



Item.....
Meeting..... 2010 Jan 18

COUNCIL REPORT

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**TO:** CITY MANAGER **DATE:** 2010 January 12

**FROM:** DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

**SUBJECT:** "PLAY ON" STREET HOCKEY EVENT

**PURPOSE:** To provide information to Council on the advisability and feasibility of the proposed "Play On" Street Hockey Event.

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**RECOMMENDATIONS:**

1. **THAT** Council agree to provide in-kind Engineering services up to a value of \$7,000 in 2010 to facilitate the "Play On" street hockey, event as outlined in this report.
2. **THAT** a copy of this report be forwarded to the event organizer, Jon Margolis of Black Wool Incorporated.

**REPORT**

At its meeting of 2009 October 26, Council was presented with a proposal from Jon Margolis and Chris Lee of Black Wool Incorporated. Mr. Margolis and Mr. Lee are the local producers of "Play On", a 4 on 4 street hockey tournament. Their proposal was that the City of Burnaby partner with them to host the local event in Burnaby on 2010 June 12 and 13. If successful, they would anticipate continuing the event in Burnaby beyond 2010.

"Play On" started in Halifax in 2003 and spread throughout other cities the following year. CBC's Hockey Night in Canada became the title sponsor in 2008, and in 2009 there were 2,621 teams with over 157,000 spectators in the 12 cities that hosted the event. The mandate of the event is "to provide a pure, fun, family-oriented hockey experience" through a large scale street hockey tournament for all ages and both genders.

The tournament requires space for approximately 25 rinks, each 100 feet in length and 30 feet wide. It also requires a space for sponsor tents, a score board as well as a place for participants to rest and spectators to view the activity. The location needs to have easy transportation access for the public and be high profile to attract sponsors. Central Boulevard, on the south side of Metropolis has been selected by the organizers as meeting all the conditions suitable for a successful event. The eastbound lane from the bus loop near McKay Street to Bonsor Avenue would be used for the rinks. The westbound lane would remain open so that Metrotown delivery vehicles, emergency vehicles and local traffic could have access.

To: City Manager  
From: Director Parks, Recreation & Cultural Services  
Re: 'Play On' Street Hockey Event  
2010 January 12 ..... Page 2

Besides the rinks located on Central Boulevard, additional rinks would be located on a section of Bonsor Avenue and on parking stalls in Metropolis parking lot. Sponsors would be located both on the street as well as at the entrance to Metropolis. The grassy area underneath the skytrain could be used for spectators and participants to view the games. The mall itself provides a place for participants to get refreshments and rest. The site plan is attached (Attachment # 1).

The site plan has been reviewed by Engineering, Parks, Recreation & Cultural Services, the RCMP, Burnaby Fire Department, Translink (Coast Mountain Bus) and Ivanhoe Cambridge (Metropolis) staff. There is general consensus that this plan, if executed as planned, can be successful. It would benefit the participants and spectators with the central, easily accessed location having many amenities. The hotels, shops and services in the area and in the mall will see an increase in business through the purchases made by event related customers. The City will benefit by hosting a high profile event and bringing further recognition that Burnaby is an ideal location for large events.

The partnership envisioned by Black Wool Incorporated is that the City would contribute the site, traffic management, policing, sanitation services, promotional assistance and funding in the form of a grant if possible. The estimated cost of providing direct City services to support the event as planned is approximately \$6,500 to \$7,000. This covers the cost of signage, barricades, street sweeping, garbage pick up, a traffic technician and assistant. Additional costs include newspaper ads to inform the public about the street closure and the cost of a traffic management company to control the barricaded street closures. The RCMP has recommended that a certified traffic management company be used to manage traffic rather than police officers. They would however, have a presence on the site during the event for public safety. The cost of newspaper ads and traffic management is \$5,100 which Black Wool Incorporated will be covering. The City may offer some promotional marketing where possible.

The event organizers have been requested to provide fencing all along Central Boulevard to separate the closed eastbound lane from the open westbound lane. They have also been asked to have a First Aid service provider, as recommended by staff. The event organizers would also cover all other event related costs.

The 2009 event in Vancouver had an estimated attendance of 20,000 people, with almost 2,000 participants and over 300 teams. Hosting an event of this size has significant positive economic impacts for local hotels, restaurants, shops and services. The host city is featured as the location of the high profile event on TV ads during the NHL play offs, radio, newspaper and online advertising and other sources. The event is a good opportunity to enhance the sport of hockey as well as to encourage physical activity for all ages.

To: City Manager  
From: Director Parks, Recreation & Cultural Services  
Re: 'Play On' Street Hockey Event  
2010 January 12 ..... Page 3

The provision of direct city services to a maximum of \$7,000 is suggested as a reasonable incentive to bring this event to Burnaby. Since this level of in kind services covers only sanitation and traffic services, the organizers would be required to cover all other event costs. This level of support may be incrementally decreased as the event is successfully established in the city, and the organizers have greater opportunity for sponsorship and cost recovery.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

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