



Date October 4, 2010

**City Council
Committee Report**

To: Mayor & Council

Fr: Colleen Neil, Recreation Services Manager

Re: Senior AAA Thistle's Sponsorship Request for 2010-11 Season

Recommendation:

THAT the request for a donation in the amount of \$3000.00 to the Kenora AAA Senior Hockey Team be denied and further,
THAT consideration be given in the 2011 budget for The City of Kenora to become a sponsors of the Allen Cup event.

Background:

The Senior Thistles anticipate an 18-24 exhibition game season this coming year (2010-11). The economic spin-off and benefit from the Senior Hockey Team's schedule helps many businesses in Kenora – especially during a "quiet" time of year (shoulder tourist season). The Team feels that sponsorship is critical to the success of any hockey team and the AAA Seniors hope the City can help strengthen the team with some financial support. Below are the details for a potential Team Sponsorship.

The AAA Seniors are asking for:

CITY SPONSOR - \$3,000 (In-Kind for ice rental fees)

- City of Kenora logo to be listed on the team's web-site on the front page: www.srthistles.com.
- Name announced as team sponsor during home games and in home game programs.
- City of Kenora listed on a special banner to be posted at all home games (Gold & CORPORATE sponsor).
- City of Kenora listed as a supporter in "season ending thank-you" ad in newspaper.

This is not a sponsorship for the Allen Cup but for the support of the local team in it's season leading up to acting as the local host team for the 2011 Allen Cup.

Council has not typically funded the operating cost of any particular team. Council has made donations to special events and these types of requests are typically funded through general government and are approved during the annual Operating Budget process. At this time the funds in the in General Government account have been exhausted for 2010 and any donation of this kind would show as lost revenue to the Kenora Thistle Rink account.

It should be noted that all municipal ice is currently subsidized by council. In September 2009 council passed a resolution that rates and fees be set at a rate of 65% cost recovery for adults, 55% cost recovery for children and youth and 100% cost recovery for Non Resident rates; and that no annual increase be greater than 5% per year for children and youth rates and 10% for adult and nonresident rates until desired rate of percentage of cost recovery is reached. Currently the ice rates are set as:

Minor Recreation/Practice - \$74.14
Minor Game/Tournament/Special Event -\$81.03
Adult Recreation/ Practice -\$101.98
Adult Game/Tournament/Special Event - \$108.05

Budget:

Communication Plan/Notice By-law Requirements: