

REPORT

Parks & Recreation

To: Mayor Johnstone and Members of Council
Date: August 28, 2023

From: Dean Gibson,
Director of Parks and Recreation
File: 2347056

Item #: 2023-558

Subject: 2023 Mann Cup Media Day Hosting Opportunity

RECOMMENDATION

THAT this report dated August 28, 2023 and titled “2023 Mann Cup Media Day Hosting Opportunity” be received by Council for information and comment.

PURPOSE

The purpose of this report is to inform Council that, subject to the New Westminister Salmonbellies qualifying for the 2023 Mann Cup Senior “A” National Lacrosse Championships, the City has accepted an invitation from the New Westminister Senior Salmonbellies to host the 2023 Mann Cup Media Day event.

BACKGROUND

Now wrapping up their 135th year, the New Westminister Senior Salmonbellies are the City’s premier lacrosse team and have represented the City at the highest level of the game since the early 1900s. In 2017, the last time the team hosted the Mann Cup (the Canadian national championship for Senior “A” lacrosse), the City participated in the Host Team Luncheon and Press Conference (known as “Media Day”). This event was comprised of a buffet lunch hosted on the renowned wooden floor at Queen’s Park Arena followed by a press conference to introduce the competing teams. In its role, the City, through the staff at Queen’s Park Arena,

organized and funded all aspects of the lunch. Total expenditures in 2017 were approximately \$4,800. The City also hosted Media Day in 2009.

The Senior Salmonbellies are currently competing in the finals of the Western Lacrosse Association Championship. The winner of this tournament will go on to represent the West in the Mann Cup in September.

EXISTING POLICY/PRACTICE

The City supported the 2009 and 2017 Mann Cup Host Luncheon/Press Conference events and has supported past provincial, regional and national championship events that have taken place in the City.

DISCUSSION

The City has received an invitation from the New Westminster Senior Salmonbellies Lacrosse Team to again host the Mann Cup Media Day this September 7, 2023, should the team be successful in advancing to the national championship tournament. Staff, in consultation with the City's Chief Administrative Officer, have accepted this invitation.

In 2017, Media Day was successfully held at Queens' Park Arena and it is intended to use the same venue for 2023. The historical ambience of Queen's Park Arena was well received by visitors and the media in 2009 and 2017, and is supported by the Senior Salmonbellies.

In its role as host, it is anticipated that the City will manage and fund key aspects of the luncheon including venue set-up and catering. Catering and equipment supply would be sourced through local companies and Arena staff would manage the logistics for the day. It is estimated that total expenditures for the Media Day event will be in the order of \$5,000 - \$6,000.

Local team participation in, and the hosting of, national championships helps to instill a sense of community cohesion, spirit and pride. The legacy of the sport of lacrosse is closely linked with the identity of New Westminster.

FINANCIAL IMPLICATIONS

The estimated budget for the Media Day lunch and press conference is \$5,000 - \$6,000 and will be accommodated within current operating budgets. Throughout the national championship, it is not unusual that Queen's Park Arena will have sell-out games which help to contribute to positive net event revenues for the City and well as spin-off spending in the community by tournament attendees.

OPTIONS

The following are options for Council's consideration:

1. THAT this report dated August 28, 2023 and titled "2023 Mann Cup Media Day Hosting Opportunity" be received by Council for information and comment.
2. Provide alternate direction to staff.

Option #1 is recommended.

CONCLUSION

This report was prepared by:
Dean Gibson, Director of Parks and Recreation

This report was approved by:
Lisa Spitale, Chief Administrative Officer