



PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

## Item No. 3

Halifax Regional Council  
June 10, 2008

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**

A handwritten signature in black ink, appearing to read "Paul Dunphy".

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Paul Dunphy, Director of Community Development

**DATE:** May 22, 2008

**SUBJECT:** IIHF World Hockey Championship Ticket Distribution Information

### INFORMATION REPORT

#### ORIGIN

Councillor Hendsbee and DCAO Wayne Anstey requested this IIHF World Hockey Championship Ticket Distribution information be submitted to Halifax Regional Council in this format. The March 18, 2008 IIHF World Hockey Championships staff report indicates HRM will distribute its contra tickets to children and youth programming in HRM.

#### BACKGROUND

In May, 2008, HRM and Quebec City co-hosted the World Hockey Championships. Halifax hosted 31 games at the Metro Centre.

On March 18, 2008 Council approved a Memorandum of Understanding with Eh! and the Province of Nova Scotia to provide \$1 million in funding in support of the World Championships. Pursuant to the MOU, HRM was entitled to sponsorship rights which amounted to approximately 2,954 tickets.

In recognition of this ticket entitlement, Council agreed to disperse these to children and youth in need in HRM. Additionally, it was agreed that the process of distribution would be managed by HRM's Community Development department.

#### DISCUSSION

Given the sheer number of tickets and the short time frame in which to distribute the tickets, staff devised a two tier process of distribution. The process was based on an “organizational distribution model”.

### Phase One

The first phase focussed on using the existing network of youth focussed organizations (e.g. recreation networks, youth service networks, and community agency networks) to inform, coordinate and distribute tickets to youth. (See Attachment 1 for a list of organizations contacted.) In order to facilitate this process, a mass e-mail communication was prepared and forwarded to each of the networks, who in turn were asked to distribute the communication to their respective network partners. This approach was very successful, generating great responses from a variety of groups.

### Phase Two

Following this initial request, a second phase approach involved a mass e-mail communication to local Hockey Associations in HRM and community groups whose primary mandate went beyond a youth focus (e.g. Ward 5, Veith House, and DND Family Support). This was positively received by these community groups.

### Feedback

It is worth noting that the feedback on Council’s decision to distribute the tickets in this manner has been positively received. Both expressions of gratitude and commendations for Regional Council's decision to distribute the tickets to youth who may not otherwise be able to afford to attend have been received from many different groups. (See Attachment 2)

## **BUDGET IMPLICATIONS**

None.

## **FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality’s Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

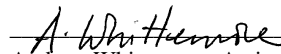
**ATTACHMENTS**

- 1) List of organizations that were contacted
- 2) Letters of Appreciation from Healthy Kidz, IWK Health Centre Child Protection Team, Phoenix Youth Programs
- 3) List of organizations that received tickets

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Michael Gillett/Civic Events Coordinator, 490-4740

Report Approved by:



Andrew Whittemore, Acting Manager, Community Relations & Cultural Affairs-490-1585

**ATTACHMENT 1**

**List of some of the organizations that were contacted**

Active Halifax	Dartmouth Boys & Girls Club
Girl Guides, Dartmouth East Boys & Girls Club	Heartwood
Capital District Health Authority - Sackville Division	Library
IWK Child Safety Link	St. Leonard Society
East Preston Boys & Girls Club	J.L. Ilsley Health Centre
YMCA	Tallahasee Community School
Sea School	Dalhousie Therapeutic Recreation
Urban Farm Society	Cole Harbour Boys & Girls Club
United Way	North Preston
African Diaspora Association of the Maritimes	Youth Live
Duke of Edinburgh Awards	YWCA
Chebucto Communities Development Association	Family SOS
Phoenix Youth	Halifax Regional School Board
St. George's Youth Net	Spryfield Employability Centre
Youth Employability Project	Self Help Connection
Youth Net	Cadets
CDHA - Musquodoboit Harbour	Spryfield Boys & Girls Club
St. Paul's Family Resource Institution - Spryfield	IWK Child Protection
Youth Secretariat	YMOVE

Please note these organizations serve young people from all over the HRM not just those who live in the community in which the organization is located.

## Attachment 2

**From:** Healthy Kidz <healthykidz@eastlink.ca>  
**To:** Karen Lowery <loweryk@halifax.ca>  
**Date:** May 13, 2008  
**Subject:** Re: IIHF Hockey Tickets

Hi Karen,

I would just like to thank you on behalf of the 8 very excited teens we took to the IIHF game last night. It was a blast, and they were all very appreciative.

Thanks for the opportunity!

Amanda Gauvin  
Program Coordinator  
Healthy Kidz



IWK Health Centre

5875/5980 University Avenue  
PO Box 9700  
Halifax, NS B3K 6R8  
Canada  
tel: 902.470.8888  
[www.iwk.nshealth.ca](http://www.iwk.nshealth.ca)

May 9, 2008

HRM Community Development  
c/o Mike Gillett  
P. O Box 1749  
Halifax NS B3J 3A5

Dear Mike,

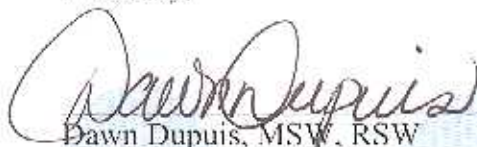
I would like to take this opportunity to thank you so very much for the donation of 30 IIHF hockey tickets to the IWK Child Protection Team (CPT).

