Thursday, June 23, 2016

7:00 p.m. – Regular Meeting

Council Committee Room
4th Floor, City Hall

Members:  Dean McLeod, Chair
Stephen Clarke, Vice-Chair
Carmen Araujo, Treasurer
Ron Noonan, Curator
Norman Da Costa
Don Doan
Ken Giles
Elizabeth Harris-Solomon
Sindy Maguire
Glenn McClelland
Hamek Singh Rai
Mario Russo
Gurmit Singh
City Councillor Doug Whillans – Wards 2 and 6
City Councillor Jeff Bowman – Wards 3 and 4
City Councillor Gurpreet Dhillon – Wards 9 and 10

For inquiries about this agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact:

Sonya Pacheco, Legislative Coordinator
Telephone (905) 874-2178, TTY (905) 874-2130, cityclerksoffice@brampton.ca

Note: Some meeting information may also be available in alternate formats, upon request
Please ensure all cell phones, personal digital assistants (PDAs) and other electronic devices are turned off or placed on non-audible mode during the meeting.

1. **Approval of Agenda**

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Previous Minutes**

3.1. **Minutes – Brampton Sports Hall of Fame Committee – April 7, 2016**

   The minutes were considered by the Community and Public Services Committee on April 20, 2016 and the recommendations were approved by Council on April 27, 2016. The minutes are provided for Committee’s information.

4. **Delegation/Presentations**

5. **Reports**

6. **Sub-Committees**

6.1. **Minutes – Event Sub-Committee Minutes – May 19, 2016**

   (Elizabeth Harris-Solomon and Sindy Maguire, Co-Chairs)

   *To be received*

6.2. **Minutes – Marketing Sub-Committee Minutes – May 24, 2016**

   (Norman Da Costa and Mario Russo, Co-Chairs, Marketing Sub-Committee)

   *To be received*

7. **Other/New Business**

7.1. Discussion at the request of Dean McLeod, Chair, re: **Protocol for Special Guests and Past Inductees at the Annual Brampton Sports Hall of Fame Induction Ceremony**
7.2. Discussion at the request of Elizabeth Harris-Solomon, Events Sub-Committee Co-Chair, re: 2017 Budget and Proposed Recommendations.

8. **Correspondence**

9. **Information Items**

9.1. **News Items – Future / Potential Inductees** – Ken Giles

9.2. **Parks and Recreation Master Plan Presentation** (for circulation to City Advisory Committees)

10. **Question Period**

11. **Public Question Period**

12. **Closed Session**

13. **Adjournment**

Next Meeting: September 8, 2016
Thursday, April 07, 2016

Members Present:  Dean McLeod, Chair
                 Carmen Araujo, Treasurer
                 Norman Da Costa
                 Don Doan
                 Ken Giles
                 Elizabeth Harris-Solomon
                 Sindy Maguire
                 Glenn McClelland
                 Harnek Singh Rai
                 Mario Russo
                 City Councillor J. Bowman – Wards 3 and 4 (arrived at 7:05 p.m. – other municipal business)

Members Absent:  Stephen Clarke, Vice-Chair (regrets)
                 Ron Noonan, Curator (regrets)
                 Gurmit Singh
                 City Councillor G. Dhillon – Wards 9 and 10 (other municipal business)
                 City Councillor D. Whillans – Wards 2 and 6 (other municipal business)

Staff Present:   Supa D.A. Meikle, Recreation Coordinator, Sports Services, Public Services
                 Erica McDonald, Manager, Sport Brampton, Public Services
                 Earl Evans, Deputy City Clerk, Corporate Services
                 Sonya Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 7:02 p.m. and adjourned at 8:31 p.m.

A. **Approval of Agenda**

The following motion was considered.

SHF026-2016 That the agenda for the Brampton Sports Hall of Fame Committee Meeting of April 7, 2016 be approved as amended to add the following items:

7.3. **Video: Class of 2016 Announcement at Brampton Beast Game – April 1, 2016**

7.4. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: *Brampton Sports Hall of Fame Induction Ceremony – Video Contract Award*.

Carried

The following supplementary information relating to Item 6.1 (Minutes – Building Sub-Committee – January 22, 2016) was distributed at the meeting:

- Pictures of the Whitby Sports Hall of Fame submitted by Ron Noonan, Curator.

