

HRM 4Pad Arena Ice Allocation Policy

June 22, 2010

HRM 4Pad Arena Ice Allocation Policy - Agenda

- Background
- 4Pad Ice Allocation Policy - Overview
- Regional Domino Effect
- Transition Issues
- 4Pad Ice Allocation Policy -
Implementation
- Long Term Arena Strategy
- Summary

Background – Where were we?

- Crisis in Prime Time access
- Reduction in arenas from 22 to 21
- Risk of further reduction to 18

Four Issues

- Shortage in Prime Time access
- Gender inequity
- Underserviced and emerging sports
- Travelling outside community for practice

Council Leadership

- Multiple groups attempted to solve the issue
- Regional Council took a leadership role by approving the Short Term Arena Strategy (4Pad Arena)

Background – Prime Time

- Short Term Strategy – never intended to satisfy all Prime Time asks
- Cannot meet all Prime Time wants/requests and still operate fiscally sustainable facilities
- Non prime time users are required for financial sustainability

Importance of Equity

- Throughout 4Pad analysis equity issues were discussed with Council
 - Inequitable access to ice for new and underserviced sports
 - Female hockey (girls and women)
 - Ringette
 - Figure skating
 - Sledge Hockey

Importance of Equity

- Need to serve all segments of our population
- Key discussion point in all presentations
- Agreement although no formal motion was made

Ice Allocation Policy

- 4Pad policy
- Not a Regional policy
 - Status quo decision making at existing facilities
 - Individual arena operators allocate ice as per past practices

Why 4Pad Ice Allocation Policy

- Existing practices of ice allocation isn't enough
 - Grandfathering of hours
 - Giving priority to youth
 - Which sports get preference?
 - Gender inequities
 - Underserviced groups
 - Which youth get preference?

4Pad Ice Allocation Policy

- How it will work
 - Annual review of registered participants per organization
 - Proportionate allocation between sports, groups, including gender, disabled, etc
 - Standard of Fair Play: Use national sport org. recommended hours per athlete level (need vs want)
 - Equity among adult groups, including prime time

4Pad Ice Allocation Policy

- Annually, ice time not needed must be returned to Nustadia to reassign – not sold by individual user groups
- Role of Pricing
 - Differentiates prime & non-prime
 - Groups outside HRM pay full rate
 - Adult / private users pay full rate, subsidizing youth / affiliated

4Pad Ice Allocation Policy

- Youth / Affiliated Users:
 - Minor hockey
 - Figure skating
 - Ringette
 - Sledge Hockey
 - High school hockey

