

THE CORPORATION OF THE TOWN OF LAKESHORE

**COMMUNITY & DEVELOPMENT SERVICES
RECREATION AND LEISURE SERVICES DIVISION**

TO: Mayor and Members of Council
FROM: Terry Fink, Manager of Recreation & Leisure
DATE: December 10, 2019
SUBJECT: Renewal of Lakeshore Canadiens Agreement

RECOMMENDATION:

It is recommended that:

The Mayor and Clerk adopt by-law 134-2019 authorizing the execution an agreement between the Town and 2337338 Ontario Inc. ("Hockey Club") for the purpose of utilizing the premises at the Atlas Tube Centre to operate a Junior C franchise in the Ontario Hockey Association as described in the report of the Manager of Recreation and Leisure Service presented at the December 10, 2019 Council meeting.

BACKGROUND:

In 1978 the Canadiens were established and played at the former Belle River Arena. The Jr. C Canadiens team was renamed when it moved to the new Atlas Tube Centre to play their games.

COMMENTS:

The Town will receive the prime ice rate in accordance with the Town's User Fee By-law under this agreement. The terms and conditions of the agreement include the following rights accruing to the Hockey Club:

- Continued exclusive use of a dressing room and coach's office, trophy case,
- 3 hours of ice time on Friday nights from 6:30-9:30 PM,
- 4 units of 3 hour ice time sessions per week for practice during hockey season,
- Space to sell tickets,
- Exclusive broadcast rights,
- Exclusive right to space and sale and revenue of tickets and souvenirs,
- Exclusive right to sell and retain revenues from sale of advertising in the ice rinks and on the ice resurfacers in exchange for \$1,500/year,
- Exclusive right to display name at centre ice in 1 rink,

- Right to sale and revenue of fundraising efforts and
- Right to advertise on digital sign.

The relationship with the Hockey Club at the Atlas Tube Centre, continues to be professional and co-operative in all aspects. A similar agreement is proposed to what has happened in the past.


OTHER CONSULTED:

The following staff were consulted: Tammie Ryall, Director of Community & Development Services, Rosanna Pellerito, Director of Financial Services, Kristen Newman, Director of Legislative and Legal Services

FINANCIAL IMPACTS:

The Town will receive financial support as outlined in the agreement.

Prepared by

for 
Terry Fink
Manager of Recreation & Leisure
Services

Reviewed by


Tammie Ryall
Director of Community & Development

Approved by


Truper McBride
Chief Administrative Officer