

Appendix "A"



July 2, 2013

J. Winston

General Manager, Tourism London

RE: City Financial support of the 2014 Memorial Cup

Background:

The 2013 Mastercard Memorial Cup was won by the Halifax Mooseheads. Nathan MacKinnon's hat trick earned his team their very first Memorial Cup Championship at the defeat of the Portland Winterhawks. Other teams in the tournament included the hometown Saskatoon Blades and our own, London Knights.

With teams, family members, scouts, and spectators coming to Saskatoon from across the country, the Memorial Cup generated a considerable economic impact for the host city. The same will hold true when London hosts this tournament in May, 2014. The direct economic impact of this event to the City of London is estimated to be between 8M and 10M.

This report outlines the request for support up to the sum of \$100,000.00 in support of the 2014 Mastercard Memorial Cup in London, Ontario.

This support will provide enhanced services to the event to ensure that certain deficiencies can be rectified. For example, a dehumidification may be retained in the event of warm, damp weather as this affects the quality of the ice surface for the players. Additional monies may be required to construct temporary storage and change room facilities for visiting teams 'back of house' at the Budweiser Gardens.

A defined cost cannot be quantified at this time and therefore, the ask is positioned up to \$100,000.00 as a safeguard for contingencies. Tourism London will match the 100,000.00 from our own operating budget.

This is an investment in host city reputation – enhancing London's standing as a 'do it right' host city for premier events, like the 2014 Mastercard Memorial Cup.

John Winston

cc. M. Turner, M. Hayward, C. Finn