2. **Declarations of Interest under the Municipal Conflict of Interest Act** – nil

3. **Previous Minutes**


The recommendations were approved by Council on March 9, 2016. The minutes were provided for Committee’s information.

4. **Delegation/Presentations** – nil

5. **Reports** – nil

6. **Sub-Committees** – nil
6.1. **Minutes – Building Sub-Committee – January 22, 2016**  
(Ron Noonan, Chair)

Dean McLeod, Chair, highlighted the goal to organize site visits to various Sports Hall of Fame facilities in Ontario, and provided information regarding the Halls in Whitby, Oshawa, Brantford and Peterborough.

Committee discussion took place with respect to the following:
- Potential impact of recent Council decisions regarding the Brampton Beast and Powerade Centre on the Brampton Sports Hall of Fame
- Space limitations of the Sports Hall of Fame and an indication that the Building Sub-Committee will explore options for expansion
- Preparation for the site visits to other Sports Hall of Fame facilities (e.g. establishing a list of questions, engaging facility staff, coordinate visits with Hall members/staff)
- Ownership models of other Sports Hall of Fame facilities
- The need to establish a vision for Brampton’s Sports Hall of Fame

The following motion was considered.

**SHF027-2016** That the Minutes of the Building Sub-Committee Meeting of January 22, 2016 to the Brampton Sports Hall of Fame Committee Meeting of April 7, 2016 be received.

Carried

6.2. **Update from Don Doan, Chair, Constitution Sub-Committee, re: Proposed Changes to the Brampton Sports Hall of Fame Constitution – March 2015 – Draft #3.**

Don Doan, Chair, Constitution Sub-Committee, outlined the proposed changes to the Constitution, based on submissions received from Committee members and staff. He indicated that he is awaiting information from the Nominations Sub-Committee relating to possible changes to Section 6 (Eligibility for Induction) of the Constitution. Mr. Doan requested that Committee members review this document and provide their feedback at the next meeting.

The following motion was considered.

**SHF028-2016** That the verbal update from Don Doan, Chair, Constitution Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of April 7, 2016, re: Proposed Changes to the Brampton Sports Hall of Fame Constitution – March 2015 – Draft #3 be received.

Carried
7. Other/New Business

7.1. Discussion at the request of Dean McLeod, Chair, and Glenn McClelland, Co-Chair, Financial Sub-Committee, re: Sponsorship Boards at the Brampton Sports Hall of Fame.

Committee discussion took place with respect to the sponsorship plaques at the Brampton Sports Hall of Fame, and included the following:

- Outdated sponsorship plaques and the lack of information regarding why each sponsor was recognized
- Development of a formal sponsorship program
  - The need to establish various sponsorship levels to recognize sponsors (e.g. platinum, gold, silver, bronze, legacy) and determine appropriate contribution values for each level
- The need to leverage social media, the Sports Hall of Fame website and email to promote and raise awareness of the sponsorship program, once established
- Fundraising opportunities and a request that staff provide guidelines on what is permitted
- Indication that the Financial Sub-Committee will discuss options for a sponsorship program
- Establishing an annual time period for the sponsorship program (e.g. June 1 – May 30)
- Information from staff regarding the City's sponsorship strategy and an indication that further information would be provided to Committee
- Clarification from staff that sponsorship agreements are not required for donations and that the City will issue tax receipts for donations (minimum $20.00)
- Possible timeframe for completing and implementing the sponsorship program
- Potential budget implications of this program

Item 7.3 was brought forward and dealt with at this time.

A video was played of the Class of 2016 Announcement at the Brampton Beast Game on April 1, 2016. Mr. McLeod indicated that the inductees expressed their appreciation for the event, noting that it exceeded their expectations.

Mr. McLeod further advised that upon selecting a date for the Class of 2017 Announcement, the Brampton Beast game ticket for that date will include sponsorship recognition for this event.
7.2. Discussion at the request of Mario Russo, Co-Chair, Marketing Sub-Committee, re: 
Brampton Sports Hall of Fame Scheduled Appearance on the Rogers 
Community Program "Heer Now" on April 28, 2016.

Mario Russo, Co-Chair, Marketing Sub-Committee, advised Committee that 
"Heer Now", a Rogers Community Program, will host a segment on April 28, 
2016, which will highlight the Brampton Sports Hall Fame, the 2016 Induction 
Ceremony, and possibly, the Canada 55+ Games. Mr. Russo added that 
details relating to the interview process will be determined by the Marketing 
Sub-Committee.

Committee discussion in this matter included:
- Opportunity to raise awareness of this Committee, the Sports Hall of 
  Fame and the Induction Ceremony
- Suggestion that past inductees be invited to participate
- Suggestions/opportunities to engage and generate more awareness of 
  the Brampton Sports Hall of Fame in the South Asian community 
  through various media outlets

7.3. Video: Class of 2016 Announcement at Brampton Beast Game – April 1, 2016. 

See Item 7.1

7.4. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: 
Brampton Sports Hall of Fame Induction Ceremony – Video Contract Award.

Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, advised 
Committee that the City’s bidding process to select a vendor to produce 
inductee videos has been completed.

The following motion was considered.

SHF029-2016 That the contract for the production of the Brampton Sports Hall of 
Fame Inductee videos be awarded to Allen Studios, being the lowest 
bid received, and in an amount that is within the approved budget.

Carried

8. Correspondence – nil

9. Information Items
9.1. **News Items – Future / Potential Inductees – Ken Giles**

Ken Giles, Committee Member, provided information to Committee regarding the accomplishments and progress of various Brampton athletes.

Glenn McClelland requested that Penny Wright be added to the list of athletes compiled by Mr. Giles, noting her history in Brampton, accomplishments as a basketball official and recent induction to the Ontario University Athletics (OUA) Hall of Fame.

Erica McDonald, Manager, Sport Brampton, Public Services, expressed an interest in posting the information collected by Mr. Giles online.

10. **Question Period**

1. In response to a question from Harnek Singh Rai, Committee Member, regarding the storage of event materials (easels, table cloths, etc.), Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, advised that such materials are usually stored in a central location but have been stored by members on a rotating basis due to recent promotional events. She requested that the materials be provided to the members attending the next event.

11. **Public Question Period – nil**

12. **Closed Session – nil**

13. **Adjournment**

The following motion was considered.

SHF030-2016 That the Brampton Sports Hall of Fame Committee do now adjourn to meet again on Thursday, May 5, 2016 at 7:00 p.m.

Carried

__________________________________________
Dean McLeod, Chair
Title: 2016 Induction Ceremony Evaluation

Meeting Date: May 19, 2016

Attendees: Elizabeth Harris-Solomon (Co-Chair)
           Carmen Araujo
           Stephen Clarke
           Dean McLeod

Absent:  Sindy Maguire (Co-Chair)
         Gurmit Singh

Overall Evaluation

- In general one of the best events we have organized in a long time
- Great turn out of people and more attendance from the local sporting community
- The content of the event is working but the committee needs to do a better job managing the event and finding efficiencies

Tickets Management and Sales

- There were a total of 264 tickets accounted for this year
- 82 of which were complimentary tickets issued for special guests, provincial and federal dignitaries, board members, inductees and hall of fame members
- 157 tickets were purchased tickets
- We do not have all the information post event to indicate how many tickets were purchased during the designated early bird timeframe
- 25 tickets for children 12 and under which was a significant increase
- The subcommittee will have to determine an official procedure to manage high profile guest comp tickets, people with disabilities requiring a caregiver and children ticket prices for 2017

Event Reception

- Layout of the reception included 20 round tables and 10 high top tables added at the last minute as a result of increased number of attendees
- Further discussion required on how to accommodate seating for greater number of attendees and the capacity of the Rose in the current format
- Additional discussion to take place on reserved seating for inductees and groups/sponsors
- Media area upstairs was nice but access to it was challenging, further discussion required for the future
- Caterer increased numbers the day of to accommodate our influx of attendees
- Overall there was positive feedback of the caterer but there were also some challenges that can be worked out particularly around the deadline for numbers
- While the entertainment was good the sub-committee doesn’t feel that it is something that needs to be continued and area for cost savings based on the lack of attention to the service and duration
Brampton Sports Hall of Fame
Event Sub-Committee Report

