



**CANADA
GAMES
PARK**

Canada Games Park





Agenda

- ASM Global Introduction
- Objectives for ASM
- Overview of Canada Games Park
- Allocations
- Q & A



ASM Global

- Largest venue management company in the world, managing more than 325 venues world-wide
- Been in the Canadian market since 1998 and in Niagara managing the Meridian Centre since 2014
- Manage venues big and small, from Stadiums to community arenas, Convention Centres to Theatres
- ASM recognizes its great assets are the team members in the local markets



ASM Global

Best-in-Class Management



- **Marketing Strategy**
- **Operations**
- **Asset Management**
- **Safety**

Unmatched expertise across venue management, event procurement and intricate marketing network.

Diversified Revenue Model



- **Global Partnerships**
- **Revenue Management**

Our Platform offers multiple revenue streams to further enhance performance and solidify our place in the market.

Advising and Investing



- **Investing**
- **Planning and Design**
- **Feasibility Studies**
- **Strategic Partnerships**
- **Access to best practices globally**

ASM provides access to capital, strategic partnerships and expertise globally.

Commitment to Innovation



- **Technology**
- **Database Integration**
- **VenueShield**
- **Sustainability**
- **Community**

We redefine standards across technology, health, safety and sustainability, while highlighting the importance of community.



Canada Games Park

- ASM Global was selected by the Canada Games Park Consortium as the independent operator of Canada Games Park
- Started onsite at the end of February 2022
- ASM is using a shared staffing model, providing administration level support for both the Meridian Centre and Canada Games Park, combined buying power, operating efficiencies and industry best practices.
- Dedicated onsite operational, scheduling, event and guest services staff onsite
- This model has been successfully implemented to the significant benefit of our municipal clients in multiple ASM managed facilities.



Objectives for CGP Operator:

- Consistently provide a safe, friendly, and welcoming environment for all users and spectators by ensuring a class-leading facility in cleanliness, customer service and staff preparedness.
- Provide a facility that will bring pride and recognition to the community and the region.
- Develop a facility operating plan that will produce optimum usage of all elements of the Park while minimizing expense and maximizing revenues.
- Identify and secure a diverse slate of events that will attract tourism to the region, resulting in increased spending on accommodation, retail, food services, tourist attractions, and related businesses.
- Establish the Park as the premier athletics competition venue in Ontario.
- Protect and maintain the assets to an agreed to state of good repair and prolonging the useful life of the Park



CGP Consortium

- Canada Games Park Consortium partners
 - Niagara Region
 - Brock University
 - City of Thorold
 - City of St Catharines
- Capital Ownership – 4 partners
- Operational commitment – 3 partners – Brock, Thorold and St Catharines
- Niagara 2022 Legacy



CANADA GAMES PARK ORGANIZATIONAL CHART



ON-SITE STAFF





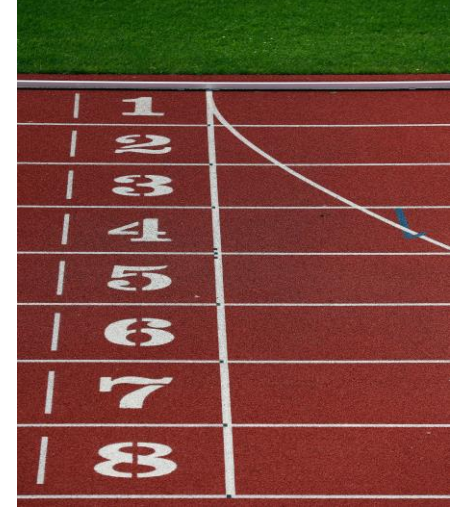
Canada Games Park

- Canada Games Park is Niagara's newest high performance, multi-use sports complex.
- Built for the 2022 Canada Summer Games with the vision to be a hub for high performance athletics and recreational activity for all.
- Canada Games Park is home to:
 - Walker Sports and Abilities Centre
 - GFL Environmental International Track and Field, GFL Environmental Bike Centre & Beach Volleyball



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GFL Environmental International Track and Field Centre



Beach Volleyball & GFL Environmental Bike Centre





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Canada Games Park

- GFL Environmental International Track & Field Centre at Canada Games Park is a World Athletics Certified outdoor athletics competition and training venue
 - 400 metre, 8 lane, World Athletics Certified track
 - Competition grass infield and facilities for all field events (jumps and throws)
 - Six (6) court competition Beach Volleyball Facility.
 - GFL Environmental Bike Centre an open-air Cycling Pavilion
 - Storage for all competition equipment
 - 291 dedicated parking spots



