



## THE CORPORATION OF THE TOWN OF AMHERSTBURG

### OFFICE OF THE CAO

***Mission Statement:*** As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

<b>Author's Name:</b> Valerie Critchley	<b>Report Date:</b> June 27, 2024
<b>Author's Phone:</b> 519 255-6100 ext. 6434	<b>Date to Council:</b> July 8, 2024
<b>Author's E-mail:</b> vcritchley@amherstburg.ca	<b>Resolution #:</b>

**To:** Mayor and Members of Town Council

**Subject:** Agreement with Amherstburg Admirals Inc

---

#### 1. RECOMMENDATION:

It is recommended that:

1. Council **AUTHORIZE** the CAO to execute an agreement between the Town of Amherstburg and the Amherstburg Admirals Inc. for the purposes of utilizing the premises at the Libro Credit Union Centre to operate a Junior C franchise in the Ontario Hockey Association as described in the report of the CAO dated June 27, 2024 and considered by Council on July 8, 2024; and
2. Council **DIRECT** Administration to offer advertising opportunities in Rink B of the Libro Centre to community user groups such as AMHA and Skate Amherstburg.

#### 2. BACKGROUND:

In 2013 the Town of Amherstburg entered into an Occupancy Agreement with the then owner of the Amherstburg Admirals Hockey Team, the "Admirals", for the use of portions of the former United Community Credit Union facility, now the Libro Credit Union Center, (the "Libro Centre". In 2015 the Admirals were bought by the current owners who assumed the Agreement.

The initial term of the Agreement was for five (5) years and had a renewal option for a further five years which concluded in 2023. Since that time, the Town and the Admirals have continued the occupancy arrangement based on the terms of the original Agreement with some mutually agreed upon modifications. However, it should be noted that the Admirals continue to rent ice time at the posted user rates.

### **3. DISCUSSION:**

For the past year, the Town and the Admirals have been in negotiations regarding the terms of an updated Agreement. The proposed new Agreement is attached to this report as Appendix "A" and includes the following provisions:

- Rental of ice time required for games and practices at the Posted Public User Fee Rates;
- Exclusive use of Dressing Rooms 5 and 7 in the Libro Center;
- Access to the Press Box at no additional charge;
- Use of laundry facilities within the Libro Centre for the Club purposes;
- Use of an area of the lobby of the Libro, for two hours prior to each game, for the purposes of selling tickets from a table/kiosk
- The exclusive right to sell and retain advertising revenue within Rink A at the Libro Centre and on the ice surface of Rink A only, as per Schedule "B" attached to the Agreement; with the exception that two (2) on ice logos for the Amherstburg Minor Hockey Association shall be provided at no charge to AMHA;
- Exclusive right to display the Club name at centre ice in Rink A;
- Exclusive right to sale of and revenue from Club tickets and souvenirs;
- Exclusive broadcast rights of Club games; and
- Right to advertise, free of charge, on the Town's digital gateway signs, the time and date of each scheduled home game for a period of 48 hours before each game.

Of note in this Agreement is the granting of the exclusive rights to sell advertising and retain the revenue from the same within Rink A and on the Rink A ice surface, subject to two on ice logos for AMHA which are installed free of charge. In researching other municipal agreements with Junior C Teams in the area, Administration has found that it is common for Municipalities to grant the right to sell advertising and retain the revenue to teams, or to negotiate an advertising revenue sharing agreement. For example, the Municipality of Lakeshore's agreement with the Lakeshore Canadiens Junior C team stipulates that the Team has the exclusive right to sell and retain the revenue from advertising within rinks at the Atlas Tube Centre in exchange for the Club paying \$1,500.00 per year.

Administration estimates that the maximum revenue generating potential for Rink A is approximately \$48,000 (not including the Zamboni which the Town will retain the right to advertise on) if all advertising spots are sold. The ability for the Admirals to have rights to the advertising is integral to sustaining their operations. It should be noted, alternative discussions around how the Admirals could leverage advertising revenue included the Town retaining the advertising and sharing those revenue dollars with the Admirals. Upon further review of how best to address the need for the Admirals to have advertising revenue, as was negotiated in their previous agreement, the best way in which to achieve it was to provide them the rights to directly manage the sale and revenue directly. They have sponsors and contacts willing to support and assist the Admirals directly and autonomy to sell the advertising spots based on what they can sell rather than as directed by the Town's User Fee By-law . The Town also has limited resources to sell advertising and may fall short in revenue resulting in the Town providing less than agreed to revenue and or funding committed revenue through tax dollars. The Admirals have a focus on this

as it is integral to their operations so this solution avoids any potential risk of tax payer dollars being used and or adversely impacting the Admirals success.

