



Delegation to Brockton Council

29Nov2022

INTRODUCTION

- The Walkerton Capitals Jr. C Hockey Club is a registered non-profit organization with an objective to deliver a competitive junior hockey program while rejuvenating community interest and engagement in recreation.
- In the spring of 2022, a group of five local residents obtained executive oversight of the Jr. C team.
- The new executive's first action was to rebrand the Jr. C hockey team from the Walkerton Hawks to the Walkerton Capitals in order to align with our minor hockey organization and build on their recent success.



PURPOSE

- Following the COVID-19 Pandemic, the executive was focused on building a strong Jr hockey team and re-engaging the community in local hockey.
- This plan is being executed by combining 21 home games with giveaways, mini-games, and special game day events such as:
 - Hockey Day in Walkerton [21 Oct 2022]
 - Tacky Christmas Sweater Night [23 Dec 2022]
 - Country Night [Jan 2023 – Tentative]



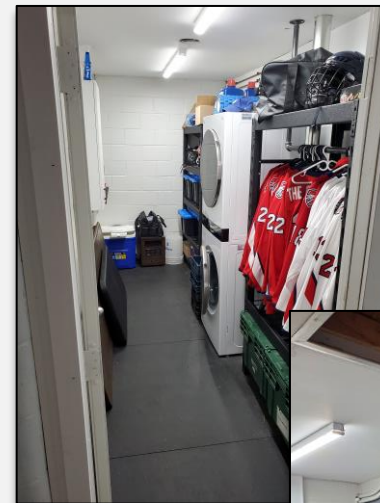
PURPOSE (CONTINUED)

- Attracting approximately 350 people into downtown Walkerton each home game night creating economic opportunities for local businesses.
- Garnering business through creative giveaway opportunities
- Supporting local business through reinvestment during our rebrand, i.e:
 - Jerseys & Equipment – *Joy Source for Sports*
 - Signage – *Holm Graphics & Reliance Printing*
 - Team Meals – *Walkers Landing*
 - Administrative Office Supplies – *Holst Office Pro*



OUR CONTRIBUTIONS

- As part of our social responsibility to the community, we have made the following contributions:
 - Provided funding for a new centre ice “Walkerton Capitals” logo to represent the minor hockey and Jr. C Capitals brand.
 - Renovated the Capitals coaches room and equipment rooms to provide a clean & healthy space to conduct hockey operations.
 - Upgrades to the figure skating / executive media room
[In Progress]
 - Donated gently used equipment to local teams/players.



PRESENT MUNICIPAL CHARGES

- As a registered non-profit organization, we work with a careful consideration to our modest budget.
- Current Costs:
 - Practice ice rentals: \$6,622.⁵⁰ [season]
 - Home game ice rentals: \$7,737.⁵⁰ [season]
 - Auditorium rentals: \$2,898.⁰⁰ [season]
 - Corkage fees: \$4,288.⁰⁰ [season estimate]
- All fees recovered through community sponsorship
- Not immune from additional costs due to inflation and other associated increases.
[Equipment, Ice time, OHA officials, etc.]



REQUEST FOR CONSIDERATION

- We are seeking:
 - Auditorium fees waived for the 2022-2023 season *[21 Home Game Events]*
 - Reduction in corkage fees for the 2022-2023 season by 50% *[21 Home Game Events]*
 - Adjustment in ice rental rate from adult prime time to youth rate.
[in alignment with figure skating and minor hockey]

QUESTIONS?