We gave a number of tickets to therapy patients followed through our program, as well as, some other children and youth involved in various clinics throughout the hospital.

The 19 tickets that were given to individuals followed by the CPT program were all children and families who, because of their socioeconomic status would never have been able to attend an IIHF game. The remaining 11 tickets went to families who have a young boy with Cystic Fibrosis, a leukemia patient, and a 17-year-old recently diagnosed with a neurodegenerative brain disorder. As you can imagine, all of these children and youth were ecstatic to have the opportunity to attend an IIHF hockey game with their families.

Again, thank you so much for this donation and please know that this kindness did not go unnoticed!

Sincerely,



Dawn Dupuis, MSW, RSW  
Clinical Social Worker  
IWK Child Protection Team

May 6, 2008

Mr. Mike Gillett  
Attn: Peggy Allen  
Facility Manager, Capt. William Spry Ctr.  
10 Kidston Road  
Halifax, NS B3R 2J7

Dear Mr. Gillett:

Thank you so much for your gift of IIHF World Championship hockey tickets to Phoenix Youth Programs. Your generosity and your thoughtfulness means so much to the young men and women of Phoenix, and we are extremely grateful for your support.

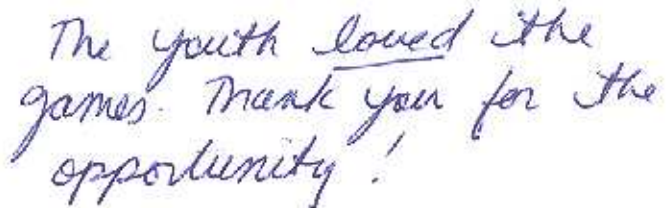
Knowing that there are community members who care about them helps our youth move forward in a positive way. Your contribution has allowed youth who would not otherwise have the opportunity, to experience a world-class event here in our city. The memory of this exhilarating experience will stay with them a lifetime.

For over 20 years, Phoenix Youth Programs has been instrumental in advocating on behalf of youth. The hope is to make fundamental social change to create a world where they live with dignity, free from oppression in a healthy, safe environment. Thank you for being a part of this process.

Warm regards,



Daphne Carter  
Senior Fundraising Manager



**PS: Visit our new website! [www.phoenixyouth.ca](http://www.phoenixyouth.ca)**

WORDS  
of  
HOPE

FROM THE HOME AWAY  
FROM HOMELESSNESS

Phoenix Prevention Program

Phoenix Learning and Employment Centre

Phoenix Youth Shelter

Follow Up Program

Supervised Apartment Program

Phoenix House

Phoenix Centre for Youth

**ATTACHMENT 3**  
**List of organizations that received tickets**

Feed Nova Scotia  
 213 Bedford Hwy.  
 Halifax (208)

Dartmouth Whalers Hockey Club  
 23010 DARTSEPO  
 Dartmouth (209)

Canadian Forces  
 Family Resource Centre  
 Halifax (245)

Bedford Blues Minor Hockey  
 Bedford (36)

Chebucto Boy & Girls Club  
 Project  
 C/O Captain William Spry Centre  
 10 Kidston Road  
 Spryfield (226)

Williamswood Playground  
 1940 Old Sambro Road  
 Williamswood (52)

Lakeside CommunitH Centre (90)  
 1492 St. Margaret's Bay Road

Children's Aid Society  
 Halifax (6)

Sackville Boys & Girls Club  
 45 Connolly Road  
 Lower Sackville (68)

HRM Community Recreation  
 10 Kidston Road  
 Halifax (234)

Nova Scotia Home for Colored Children  
 1018 Main Street  
 Dartmouth (28)

Preston Boys & Girls Club  
 39 Walker Road  
 Dartmouth (70)

Cole Harbour Boys & Girls Club  
 Centre  
 1237 Cole Harbour Road  
 Tennant Assoc.  
 Dartmouth (40)  
 Needham (525)

Halifax North Ward 5 Neighbourhood  
 Veith House, Mulgrave Park  
 St. Joseph's School,

Dartmouth North Boys & Girls Club  
 60 Farrell Street  
 Dartmouth (100)

Tasa Minor Hockey  
 31 Blackburn Drive  
 Boutiliers Point (209)

Halifax Hawks Hockey Club  
 Centre  
 35 Scarlet Road (241)  
 Halifax (42)

George Dixon Recreation  
 2501 Gottingen Street,

North Preston Community Centre  
 44 Simmonds Road  
 North Preston (80)

Phoenix House Shelter  
 6035 Coburg Road  
 Halifax (68)

Police Youth Program  
 Raiser)  
 c/o Halifax Regional Police  
 Gottingen Street Headquarters  
 Halifax (84)

AGNS (Prizes for Fund  
 1723 Hollis Street  
 Halifax (6)



Dartmouth East Boys & Girls Club  
36 Whitehall Crescent  
Dartmouth (87)