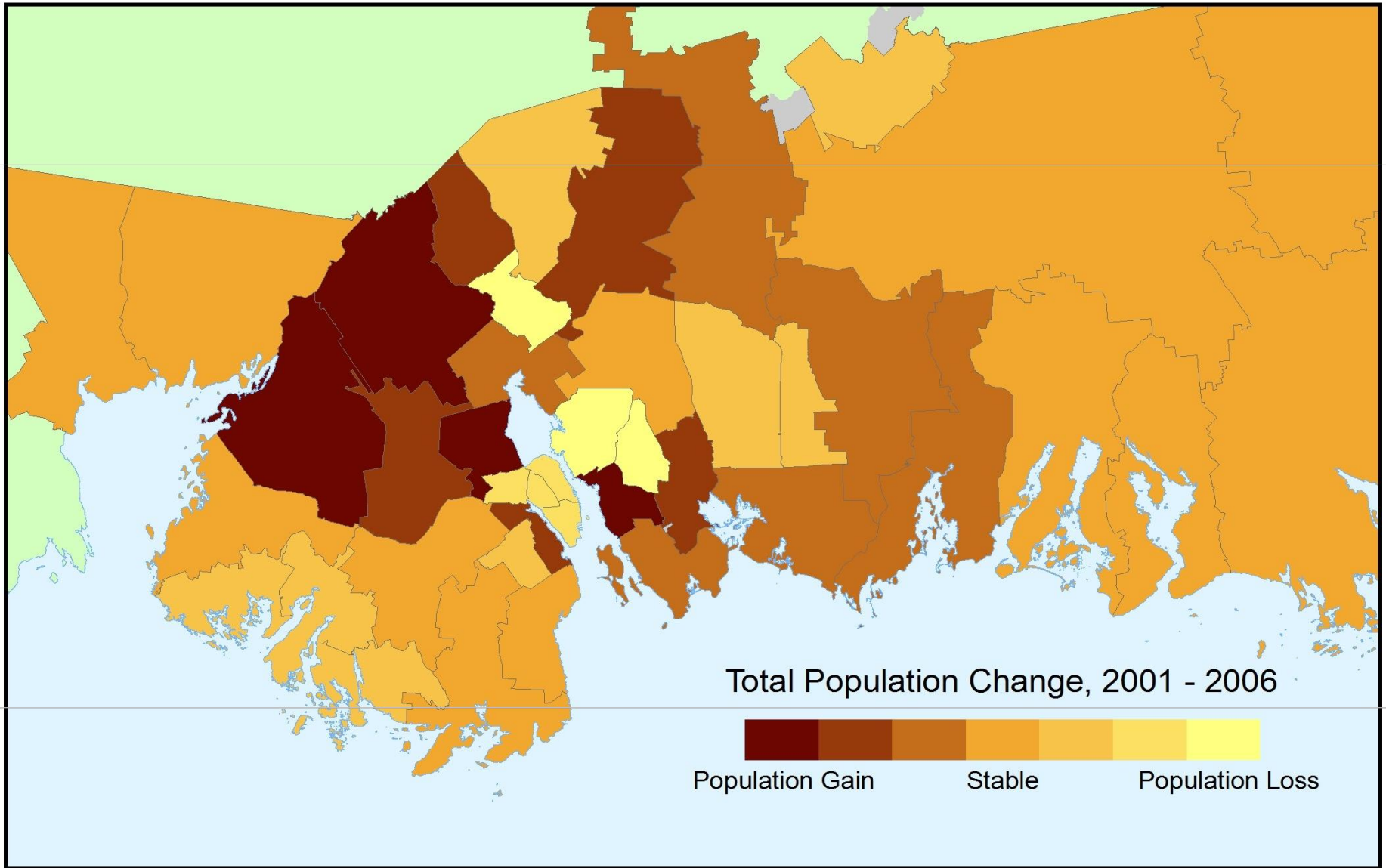
4Pad Ice Allocation Policy

- Guidelines for allocation
 - No less than 50% to affiliated
 - No more than 15% for public programming
 - No more than 35% organized adult programs

Site Selection and Ice Allocation

“Projected developments in Kearney Lake North, Bedford South, Bedford West, and the nearby area of Clayton Park...coupled with existing demand, support the original recommendation of Bedford for additional ice surface development.”¹