**Induction Ceremony**
- Reserved seating needs to be communicated to applicable parties in more detail and ushers to be briefed to assist
- Signs on the back of the chairs instead of the front may also help label chairs
- Induction ceremony flow/scripting made the ceremony more efficient
- National Anthem Singer was good but additional instruction on language order should be provided
- Keynote was entertaining and well received
- Additional research on messaging and type of keynote should be explored to switch up the interest in the event
- Master of Ceremonies once again did a great job
- There were 2 special guest athletes, unfortunately there were many challenges trying to reach PARA PANAM and PANAM athletes and therefore limited responses
- It should be noted that the information about the special guest athletes should be kept to a minimum so not to detract from the time spent on inductees
- Event Media Coverage was done by Rogers and Sikh Television
- We pay for a copy of the ceremony from Rogers but we need to further investigate if we can secure footage from Sikh TV or if in the future we use other contacts to tape it on our behalf for free

**Biographies and Vignettes**
- The largest challenge of the bio content and the vignettes were compressed timelines and limited resources at time to draw upon
- Inductees provide varying degrees of photos posing a challenge for the duration of the video we try to put together
- The Sports Hall of Fame may be required to purchase supplementary photos in unique circumstances
- Interviews of inductees to help supplement the vignettes helped improve the video
- The inductee presentations would not be as interesting without the inductee videos

**Post-Ceremony**
- Survey Respondent summaries taken onsite, members of Brampton Sport Alliance, ELT/Management have not yet been received
- Finances are still being updated as the final invoices come in
- An evaluation meeting with the Festivals and Events staff and representative from the Rose Theatre will take place June 20

**Next Steps**
- Budget recommendations to be finalized
- Summary report to be completed

Report submitted by:  Elizabeth Harris-Solomon, Co-Chair
Discussion Items

1. Review of Marketing Components

- There were a few articles in the Brampton Guardian, March 10, May 6, and May 11.
- The ad was in place for the April 28 Brampton Guardian. General discussion determined if we are able to continue gaining coverage of the event that the paid ad may no longer be required. The money could be used for a presence in social media.
- SNAPD attended the event and pictures were included in their June 2016 issue.
- Rogers Community Television and Sikh Television and South Asian Sports were onsite taping the ceremony. Air dates to be confirmed.
- Additional social media promotion backed by members of the Council would certainly help build an online presence.
- The City of Brampton Communications provided the subcommittee with the completed tactics, exposure statistics and cost of marketing.
- Due to compressed timelines this year it was a challenge to move the dates of some tactics earlier which was the initial intent of the subcommittee. Timing of messages will once again be reviewed.
- Overall the marketing tactics were successful but the committee feels there is potential for increased opportunity.

2. Future Marketing Approach

- The subcommittee will have to determine with the help of the regular committee to determine a clear mandate; promote the hall or promote the event.
- Next year the committee will be looking for further dialogue with Communications staff to establish a better understanding of best practices and potential opportunities for expansion.
- There are concerns we don’t want to over promote as there is a capacity for the format of the event at the Rose Theatre.
- An important goal of the subcommittee is to re-establish the relationship with members of the Brampton Sport Alliance for the purpose of; promotion of the Hall of Fame, solicit nominations, promote the event and stay top of mind to garner long lasting support.
- The subcommittee feels that a considerable amount of money and focus should be allocated to build a new website.
• Further estimates on construction/improvement on the website will need to be provided but it is suspected between $3,000 to $5,000.

2. **Strategic Direction**

• The subcommittee with the help of City Staff will need to review the marketing strategic plan, determine the cost of the marketing consultant and process for procuring services.

Report submitted by: Norman Da Costa & Mario Russo, Co-Chairs
## INDUCTION CEREMONY
### FINANCIAL POSTION AND BUDGET
#### 2017 DRAFT

**Income**

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<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>City of Brampton Grant</td>
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<tr>
<td>Special Event Grant</td>
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<tr>
<td>Event ticket sales</td>
<td>$5,000.00</td>
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<tr>
<td>Sponsorship</td>
<td>$1,000.00</td>
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<tr>
<td>Program Ad Sale</td>
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**Total income** $29,500.00