Canada Games Park - Arenas



Algoma Central Corporation Arena
Seats 1200 fans



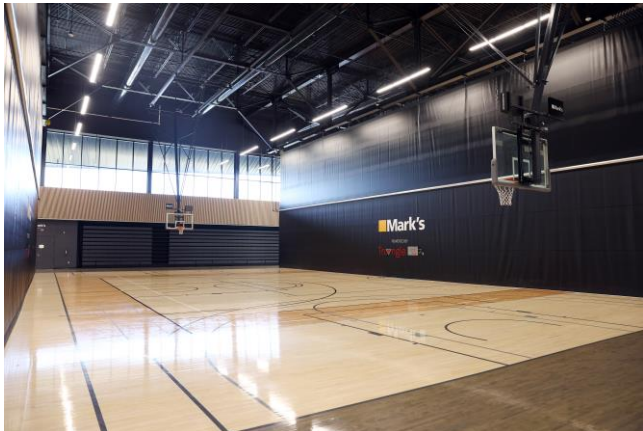
GFL Environmental Arena
Seats 250 fans

Canada Games Park - Gymnasium



Triangle Gymnasium

The Canadian Tire Triangle gymnasium at Canada Games Park is a four-court gymnasium and boasts the largest sprung floor in all of Canada. The gym also is capable of seating 700 fans on retractable stands.



The gym has the capability to host basketball, volleyball, combat sports, gymnastics, ball hockey and para-sports.

Each of the four courts is named after one of Canadian Tire's retail branches or charitable ventures.



Canada Games Park

- Walker Sports and Abilities Centre
 - Algoma Central Arena and GFL Environmental Arena - convertible arenas
 - Triangle Gymnasium – the largest sprung floor in Canada - divisible into 4 FIBA sized basketball courts
 - The Haj-Ahmad Family Foundation Track – 200-metre, World Athletics Certified, indoor track
 - Brock Functional Inclusive Training Centre (BFIT) formally Brock Niagara Health and Wellness Centre
 - Canadian Sport Institute Ontario (CSIO)
 - Sport Niagara
 - Brock University Men's and Women's Hockey - dedicated team space

CGP Allocations

- Outlined in Consortium Agreement -
 - Arenas - Ice time is divided into thirds, with a third assigned to each St. Catharines, Thorold and Brock University.
 - Each partner assigns to their user groups or turns back for resale. ASM to allocate time turned back.
 - Gymnasiums – Brock has 3 courts Weekdays, 7AM to 6PM
- All other allocations coordinated by ASM.
- An updated allocation process will be presented to Consortium Management including Niagara 2022 Legacy requirements



2022 Events

- Brock University Brock Cares Day of Services – Community Welcome Event
- Thorold Amateur Athletics Association Hockey Appreciation BBQ Event
- Niagara Sports and Social Club – Various Adult Rec Leagues
- Hospice Niagara – Outdoor Track Walking Fundraiser
- Walk for Wenjack – Outdoor Track – Day of Reconciliation Walk
- Thorold Community Activities Group – Volleyball Tournaments
- Flex Athletix – Basketball Tournaments
- Niagara Rapids Tournament - OVA Volleyball
- Thorold Amateur Athletics Hockey Tournament
- DSBN – Elementary School Volleyball Tournament
- Ontario Amateur Wrestling Association – All Canada Competition
- Algoma Central Corporation – Christmas Party and Skate



2023 Events

- Sport Services Marketing Group – Honey Badgers Clinic – Jan 2023
- BUSU - Brock Student Union – March 2023
- Niagara River Lions – Practice and March Break Camps – March 2023
- Pickleball (Private) March/April 2023
- Niagara Acrocats – Gymnastics – March 2023
- Ridley College – Volleyball Tournament – Oct/March 2023
- Conseil Scolaire Catholique – OFFSA Volleyball – March 2023
- Pelham Panthers Basketball – April 2023
- Brock Smash U18 – Highschool Volleyball - June 2023
- Ontario Fencing Association – May/June 2023
- Volleyball Canada – Canada Cup July 2023



Canada Games Park

- Spring summer allocations are complete for dry floor, gymnasiums, and beach volleyball
- Working group with operating partners to find space allocation efficiencies for 2023/24 (Ice usage, community access, high performance, legacy)
- Niagara 2022 Legacy venue use agreement for High Performance
- Vacant office space available for lease.
- Expression of interest issued for the 3rd dedicated tenant spaces.



Canada Games Park

Q & A

Thank you