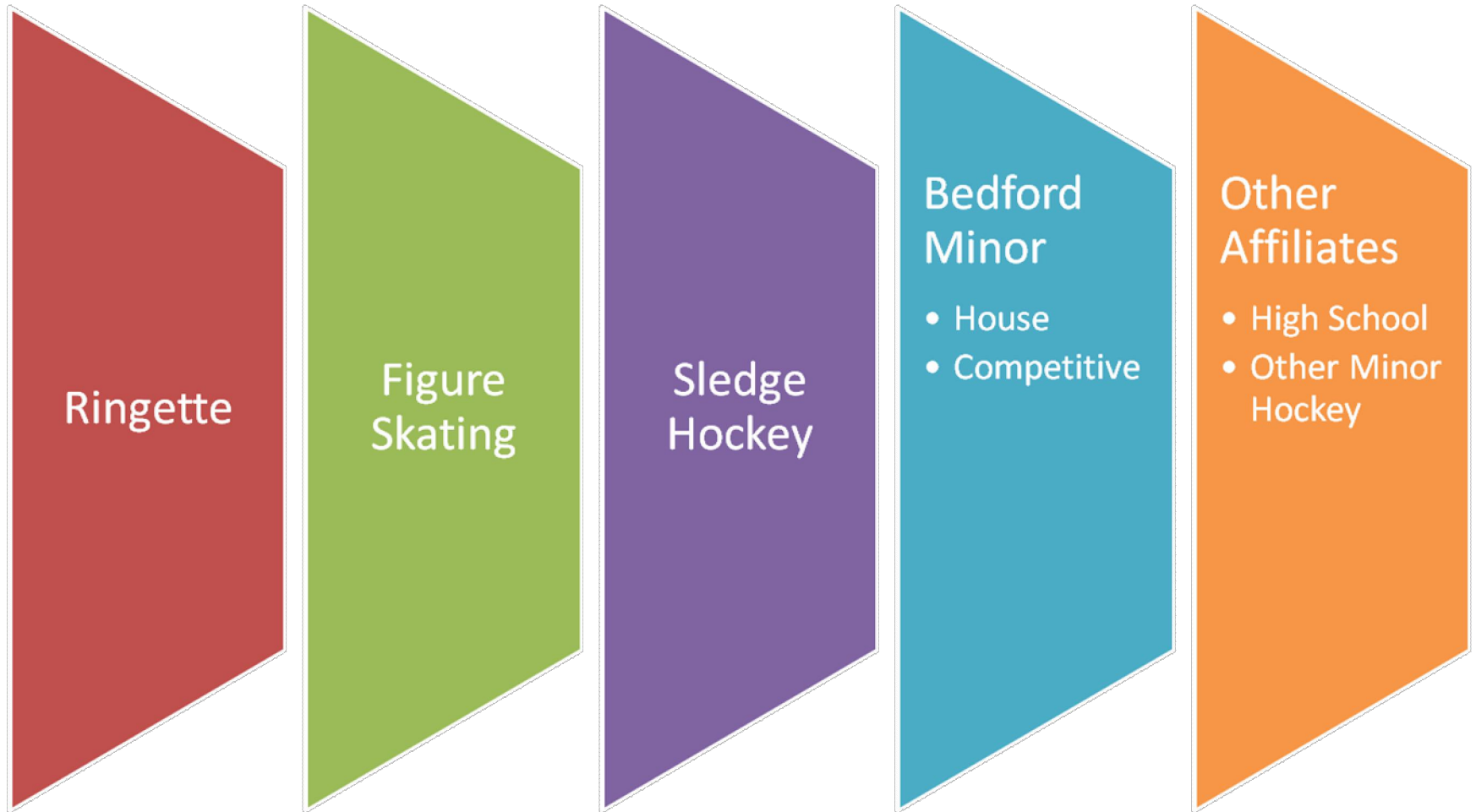
¹ Burke Oliver Arena Capacity Update P 2.



Site Selection and Ice Allocation

- Geographic significance for primary “home” ice
 - Sackville Sports Stadium / Sackville Minor “home”
 - Cole Harbour Place / Cole Harbour Minor Hockey “home”
 - St Margaret’s Centre / TASA Minor Hockey “home”
 - Bowles and Gray Arenas / Dartmouth Minor Hockey “home”
- Minor Hockey allocations at 4Pad
 - Reasonable that Bedford Minor would consolidate, thus having significant access for primary home ice
 - Updated Burke Oliver Report
 - Growth trends
 - Demand

Affiliate Priority



Regional Domino Effect

- Example, Bedford Minor Hockey freeing up significant hours for Domino effect
 - Various Locations
- No net increase for Bedford Minor Hockey
- Other hours will become available as contracts become finalized at 4Pad