**Expenses**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Rose theatre</td>
<td>$4,800.00</td>
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<tr>
<td>Catering and food service</td>
<td>$7,932.00</td>
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<td>Inductee filming</td>
<td>$5,000.00</td>
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<tr>
<td>Golf shirts</td>
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<td>Decor and layout</td>
<td>$800.00</td>
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<td>Ticket charges</td>
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<td>Lobby entertainment</td>
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<td>Piper</td>
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<td>Web hosting, video uploading</td>
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<tr>
<td>Biography design</td>
<td>$500.00</td>
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<tr>
<td>O Canada singer</td>
<td>$100.00</td>
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<tr>
<td>Inductee name badges</td>
<td>$120.00</td>
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<tr>
<td>Inductee picture and bio framing</td>
<td>$540.00</td>
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<tr>
<td>Inductee portraits</td>
<td>$870.00</td>
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<td>Inductee letter framed</td>
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<td>Special Guest tickets</td>
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<td>SHOF committee, portraits</td>
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<td>Photographic event coverage</td>
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<td>Keynote speaker</td>
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<td>Master of Ceremonies</td>
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<td>Framing Hardware and install services</td>
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<td>Ceremony Video Tape</td>
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<td>Presentation Boxes</td>
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<td>Keynote Speaker transportation</td>
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<tr>
<td>SOCAN</td>
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</tbody>
</table>

**Total expenses** $28,772.00

**Total excess/deficit** $728.00
**Proposed Recommendations**

**Marketing Budget**

That $2,500 be designated for the purpose of marketing the Brampton Sports Hall of Fame and 2017 Induction Ceremony.

That $5,000 be allocated for the Brampton Sports Hall of Fame website to be updated to operate as the Committee needs or build a new website that meets the needs of the organization.

**Operating Expense Budget**

That $500 be designated for the purpose of hosting the Brampton Sports Hall of Fame website on an annual basis as part of the daily operations of the organization.

That $500 be designated for the purpose of photographing committee portraits the first year of every term of council and as needed should the structure of the committee change.

**Event Budget**

That the Brampton Sports Hall of Fame request a budget of $22,500 from the City of Brampton for the purpose of hosting the 2017 Brampton Sports Hall of Fame Induction Ceremony.

That the 2017 Brampton Sports Hall of Fame Induction Ceremony budget be accepted as outlined.
Parks and Recreation Master Plan

PRESENTATION FOR CIRCULATION TO CITY ADVISORY COMMITTEES

May 2016
The Parks & Recreation Master Plan

- The City of Brampton is working with the services of a consulting team in the development of a master plan for parks and recreation services.

- The City’s Advisory Committees were asked earlier this year to put forth the names of representatives to sit on a Citizen Panel – one meeting has been held to date and another scheduled for June.

- The City is attempting to ‘spread the word’ about the plan and is therefore forwarding this abbreviated presentation to Advisory Committees in May and June.
What is it?

- Long-range plan to guide Brampton’s parks and recreation system
  - Parks and open space, and outdoor sports and recreational facilities;
  - Indoor sports and recreational infrastructure and buildings; and
  - Programming and services.

- Fifteen year focus (to the year 2031)

- Will assist with annual budgeting, preparation of Development Charges studies, implementation of other guiding documents
9.2-4

What are the Scope of Facilities and Programs being evaluated?

**Within Scope**

- Parkland and open space
- Arenas and outdoor rinks
- Indoor and outdoor aquatics
- Community centres and gymnasiums
- Fitness Services
- Sports fields
- Hard surface courts
- Playgrounds
- Skateboard / Bike Parks
- Service and program delivery reviews

**Outside of scope**

- Trails and Pathways (Active Transportation MP)
- Natural Heritage (Natural Heritage & Environmental Management Strategy)
- Arts, Culture and Heritage
- Facilities and programs by non-City providers
Consultation Timelines

- **Identifying Gaps, Opportunities and Priorities**
  - Public Panel 1
  - Public Mtg. 1
  - Workshop
  - Roundtables
  - Interviews

- **Testing and Refining the Draft Master Plan**
  - Citizen Panel 2
  - Citizen Mtg. 1
  - Citizen Panel 3
  - Citizen Mtg. 2
  - Online Community Survey
  - Presentations
Benefits of Parks, Recreation & Sport
Future Challenges & Opportunities

1. Population Growth
2. Socio-Economic Diversity
3. Aging Infrastructure
4. Funding
5. Park and Facility Renewals/Upgrades
6. Emerging Trends
Future Challenges & Opportunities: Population Growth

- Population is estimated to reach 836,800 by 2031, growth of 223,000 persons (+36%)
  - Greatest growth West/NW (Heritage Heights, Mount Pleasant, Riverview Heights) and NE (427 Industrial Area, Vales of Castlemore).
- Fewer 'greenfield' developments in the future and greater urbanization / intensification in identified nodes and corridors
- Increased diversity in terms of age, income, cultural background, etc.

