



Item .....
Meeting .....2011 Feb 21

COUNCIL REPORT

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**TO:** CITY MANAGER **DATE:** 2011 February 17  
**FROM:** DIRECTOR PARKS, RECREATION & CULTURAL SERVICES  
**SUBJECT:** “PLAY ON! BURNABY” STREET HOCKEY TOURNAMENT 2011  
**PURPOSE:** To request approval for road closures for the “Play On! Burnaby” Street Hockey Tournament 2011.

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**RECOMMENDATION:**

1. **THAT** approval be given for the road closures as outlined in the attached report.

**REPORT**

At its ‘Open’ Meeting of 2011 February 16, the Parks, Recreation and Culture Commission received the above noted report and adopted the two recommendations contained therein.

Dave Ellenwood  
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

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Attachment

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Copied to: Director Engineering  
Chief Superintendent - RCMP



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COMMISSION REPORT

**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE COMMISSION

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

**SUBJECT:** "PLAY ON! BURNABY" STREET HOCKEY TOURNAMENT 2011

**RECOMMENDATIONS:**

1. **THAT** approval be given to forward this report to Council for approval of the road closures as outlined in the report.
2. **THAT** a copy of this report be forwarded to the event organizer, Jon Margolis of Beyond Canada.

**REPORT**

Hockey Night in Canada's Canadian Street Hockey Tournament held its first Burnaby event, 2010 June 05 and 06 on city streets in the Metrotown area. The event, "Play On!Burnaby", was organized by Beyond Canada with support from the City of Burnaby, Tourism Burnaby, and many sponsors. The massive street hockey tournament was a success and is returning to the same location, 2011 June 11 and 12.

In its inaugural year "Play On!Burnaby", was comprised of 356 teams, with a total of 2,450 participants and earned a 4<sup>th</sup> place ranking out of the 15 street hockey events across Canada. It is estimated that more than 15,000 spectators enjoyed watching the games over the two-day event.

This year the tournament includes space for 31 rinks, each 100 feet in length and 30 feet wide. The area adjacent to Metropolis Mall, proved to be a great site for this event and the same location will be used this year. The eastbound lane of Central Boulevard from Willingdon Avenue to Bonsor Avenue will be used for the street hockey rinks. The westbound lane will remain open for delivery vehicles to Metropolis Mall, emergency vehicles and local traffic.

In addition to the rinks located on Central Boulevard, more rinks will be located on a section of Bonsor Avenue and on parking stalls in the Metropolis Mall parking lot, as was the case in 2010. Sponsors' tents will be located both on the street as well as at the entrance to Metropolis Mall. Spectator viewing of the games will utilize the grassed area underneath the Skytrain.

To: Parks, Recreation & Culture Commission  
From: Director Parks, Recreation & Cultural Services  
Re: "PLAY ON! BURNABY" STREET HOCKEY  
TOURNAMENT 2011

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This year's site plan (Attachment #1), has been reviewed and approved by the Engineering Department, Parks, Recreation & Cultural Services Department, Burnaby RCMP, Burnaby Fire Department, Translink (Coast Mountain Bus) and staff of Ivanhoe Cambridge who oversee the management of Metropolis Mall. The event organizers are required to provide fencing along Central Boulevard for separation between the closed eastbound lane and the open westbound lane, to have a First Aid service provider and to ensure access to the site for emergency vehicles.

In 2010, Beyond Canada's partnership with the City included the City providing in-kind services that consisted of traffic management, policing, sanitation services and promotional assistance. The cost of these in-kind services was estimated to be \$8,100 - \$9,000. A private certified traffic management company was used to manage traffic and was paid for by Beyond Canada.

The organizers are requesting in-kind services from the City for the 2011 event which includes; street sweeping, garbage pickup, a traffic technician and assistant, permit costs related to the site, administration costs, staff liaison with Translink and some promotional marketing. The costs of the in-kind city services will be funded from the Festivals Burnaby program.

As was discussed with the organizers from the outset of the event last year, the City of Burnaby is committed to supporting this exciting high profile event but expect the level of support to diminish each year as the event grows and the subsequent revenue from registrations and sponsors increases. Staff plan to support the event with an estimated \$4,500 of in-kind services. The organizers will be required to cover all other expenses associated with the event.

Last year's hosting of the street hockey event in Burnaby had positive economic impact for local hotels, restaurants, shops and services. Players and spectators noted they spent approximately \$60.00 per day, generating \$1,047,000 in economic spinoffs. The City of Burnaby was featured in TV ads during the NHL play offs, radio, newspaper, online advertising and other sources. The event was a great opportunity to enhance the sport of hockey as well as to encourage physical activity for all ages.

It is recommended that this report be forwarded to City Council for approval for the road closures as previously outlined.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

CC:km

Attachment

P/admin/cc/commission/playon2011.doc