

January 6, 2014

**COMMUNITY SERVICES REPORT – RECREATION & CULTURE  
COMMUNITY SERVICES – ECONOMIC DEVELOPMENT  
JOINT REPORT # 2014-01**

TO: Committee of the Whole

SUBJECT: Docs on Ice: Follow-up Report

ORIGIN: Community Services – Recreation and Culture  
Community Services – Economic Development

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**RECOMMENDATIONS**

**THAT Community Services – Recreation & Culture and Community Services – Economic Development Joint Report # 2014-01 dated January 6, 2014 regarding Docs on Ice: follow up be received and the following recommendation(s) be adopted:**

- 1. THAT Council decline the original Docs on Ice donation request to waive the fees for the \$16,750.70 ice contract as presented at the September 9, 2013 Council meeting;**
- 2. AND THAT Council direct staff to offer the following to event organizers:**
  - a) The Town invest \$3,500 towards the event through economic development (advertising/positioning opportunity for the Town, CreateIT, etc) in exchange for a Gala Dinner and Player Lounge Sponsorship;**
  - b) The Town reduce the ice contract by \$10,000 subject to an agreement being reached with organizers that \$10,000 from event proceeds be invested back to the Town to be held in a reserve account to financially assist youth at risk to participate in recreation and culture programming with funding criteria to be developed following the completion of the Recreation Master Plan process (Recreation Playbook);**
  - c) The organizers be responsible to pay the remaining balance of the ice contract (\$3,250.70);**
- 3. AND THAT Docs on Ice organizers be contacted to discuss and confirm this action.**

## **COMMENTS**

The purpose of this report is to follow up on a deputation from Docs on Ice organizers. At the time, the deputation was received and, "referred to staff."

### **Event Summary**

Docs on Ice is the largest annual physicians ice hockey tournament in Ontario. It is rooted in three principles – charity, camaraderie, and sportsmanship. Since its inception in 1983, over 1 million dollars has been raised for local charities in the host community. In the past community fundraising ranges between \$100,000 - \$250,000 being invested back into host community charities.

### **2014 Event Summary**

The 2014 event (April 3 – 5) marks the 32<sup>nd</sup> annual event and the first time it has been brought to Newmarket. The event attracts 55 teams from across the province and close to 900 doctors/players. Event organizers consisting of physicians from Southlake Regional Health Centre have selected the local branch (York Region) of the Canadian Mental Health Association to be the charity partner. The impact of the funds raised will enable the creation of a mobile drop-in clinic for youth. It is reported that easy and early access is critical to preventing a life time of suffering.

### **Docs on Ice Request**

The deputation requested that the total ice contract be donated resulting in organizers seeking a donation amount of \$16,750.70. It is not recommended that this be approved as presented based on the following rationale:

- Ongoing financial pressures and the need to generate revenues;
- Ice rates are already subsidized in part by the tax base and waiving fees places a greater burden on the entire tax base;
- Potential precedence of determining when to support charitable requests to waive facility fees.

## Staff Recommended Options

**Economic Development:** Attracting over 900 doctors and medical personnel is a very positive thing for Newmarket. With Southlake Regional Health Centre being the community's largest single employer, healthcare innovation and health related industries are instrumental in the Town's economic development focus. Collaborative initiatives such as the CreateIT incubator can benefit significantly through promotion directly to the physician community. As a result of Hockey Helps the Homeless moving their event to Markham next year the funds that were previously invested (2012, 2013) in the media package buy associated with this event could be shifted to support the Docs on Ice event without any budget impact.

**Deferred Revenue Model:** A key support to assist youth living with mental illness is access to community based recreation and culture programming (both drop – in and registered). Recommendation 2 (b) supports the fundraising goals of the event while also creating a way for the Town budgets to still receive the full amount of the funds; albeit over a longer term as eligible recipients for financial assistance access a reserve fund (to be established) and funds are transferred from the reserve to program operating accounts as they are distributed. It is included in the recommendation that criteria, access, and implementation of any such reserve be included in a larger cost recovery/pricing discussion as part of the *Recreation Playbook* process to occur in 2014/15.

Staff can then also work in collaboration with Canadian Mental Health (York Region) to assist in promoting the eventual financial assistance program to their clientele.

## Conclusion

It is worth noting that there are dozens of valuable charitable fundraising events and organizations utilizing indoor and outdoor municipal community places and spaces annually. Supporting each of these events represents a cost to the municipality to support their success, however, revenues are also generated to help offset a portion of the operating costs in keeping with targeted cost recoveries.

Staff contends that if any revisions were to be made to this contract, that it be based on Council reviewing this against any sponsorship/community benefit perspective. In the absence of a sound business based rationale (e.g. potential spin off benefits of promoting Newmarket to 900 doctors and medical professionals), the Town runs the risk of setting precedent that may result in other equally worthy charitable events/initiatives seeking reduced fees.

## **BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

### Living Well

- Emphasis on active lifestyles and recreational opportunities

### Well Balanced

- Recreational facilities and services
- Events that help shape identity and contribute to community spirit

## **CONSULTATION**

Staff have met with event organizers to learn more about the event and to outline the Council decision making process that is to occur following the deputation. No other public consultation has occurred.

## **HUMAN RESOURCE CONSIDERATIONS**

Staffing levels remain the same.

## **BUDGET IMPACT**

### Operating Budget (Current and Future)

Based on the current contract, approval of the recommendations would result in a budget impact of \$3,500 for sponsorship. The remainder of the contract would be covered through combination of a deferred revenue approach related to youth at risk programming (\$10,000) and ice contract revenues (\$3,250.70).

### Capital Budget

No impact

## **CONTACT**

For more information on this report, contact: Ian McDougall, Commissioner of Community Services @ 905 895 5193 x 2441 or [imcdougall@newmarket.ca](mailto:imcdougall@newmarket.ca).



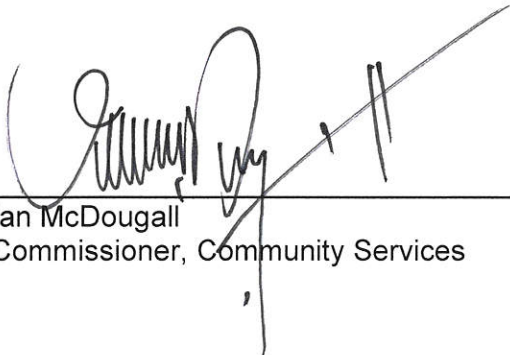
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