Source: City of Brampton, Policy and Growth Management, May 2015
Future Challenges & Opportunities: Socio-Economic Diversity

- What’s the ‘right mix’ of facilities and programs to offer, in light of:
  - Cultural diversity and how diverse populations benefit from ‘the norm’ in parks and recreation provision
  - How differences in income levels affect participation rates
  - The types of services for persons with disabilities
  - Growing numbers of people over 55 years of age

2016-2031

- Children 0-9: 43%
- Youth 10-19: 0%
- Young Adult 20-34: 37%
- Mature Adult 35-54: 29%
- Older Adult 55-69: 46%
- Senior 70+: 116%
9.2-10
Future Challenges and Opportunities: 
Aging Infrastructure

A number of parks and facilities were constructed 30+ years ago

Significant cost of fixing aging infrastructure (province-wide issue)

Many older facilities were not designed to be fully accessible or meet AODA requirements

Need to determine whether ongoing renewal is sustainable vs. when to consider replacement
Future Challenges & Opportunities: Funding

- Costs of land purchase, facility construction and operation
- Development Charges fund only 90% of ‘growth-related’ park and recreation project costs
- Taxes fund all operating costs and most facility renewal costs
- Needs and desires often outpace financial resources
- Many pressures beyond parks and recreation for the tax $ 
- Challenge: Finding the ‘best bang for the buck’
Future Challenges & Opportunities: Park & Facility Renewals / Upgrades

• Updating older parks and facilities (modern, accessible, functional, etc.)

• Repurposing facilities (indoor and outdoor) to better reflect needs of today

• Funding challenges
  o Anything that is not *growth-related* is not eligible for Development Charges
  o Strong competition for national and provincial grants
9.2-13
Future Challenges & Opportunities:
*Emerging Trends*

- Adapting to the shift to spontaneous and drop-in activities
- Integration with other sectors (arts and culture, public health, economic development, sports tourism, etc.)
- Pursuit of partnerships to maximize choices for residents, share costs, and develop capacity of community providers
- And many more....
## Next Steps

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>May</td>
<td>Research &amp; Initial Consultations</td>
</tr>
<tr>
<td>June</td>
<td>Discussion Papers 1 &amp; 2 (Background and Consultation)</td>
</tr>
<tr>
<td>September</td>
<td>Draft Preliminary Findings</td>
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<tr>
<td>January</td>
<td>Draft PRMP Public Meetings <em>(tentative)</em></td>
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<tr>
<td>February</td>
<td>Final PRMP <em>(tentative)</em></td>
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**Spread the word!**

- Visit the Project Website and Online Survey: [www.brampton.ca/PRMP](http://www.brampton.ca/PRMP); **SURVEY CLOSES MAY 31ST!**
- Send an Email: PRMP@brampton.ca
Executive Summary – Assessing the 2016 SHOF Induction Ceremony
Prepared by: Julie Venderwerf, June 2016

Background, Purpose and Objectives
The 36th Annual Brampton Sports Hall of Fame Induction Ceremony & Reception was held on Tuesday May 10, 2016 at the Rose Theatre. Pat Bolland served as Master of Ceremonies and Darren Dutchyshen was present as the Keynote Speaker. A brief survey was created in order to assess the event. The Brampton Sports Hall of Fame has shifted towards bringing in more high profile speakers over the past couple years with the goal of increasing the profile of the event and enhancing the overall experience for inductees and guests. To that end, Sport Brampton has recommended that the SHOF only bring in speakers from a recognized speakers bureau in order to ensure quality of keynote addresses. However, these speakers often come at a significantly higher cost. Therefore, it is necessary to gage the response of attendees to the Keynote Speaker in order to help assess whether the speaker enhances the event. The purpose of this survey was to assess the 2016 SHOF Induction Ceremony & Reception event in order to help guide future SHOF events, objectives include:

1. To determine how the attendees heard about the event
2. To capture which part/element of the evening the attendees liked the best
3. To gage the response of the attendees to the Keynote Speaker
4. To assess the various elements of the event and the event overall

