



Spruce Kings Community Value

What the Prince George Spruce Kings mean to the community of Prince George

“Family Fun at affordable prices.”

- SPRUCE KINGS DIRECTIVE

BCHL Return to Play

- ❖ The BCHL has returned to Exhibition action, and will open the Regular Season on December 1st.
- ❖ If the Provincial Health Office (PHO) regulations do not allow arena capacity of 25%, the league is guaranteed to move forward with a model of reduced games without fans.
- ❖ If there are no fans allowed, the league will rely on player fees along with sponsorship and government support to fund the season.

Spruce Kings Return to the RMCA

- ❖ The Spruce Kings have returned to Prince George and have begun training camp at the Kin Centre Arenas
- ❖ An exhibition game vs Merritt is scheduled for October 25th in Prince George, and it is the organization's hope to play it at the Rolling Mix Concrete Arena.
- ❖ The Spruce Kings are requesting that the RMCA be available to them for a minimum 1-3 days prior to that game for practices.

Financial Implications

- ❖ The Spruce Kings are currently negotiating partnerships with many businesses in Prince George, for advertising space in viewable areas of the Online Broadcast of all BCHL games. This is the main focus of the BCHL and its teams as it is the only revenue stream available this season.
- ❖ The total value of these viewable items is \$125,000. Without the ability to generate this revenue, the Spruce Kings season is in serious jeopardy.
- ❖ The RMCA is the only option for the Spruce Kings to generate this revenue. For the first time in BCHL history and the first time in the Spruce Kings' history the team is forced to charge substantial monthly fees to the players to cover operating costs. The organization is uncomfortable having to increase those fees.

Rolling Mix Concrete Ltd.

- ❖ During a meeting with City Staff in February, 2020, the Spruce Kings agreed in principle to extend their lease with the City of Prince George for a 7-year term.
- ❖ At the direction of City Staff, the Prince George Spruce Kings approached Rolling Mix Concrete Ltd. to extend the naming rights of the Rolling Mix Concrete Arena for the same 7-year term, which was agreed on.
- ❖ Rolling Mix Concrete has been a staple in Prince George since 1963 and has always been a great supporter of community events, programs and teams. The Spruce Kings are very grateful that they stepped up to support the team through the naming rights of our home arena over the past five seasons and for the next seven seasons with a new agreement.
- ❖ Should the Spruce Kings not operate out of the RMCA, the contract with Rolling Mix Concrete Ltd. is in jeopardy. For the Spruce Kings, this equates to a \$30,000.00 loss annually, \$20,000.00 of which is the concrete for the construction of the Show Home which is provided by Rolling Mix Concrete.

Value to the Community

The Spruce Kings provide Family Fun at Affordable Prices, but also are a key component to the make-up of the Prince George Community.



