



Subject: TPH Academy at the Vale Health & Wellness Centre

To: Council

From: Corporate Services Department

Report Number: 2022-258

Meeting Date: December 13, 2022

Recommendation:

That Corporate Services Department – Recreation Services Report 2022-258 be received; and

That Recreation staff proceed with accommodating the TPH Academy as a new tenant at Vale Health & Wellness Centre (VHWC).

Purpose:

To inform Council of the TPH Academy model/program, and for Council to provide endorsement for entering a partnership with TPH Academy.

Background:

TPH Academy is a multi-sport academy (although predominately focused on boys' and girls' hockey), that provides student athletes and their families an alternative education and sport path. TPH has been operating for 20 years with numerous schools across North America. Port Colborne would be the second school in Canada joining London, Ontario. TPH's core purpose is to lead the world in the holistic development of student-athletes, advancing – in and beyond the game – the next generation of impact players. Appendix A – Academy Model Presentation for Facility Partners is attached explaining their full model and provides additional information therein.

A historical challenge for Vale Health & Wellness Centre (VHWC) staff has been increasing activity and generating revenue opportunities during non-prime hours, Monday to Friday from 8:00 a.m. – 4:00 p.m. The presence of the TPH Academy at the VHWC would address this shortfall and supports numerous pillars of the City of Port Colborne Strategic Plan.

Discussion:

Student athletes would attend the VHWC daily to learn and train. Their program has sport specific training each morning including ice time and a fitness component. Each student athlete would join the YMCA allowing them use of the fitness space and gymnasium. The academic program would run each afternoon in the Golden Puck Community Room. At their expense, TPH would look to brand the space with their colours, signage, and would furnish the room with standard TPH Academy Steelcase product (see Appendix A). All furnishings are light and easily movable. TPH recognizes that this space will not be dedicated for exclusive use – they will use it daily Monday to Friday during the school year and it will be available to rent for other users/groups during evenings and weekends. Staff point out that these non-prime hours are at a time of day when the facility is not typically rented, and therefore this initiative will not displace or impact other groups/users.

TPH is a nationally recognized program in the United States that uses professional coaches and teachers. They are beginning to expand the number of campuses in Canada and considered and toured other facilities in Niagara. While visiting the VHWC, they were very impressed with the numerous amenities all in one facility including the walking/jogging track, dressing rooms that exit to the ice surface, the YMCA fitness equipment, the community room with areas for viewing, and quality ice conditions on NHL size pads. TPH will draw student athletes from the Niagara Region's various hockey programs. Additionally, the proximity to the border will allow them to recruit student athletes from the Western New York area. Players that are a part of this school are still permitted to play with their club teams and/or other associations. Hosting this Academy at the VHWC will be yet another initiative that highlights Port Colborne – “to provide an exceptional small-town experience in a big way” in practice.

Staff recognize that this Academy will likely only be an option for those student athletes that strive to play at the next level and come from families with higher socio-economic status. That said, the City of Port Colborne facilitates other opportunities and supports strong house leagues for boys and girls, and programs that provide subsidy for those families requiring it through Port Colborne Minor Hockey Association, Port Colborne Girls Hockey Association, and the YMCA.

Internal Consultations:

TPH Academy will seek potential advertising opportunities at the VHWC and will work with the Supervisor of Events and Sponsorship in this regard.

Financial Implications:

TPH Academy will cover the youth non-prime rate for the duration of the school calendar (September to June). Student athletes will also pay the youth membership through the YMCA. At the time of writing this report, initial discussions identify revenue between \$36,000 to \$45,000. As the TPH Academy program grows, there will be opportunities for additional rental hours and associated fees.

Strategic Plan Alignment:

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Service and Simplicity - Quality and Innovative Delivery of Customer Services
 - Attracting Business Investment and Tourists to Port Colborne
 - City-Wide Investments in Infrastructure and Recreational/Cultural Spaces
 - Value: Financial Management to Achieve Financial Sustainability
 - People: Supporting and Investing in Human Capital
 - Governance: Communications, Engagement, and Decision-Making
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Conclusion:

Pending endorsement from Council, Recreation staff will work with the TPH Academy to facilitate a partnership commencing operations in September 2023.

Appendices:

- a. Appendix A – Academy Model Presentation for Facility Partners

Respectfully submitted,

Bryan Theal
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Report Approval:

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.