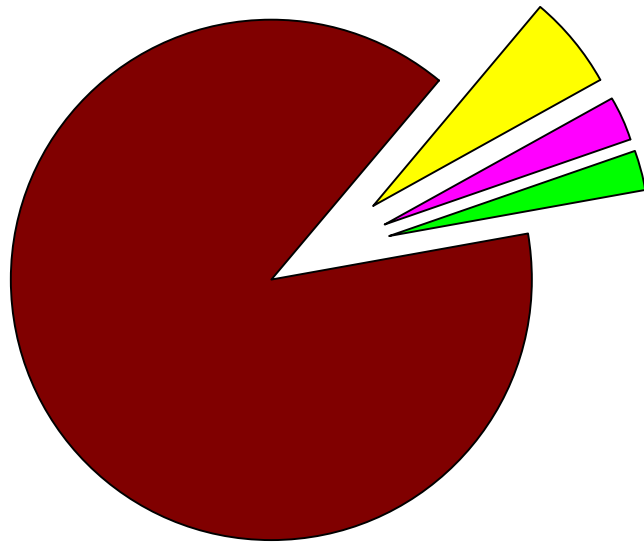
4Pad Arena – Transition Issues

- 4Pad scheduled to open 3 weeks early after Thanksgiving
- Minor hockey needs ice Sept 1
- Associations are holding existing ice bookings
- Delayed domino effect
- Should settle down in Oct - Dec

4Pad Prime Time Ice Allocation



4Pad Prime Time Ice Allocation



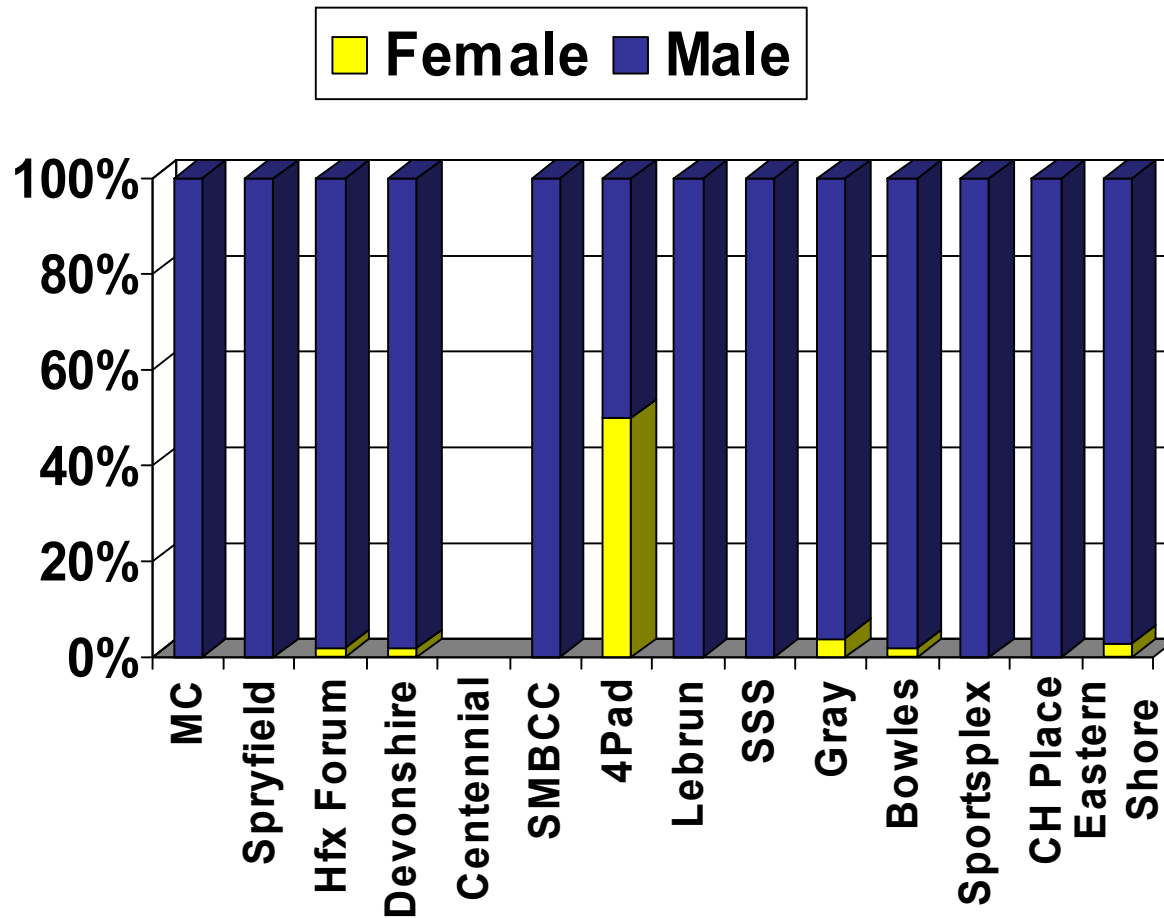
■ Women's Sport (7.5%)