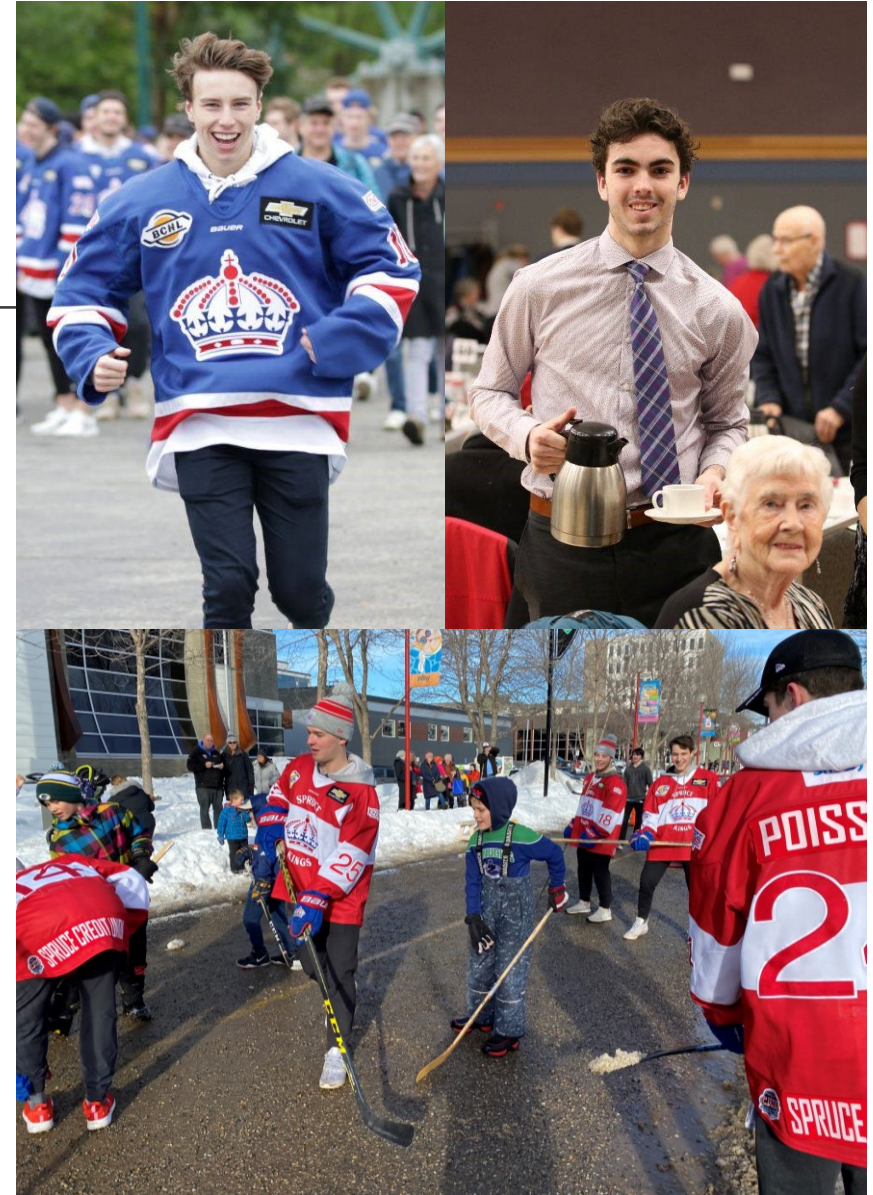
Community Groups Supported

- ❖ St. Vincent de Paul
- ❖ Carrier Sekani Christmas Parties
- ❖ Wheelin' Warriors of the North
- ❖ Special Olympics
- ❖ Minor Sports Fundraisers
- ❖ Community & School Choir Fundraisers
- ❖ AiMHi
- ❖ Prince George Mental Health and Addictions
- ❖ Take on PG
- ❖ 4-H Prince George
- ❖ Youth Groups

Community Events

Each year, the Spruce Kings take part in many community events, including:

- ❖ Terry Fox Run
- ❖ Shirley Bond Christmas Seniors Tea
- ❖ Downtown Winterfest
- ❖ Christmas Wish Breakfast
- ❖ Salvation Army Kettle Campaign
- ❖ Special Olympics Floor Hockey



Downtown Economic Impact

- ❖ During the 2019 Playoff Run, the Spruce Kings welcomed over 21,000 fans to the RMCA, an average of 1,790 and a run of 8 straight sold games.
- ❖ Having the Spruce Kings at the RMCA drives many people to the downtown core. Many downtown businesses, including restaurants benefit from the Spruce Kings playing at the Rolling Mix Concrete Arena
- ❖ Visiting teams staying in downtown hotels, eating at local downtown restaurants, and the many parents that visit each season also have a positive economic impact on our community with a large focus of that on the downtown. There is substantial economic activity generated by the Spruce Kings playing at the RMCA.

Spruce Kings Legacy

- ❖ This season marks the 49th season of Spruce Kings hockey in Prince George, including the 26th season in the BCHL.
- ❖ In the past 5 seasons, 39 players have moved on to play NCAA hockey, while this year's team will add to those numbers. One of our local players, Corey Cunningham, recently accepted a scholarship to attend Merrimack College, in Canton, New York. The value of this scholarship to Corey and his family is substantial at \$240,000 USD, over a 4-year span.
- ❖ If the Spruce Kings are forced out of the RMCA it is likely that the team would cease to operate this season. Beyond this season, it is highly unlikely that the organization could recover financially and would be forced to cease operations permanently. Should the nearly 50-year tenure of the Spruce Kings in Prince George come to an end, there would be no chance of Junior A hockey ever returning to the City