized and signed by the Mayor in the upcoming months.
2. Rogers Hometown Hockey is a season long touring hockey festival, visiting a different Canadian town each weekend for 25 weeks between October 2018 and April 2019. Strathcona County was approached by Rogers Media Inc. to consider hosting the Rogers Hometown Hockey segment on January 5 and 6, 2019 coinciding with an Edmonton Oilers away game telecast on January 6, 2019 at 6:00 p.m. against the Anaheim Ducks.
3. Rogers Hometown Hockey consists of two components. The first being the community festival starting on January 5, 2019 from 12 noon until 6:00 p.m. and on January 6 from 12 noon to broadcast time. The second is an on-site broadcast on the evening of January 6. (See enclosure 1)
4. This event creates an excellent opportunity for national television exposure. It starts with 30 second live clips January 4th on Hockey Night in Canada (with a viewership of 4.5 – 5.2 million). On Sunday, January 6th, the 30 minute pregame, intermissions and the three stars is live from Strathcona County with a viewership of two million.
5. With the event so close to New Year's Eve festivities, Strathcona County has been formulating plans to create a Rogers Hometown Hockey week starting with New Year's Eve and ending January 6, after the Rogers Hometown Hockey telecast. Please refer to enclosure II for an early draft, to be built upon, for the week's activities.
6. Due to the confidentiality requirements by Rogers Media Inc., our community was only made aware of this event on August 21. Administration looks forward to connecting with our three minor hockey and ringette associations regarding event activities and opportunities as we plan, prepare and celebrate with our community
7. Next steps are for Strathcona County to form a local organizing committee (including minor hockey and ringette). The Committee will liaise with Rogers Media Inc. on the details required for Rogers Hometown Hockey January 5-6 including the activities that will make up Rogers Hometown Hockey week December 31 through January 6.

Council and Committee History

July 3, 2018	THAT the Mayor, on behalf of Council, sign a binding letter of intent with Rogers Media Inc. regarding the Hometown Hockey Event; and THAT a budget allocation of up to \$100,000 from the R4 Municipal Projects Reserve be approved.
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Other Impacts**Policy:****Legislative/Legal:**

Interdepartmental: RCMP and Enforcement Services, Emergency Services, Recreation, Parks and Culture, Transportation and Agriculture Services, Communications, Financial Services, Planning and Development Services, Economic Development and Tourism

Master Plan/Framework:**Communication Plan**

The project lead will meet with minor hockey and ringette representatives in September to discuss Committee onboarding and present the event festival overview.

Enclosures

- 1 Rogers Hometown Hockey January 5-6 Festival and Broadcast overview
- 2 Rogers Hometown Hockey Proclamation week – Preliminary plan