■ AHG - Men's League (3.75%)

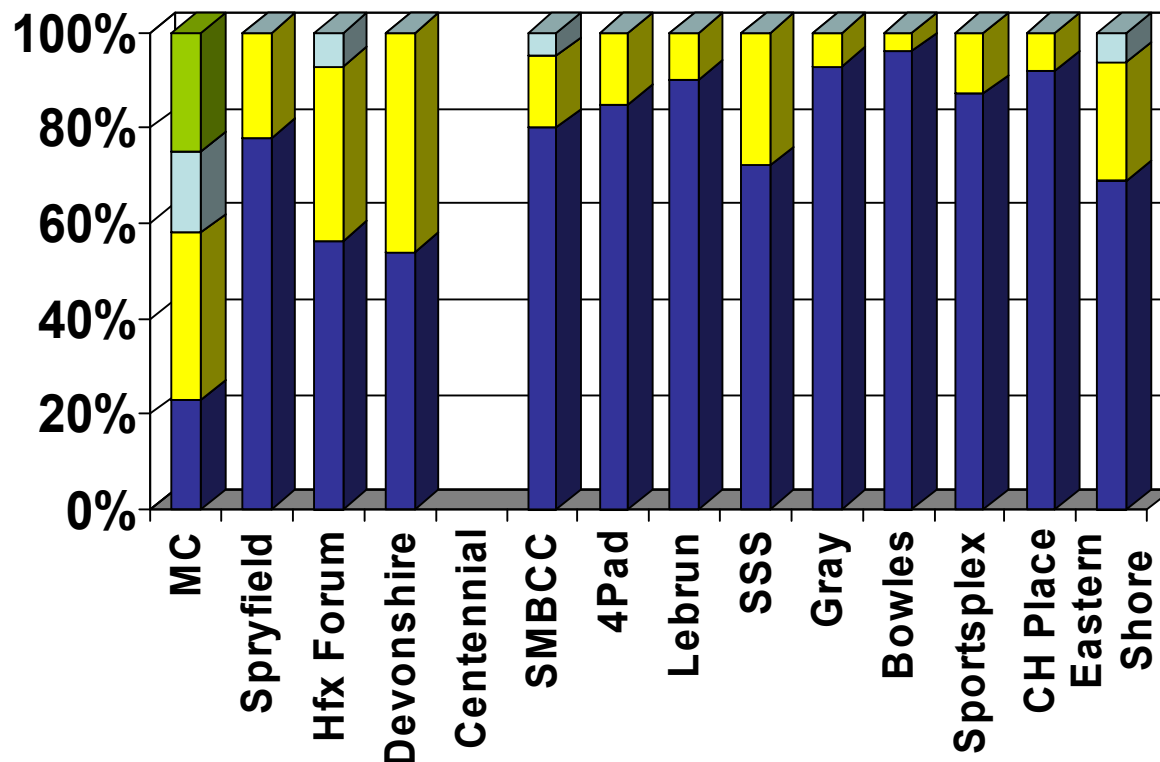
■ Individual Men's (3.75%)

■ Affiliate (85%)