Methodology
- **Phase 1: On-site Survey** - Paper surveys were created to be completed in person at the SHOF Ceremony (see Appendix A). Typically there is a survey administrator on site to assist with survey collection however there was no survey administrator present, only ten (10) usable surveys were collected at the event.
- **Phase 2: Online Survey** - Due to the low on-site survey numbers, an online survey was created using Survey Monkey (see Appendix B). The link to the survey was emailed a few days after the event to all of those on the SHOF email list with the instruction that only those who attended the event should complete the survey. An additional nineteen (19) surveys were collected via the online survey link.
• **Limitations** - Although twenty-nine (29) surveys were collected in total, (n=29) should not be used to make statistical inferences. Therefore, the results of the survey should be used in context and should not be overly generalized.

**Findings**

• **Mix of Newbies and Regulars** – 41% of the respondents had never attended the event before, while 59% of respondents had attended the event in previous years

• **Word of Mouth Works** – As can be seen in the chart below, the top two sources of information as to where respondents had heard about the event were from a friend or family member or from a Sports Hall of Fame Committee Member

![Chart showing how respondents heard about the event](chart1)

• ** Came to Support** – According to many of the respondents, the main reason they chose to attend the ceremony was to show support to the class of 2016 or because friend/family members were coming. By far the largest number of respondents chose the “other” category as the main reason they came to the ceremony. Upon further examination of the “other” text entry box, it can be seen that many of those who chose “other” were Committee Members or Inductees

![Chart showing main reasons for attending the event](chart2)
• **Satisfied with the Event** – using a 5-point scale (1 = strongly disagree, 5 = strongly agree) most respondents agreed (32%) or strongly agreed (57%) with the statement that the event was well organized. Many respondents agreed (21%) or strongly agreed (43%) that they were satisfied with dinner. Most respondents agreed (41%) or strongly agreed (48%) that the ceremony was the perfect length of time. Many agreed (25%) or strongly agreed (39%) that the keynote speaker enhanced the event. However, it should be noted that quite a few respondents were neutral (32%) about whether or not the keynote speaker enhanced the event. Finally, many respondents agreed (32%) or strongly agreed (57%) that they were satisfied with the event overall.

• **The Event Was Good** – on a 5-point scale (1 = very poor, 5 = very good) the rating of the overall event was a 4.6 so the majority of respondents felt that it the event was good to very good. The food and Master of Ceremonies both got a slightly lower rating, but still in the good category (4.2, 4.3). The keynote speaker was rated as good (4.0 out of 5) by the majority of respondents.

<table>
<thead>
<tr>
<th>How would you rate the following?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The event overall</td>
</tr>
<tr>
<td>Master of Ceremonies</td>
</tr>
<tr>
<td>Food</td>
</tr>
<tr>
<td>Keynote Speaker</td>
</tr>
</tbody>
</table>

• **The Ceremony Was Liked Best** – when asked what one thing they liked most about the event, over half of the respondents (61%) selected that they liked the induction ceremony itself the most. Also worth mentioning is the 18% who chose social interaction/networking as what they liked the most about the event.
Findings – Open Ended Comments

When asked how the event could be improved, there were a range of answers. Many of the respondents were quite positive, stating things like “a great night. I don’t think it needs improving” or “it was a wonderful event.” However, others had some ideas as to how the event could be improved. Some themes emerged out of the analysis of the survey responses and from emails that were sent in. Some of the themes included confusion/signage/organizational issues, the need for a sit-down dinner format, letting the inductees have their moment and shortening the speaker/master of ceremonies, and media presence/coverage/control. Generally feedback on the event was quite positive. However, provided below are some of the constructive comments that were gathered from the survey or that were sent in by email:

- I feel that the sit-down dinner format invited organizations to purchase tables and brought more people out, and it was more of a celebration for the inductees
- Start on time, script the mayor and the SHOF Chairman. Longer eating time period for dinner – start serving at 5:30 p.m.
- Shorten the other talkers; let the inductees have their moment. The history of the event can be cut in half
- More outside media coverage both local and GTA TV/newspaper, etc – during and after the event
- The only part I was disappointed with, and a few others, was our National Anthem being in French to start it off
- Overall the ceremony was quick-paced and well done; however the ceremony has become very predictable and mellow - can the MC try to liven things up with humour or other methods
- If I might suggest would it be possible to have the ushers and House Ushers issued a map for the seating. It was difficult to see where the patrons were to be seated as we could not see the reserved signs (they were facing the stage)