While the Admirals initially did request the right to sell and retain the advertising revenue for both Rinks A and B at the Libro Centre, Administration is recommending that only the advertising rights for Rink A be granted in this Agreement. The Advertising rights for Rink B can then be offered as a fund-raising opportunity for other community groups that use the facility such as AMHA and Skate Amherstburg, or be retained by the Town.

As stated above, the Admirals will pay the posted user fees for public ice rental. While the hours booked per year can vary depending on the regular season and playoff schedules, on average, the Club uses approximately 123 hours of ice time per year for games and practices and this generates approximately \$30,000.00 in revenue for the Town. In addition to this amount, the Club also books ice team for its summer hockey camp and pays for storage used apart from the dedicated dressing rooms.

#### **4. RISK ANALYSIS:**

There is little risk to entering into this Agreement with the Amherstburg Admirals, however should Council not approve the Agreement there is risk that the team could seek out alternate arrangements which could lead to the loss of the Junior C Team in Amherstburg and/or the loss of the revenue currently generated by the Team's use of the Libro Centre.

#### **5. FINANCIAL MATTERS:**

In allowing the Admirals to sell the available advertising in Rink A and retain the revenue, the Town is foregoing that potential revenue for its own uses. However, as stated, this model is typical in municipal agreements with OHA clubs. Having the club operate from the Libro Centre does generate approximately \$30,000 a year in ice rentals.

#### **6. CONSULTATIONS:**

Amherst Admirals Inc.  
Manager of Recreation  
Manager of Facilities  
Director of Parks, Facilities & Recreation  
Director of Development/Deputy CAO

#### **7. CORPORATE STRATEGIC ALIGNMENT:**

***Vision: Preserving our past while forging our future.***

<p style="text-align: center;"><b>PILLAR 1</b> <b>Deliver Trusted &amp; Accountable Local Government</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures.</li> <li>✓ Deliver transparent and efficient financial management.</li> <li><input type="checkbox"/> Increase effective communication and engagement with residents.</li> <li><input type="checkbox"/> Develop our staff team, resources, and workplace culture.</li> <li><input type="checkbox"/> Continue to deliver strong core municipal services.</li> <li><input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation.</li> </ul>	<p style="text-align: center;"><b>PILLAR 3</b> <b>Encourage Local Economic Prosperity</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Encourage development of commercial and industrial lands.</li> <li>✓ Continue to promote local tourism industry, especially overnight accommodation.</li> <li><input type="checkbox"/> Continue to facilitate downtown development for residents and visitors.</li> <li><input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.</li> </ul>
<p style="text-align: center;"><b>PILLAR 2</b> <b>Invest in Community Amenities and Infrastructure</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities.</li> <li>✓ Increase access to recreation opportunities for all ages.</li> <li><input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy’s site, Belle Vue)</li> <li><input type="checkbox"/> Create public access to water and waterfront</li> <li><input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change.</li> </ul>	<p style="text-align: center;"><b>PILLAR 4</b> <b>Shape Growth Aligned with Local Identity</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Define and communicate a vision for the Town’s future and identity.</li> <li><input type="checkbox"/> Promote and plan for green and “climate change ready” development.</li> <li><input type="checkbox"/> Review and implement policies that promote greater access to diverse housing.</li> <li><input type="checkbox"/> Protect the Town’s historic sites and heritage.</li> <li><input type="checkbox"/> Preserve the Town’s greenspaces, agricultural lands, and natural environment.</li> </ul>

**8. CONCLUSION:**

It is recommended that Council approve the attached Agreement and that it also direct to offer the advertising opportunities in Rink B of the Libro Centre to other community user groups such as AMHA and Skate Amherstburg.

---

Valerie Critchley  
**Chief Administrative Officer**



## Report Approval Details

Document Title:	Agreement with the Amherstburg Admirals.docx
Attachments:	- Advertising Layout Plan-Rink A.pdf - Admirals Agreement Draft 5- June 27 2004 clean 2 (2).docx
Final Approval Date:	Jun 28, 2024

This report and all of its attachments were approved and signed as outlined below:

**No Signature - Task assigned to Tracy Prince was completed by delegate Yufang Du**

Tracy Prince



Valerie Critchley

**No Signature - Task assigned to Kevin Fox was completed by workflow administrator Sarah Sabihuddin**

Kevin Fox