Adult Prime Time Analysis: Male vs. Female

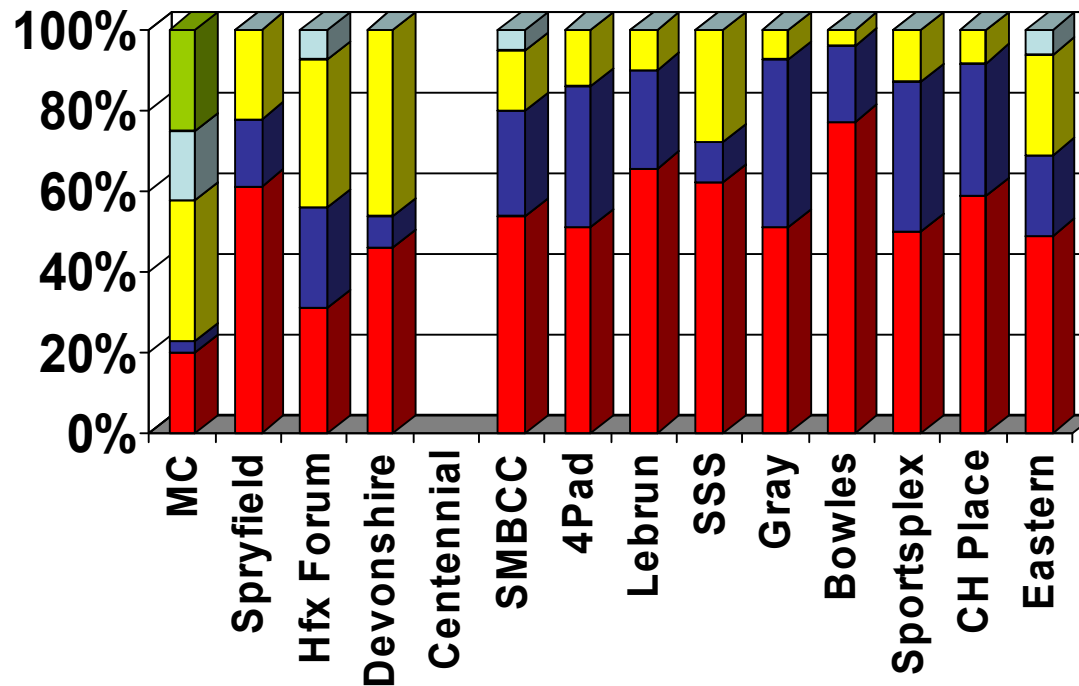


Adult vs. Affiliates



- Adult allocation at other HRM arenas ranges from 4% to 46% with average 22%
- 4Pad is 15%

Prime Time Minor Hockey Allocation vs. Others



4Pad 2010 – 2011 Rates

Non-Prime Hours	M - F - 6:00 am to 4:00 pm		\$ 125.00
Prime Hours	M - F - 4:00 pm - 10:00 pm	Sat & Sun - 6:00 am to 10:00 pm	\$ 230.00
Prime Hours (Affiliated Youth)	M - F - 4:00 pm - 10:00 pm	Sat & Sun - 6:00 am to 10:00 pm	\$ 185.00
Prime Time Premium	M - F - 10:00 pm to 1:00 am	Sat & Sun - 10:00 pm - 1:00 am	\$ 205.00

Atlantic Hockey Group

- Financial Sustainability
 - AHG uses combination of Prime and Non-Prime Time
 - Pays full pricing
 - Contributes to off season financial stability
- Well established regional program
- Local participation, NS youth, programs in NS
- Elite Athlete Training – Primarily off season
- Men's league rate - \$399 per player

Regional Ice Allocation Policy

- Why do municipalities steer away from developing region – wide ice allocation policies?
 - Controversial
 - Challenges the status quo

Why Future Regional Ice Allocation Policy

- Why do municipalities adopt region – wide ice allocation policies?
 - Ethical
 - Legal
 - Logistical

Long Term Arena Strategy

- 5 Outcomes
 - Capacity needs
 - Capital
 - Financial sustainability

 - Region – wide ice allocation policy and transition plan
 - Reasonable minimum fee structures

Summary

- Demand for Prime Time will always exceed municipal financial capacity
- Allocation Policy applies to 4Pad only
- Addresses 4 issues identified during planning phase
- Transition challenges re opening and start of domino effect
- Regional Ice Allocation policy in future if directed by Council