Conclusions

- The event was well received overall and respondents were quite positive about the various elements of the event
- Although the Keynote Speaker, Darren Dutchyshen, was rated as being good, receiving an average rating of 4.0 out of 5.0, and many respondents agreed that he
enhanced the event, there were also quite a few respondents that were neutral to whether or not they believed that the Key Speaker enhanced the event (32%)

- There was some evidence that the event should be more centered and focused on celebrating the Inductees, this could be because many of the respondents were there to support the Class of 2016 or because family/friends were attending and because some of the respondents were inductees themselves; however, it is something to keep in mind

- Word of mouth works, it's important that the Committee and others spread the word about the event as it seems to be an excellent way to get people to attend
APPENDIX A – ON-SITE PAPER SURVEY

We Value Your Feedback

By filling out this questionnaire you are acknowledging your consent to participate in this study and that you are 18 years of age or older. All answers will remain anonymous and will be kept confidential. We thank you for your participation.

Have you attended this event in previous years? □ No, this is my very first time □ Yes, I have attended before

How did you hear about this event? (Please select all that apply)
□ Email or personal invitation in the mail □ Newspaper, flyers, posters or LED displays
□ Friend and/or family members were coming □ Sports Hall of Fame Committee Member
□ City of Brampton Website □ Professional sport organization
□ Sports Hall of Fame Website □ Other: __________________________

What is your main reason for attending this event? (Please select ONLY ONE response)
□ For a fun night out □ Previous inductee or SHOF Sponsors
□ Friend and/or family members were coming □ Networking or promotional opportunities
□ To support the Class of 2016 □ To hear the keynote speaker
□ To meet athletes or other VIP □ Other: __________________________

Please select (X) the box which most reflects your feeling on the following statements:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The event was well organized</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I was satisfied with dinner</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event was the perfect length of time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The keynote speaker enhanced the event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I was satisfied with the overall event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

On a scale of 1 to 5 (1 = very poor, 5 = very good), how would you rate the following?

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>Poor</th>
<th>Neutral</th>
<th>Good</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master of Ceremonies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keynote Speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event overall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What one thing did you like most about this event? (Please select ONLY ONE)
□ Induction ceremony itself □ Keynote Speaker □ Social interaction/networking
□ Food □ Master of Ceremonies □ Other: __________________________

How can we improve this event? Thank you for your time.

__________________________________________________________________________

SPORT BRAMPTON | RECREATION & CULTURE DIVISION | SportsHallOfFame@brampton.ca
APPENDIX B – ONLINE SURVEY

SHOF Induction Ceremony Event Survey

We Value Your Feedback

By filling out this questionnaire you are acknowledging your consent to participate in this study and that you are 16 years of age or older. All answers will remain anonymous and will be kept confidential. We thank you for your participation.

1. Have you attended this event in previous years?

☐ Yes
☐ No

2. How did you hear about this event? (Please select all that apply)

☐ Email or personal invitation via email
☐ Email or personal invitation via text
☐ Social media or online advertisement
☐ News media or social media
☐ Other (please specify):

3. What was your main reason for attending this event? (Please select only one response)

☐ For a luncheon
☐ To support the Class of 2019
☐ To upgrade to a higher VIP level
☐ Previous includes SHOF Speaker
☐ Networking or professional opportunities
☐ Other (please specify):

4. Please select the box which most reflects your feelings on the following statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The event was well organized</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I was satisfied with dinner</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The event was the perfect length of time</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The keynote speaker delivered a great talk</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I was satisfied with the overall event</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

5. On a scale of 1 to 5 (1 = very poor, 5 = very good), how would you rate the following?

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Poor (1)</th>
<th>Poor (2)</th>
<th>Average (3)</th>
<th>Good (4)</th>
<th>Very Good (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Master of Ceremonies</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
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<tr>
<td>Keynote Speaker</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The event overall</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

6. What one thing did you like most about this event? (Please select only one)

☐ The keynote keynote speech
☐ Food
☐ Master of Ceremonies
☐ Keynote Speaker
☐ Overall (please specify):

7. How can we improve this event?

☐

Thank you for your time.

Submit Survey