



## **U20 Canada – Russia (Junior) Series Bid Proposal**

**Special Events Advisory Committee  
March 28, 2012**



## **Presentation Overview**

- Background
- Event Overview
- Event Sustainability
- Community Engagement
- Tourism Impact
- Economic Impact
- Proposed Budget & Financials
- Rights and Benefits



## Background

- Halifax, Nova Scotia reputation as host of major hockey events
  - **2000 MasterCard Memorial Cup**
  - **2003 IIHF World Junior Hockey Championship**
  - **2004 IIHF World Women's Hockey Championship**
  - **2008 IIHF World Championship**
- 2012 marks ten years since the World Juniors
- Forty year anniversary of the 1972 Summit Series



## Event Overview

- 2012 U20 Canada Russia Series
- Halifax Metro Centre
- August 13<sup>th</sup> and 14<sup>th</sup>
- Team Canada and Team Russia training camps in Russia with two games in Yaroslavl
- Two games in Canada featuring two Team Canada rosters against Team Russia
- Games in Canada televised on TSN/RDS (main)
- Operations by Hockey Canada with support of Trade Centre Limited/Events Nova Scotia



## Event Sustainability

- Partnership Supports
  - **Government of Nova Scotia**
  - **Longer term hockey strategy**
    - Hockey Canada AGM - 300+ Delegates (May 2012)
    - Hockey Canada Foundation Gala 2013 (potential)
    - Atlantic Hockey summit (potential)
    - World Junior A Hockey Challenge in November 2012
    - 2014 World Under 17 Hockey Challenge – Cape Breton is a candidate host region
    - Long term international hockey hosting strategy development for Halifax and Nova Scotia in collaboration with Hockey Canada



## Event Sustainability

- Volunteers
  - **Experienced pool of volunteers**
- Event Organizer Experience
  - **TCL**
  - **Events Nova Scotia**
  - **Hockey Events**
- Event Quality



## Community Engagement

- Legacy
  - **Connection to past hockey hosting**
  - **Possibility of inclusion of 1972 Summit Series Alumni**
- Culture
  - **Opportunity to engage HRM residents of Russian descent**
- HRM's identity
  - **Possible inclusion of players with connection to Halifax**
  - **Re-establishes Halifax as international hockey host**
- Community Support
  - **Minor hockey**



## Tourism Impact

- Halifax and Nova Scotia exposure
  - **National exposure through broadcast**
  - **International exposure to hockey audience in Russia**
- Halifax and Nova Scotia reputation
  - **International hockey**
  - **International sport**
- Marketing and promotion
  - **5% of overall budget**
- Media impact
  - **Sport media**
  - **News and earned media as a result of Anniversary**





## Economic Impact

- The combined total of visitor, capital and operational spending as a result of hosting the **2012 U20 Canada Russia Series** are estimated to total **\$923,324**. These expenditures are expected to generate a total of **\$2,061,990** of economic activity in the province, of which **\$1,450,461** will be in the Halifax Regional Municipality and surrounding area.
- The **2012 U20 Canada Russia Series** is estimated to support a total of **11.7** jobs in Halifax and an additional **3.1** jobs in the remainder of the province. These jobs supported a total of **\$817,683** dollars in wages and salaries for Nova Scotia as a whole.
- The net increase in economic activity in the province as a result of the initial expenditures of the event is **\$1,128,026**.
- The total level of taxes supported by the **2012 U20 Canada Russia Series** is estimated at **\$439,958**. Of this, **\$194,829** is allocated to the federal government, **\$205,668** to the provincial government and **\$39,461** to municipal governments across Nova Scotia. The level of municipal taxes supported within Halifax Regional Municipality is estimated to be **\$31,442**.

**Disclaimer:** The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event's attendees. In addition, the projections are based on the organizer's assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results. Additionally, these forecasts only recognize the economic benefits of the event, and do not consider any displacement or substitution costs that may occur as a result of hosting the event. STEAMP® is the federally recognized economic impact assessment model used for sport tourism in Canada.



## Budget

### 2012 U20 CANADA RUSSIA SERIES Event Budget (DRAFT #1)

	2012
<b>REVENUES:</b>	
Ticket Revenue/Gate Receipts	500,000
Local/Event Sponsorships	50,000
Provincial Government/Civic Funding	300,000
Merchandise/Souvenir Sales	-
Other Revenue	-
<b>TOTAL REVENUE</b>	<b>\$ 850,000</b>
<b>EXPENSES:</b>	
Financial guarantee/rights	600,000
Advertising, Communications & Promotion	45,000
Accommodations & Meals	-
Logistics & Transportation	10,000
Security	10,000
Arena & Operational Expenses	170,000
Merchandise/Souvenir Expenses	-
Game Officials	10,000
Volunteer Services	5,000
<b>TOTAL EXPENSES</b>	<b>\$ 850,000</b>
<b>NET PROCEEDS</b>	<b>\$ -</b>

\* Conditional upon confirmation of revenues



## Amount Requested

- Event requests a grant of: \$150,000
- Proposed use of HRM event grant
  - **Financial guarantee**
- Marketing/ Sponsorship HRM would receive
  - **Designation as the official host of the 2012 U20 CANADA RUSSIA SERIES**
  - **Rights for HRM to use the official mark for advertising and communication purposes**
  - **In-venue signage**
  - **Verbal mentions throughout the broadcast**
  - **Hospitality (if applicable)**



## Questions