

Staff Report

Presented By: Kristan Shrider, Director, Community Services

Meeting Date: September 22, 2025

Subject: Bruce Grey Bulls Delegation Follow Up

Attachment(s): 2024/2025 Ice Allocation Schedule

Recommendation

That Council approve the Minor Sports Prime Time and Non-Prime Time rates for the 2025-2027 pilot project for the Bruce Grey Bulls and Saugeen Shores Minor Hockey Association.

Report Summary

At the September 8, 2025, meeting, representatives from the Bruce Grey Bulls presented a delegation to Council outlining a request to deem the organization eligible to be billed at the subsidized minor sports rate for ice rentals for the duration of the 2-year 'A' Zone Play Pilot Project. This report is a follow-up from the delegation and to provide Council with background and a recommendation for consideration.

Background/Analysis

At the September 8, 2025, meeting, representatives from the Bruce Grey Bulls (BGB) presented a [delegation](#) to Council outlining a request to deem the organization eligible to be billed at the subsidized minor sports rate for ice rentals for the duration of the 2-year 'A' Zone Play Pilot Project (pilot project). This report is a follow-up from the delegation and to provide Council with background and recommendation for consideration.

Ice Allocation

The Department of Community Services works closely with user groups to ensure the allocation of ice and rental times for patrons are appropriate and inline with the goal to prioritize youth organizations including Saugeen Shores Minor Hockey Association (SSMHA) and Saugeen Shores Skating Club (SSSC). Appendix 'A' outlined below, details the last three (3) years of ice allocation for youth organizations in Saugeen Shores. The 2024/2025 Ice Allocation Schedule for the Plex and Coliseum is attached. At the time of preparing this report the 2025/2026 schedule was not finalized.

A Division Highlight that will be included in the 2026 Business Plan for Council consideration to develop a Council-approved policy for ice allocation for the Saugeen Shores Community

Complex (Plex) and Southampton Coliseum. Currently there is an informal policy/approach that guides the allocation of ice.

Meetings have occurred with BGB, SSMHA and the Town to gain an understanding of the pilot project and the Enhanced Player Movement (open borders), and the impact to currently allocated minor hockey ice. The organizations were encouraged to work together to identify available ice within the current allocation to support the ice needs of both organizations. At the time of this report, discussions between representatives from BGB and SSMHA continue and approximately 13 hours of ice in Saugeen Shores has been allocated to the BGB (this is a combination of available ice and release of ice from SSMHA).

As outlined during the delegation, the current 2025/2026 allocation of ice to support the BGB program in other municipalities is as follows:

- Arran Elderslie 23hrs
- Belmore 4.5hrs
- Ayton 7.5hrs
- Keady 2hrs

User Group Non-Resident Data

At the time of preparing this report, it was identified that 100% (630/630) of participants registered in the SSMHA program are residents of Saugeen Shores and 63% (120/192) of participants registered in the BGB program are residents of Saugeen Shores.

Fees and Charges

The link to the approved 2025 Fees and Charges By-law is provided [here](#) for reference. The 2026 Fees and Charges By-law will be presented to Council for consideration as part of the 2026 Business Plan. The approved 2025 rates and estimated rates for 2026 associated with the BGB’s request are included in the chart below:

	2025 % Increase	2025 Fee	2026 % Increase (estimated)	2026 Fee (estimated)
Prime Time	4.3%	\$194.74	5.3%	\$205.06
Off Season Prime Time		\$194.74	5.3%	\$205.06
Minor Sports Prime Time	4.3%	\$143.21	5.3%	\$150.80
Non-Prime Time	4.3%	\$138.60	5.3%	\$145.94
Minor Sports Non-Prime Time	4.3%	\$93.63	5.3%	\$98.59

For information, surrounding municipalities were contacted to inquire about comparable ice rates. Appendix ‘B’ outlines the responses received.

Minor Sports Prime Time and Non-Prime rates are applied to all SSMHA seasonal contracts except for ice times booked during the off-season 12-month ice pilot period.

Surrounding Municipalities Approach to Fees and Charges

There has been lots of communication between municipalities regarding the implemented changes, including the approach to ice fees for the duration of the 2-year pilot project and the open borders change. Appendix 'C' outlines the responses received from other municipalities belonging to the Southwestern Ontario Recreation Facilities Association (SWORFA). Five (5) out of the six (6) who responded has deemed the zone play eligible for their minor sports subsidy for the duration of the pilot program.

Delegation Request and Recommendation

The request outlined in the September 8, 2025, BGB delegation is to deem the organization eligible to be billed at the subsidized Minor Sports Prime Time and Non-Prime Time rates for ice rentals for the duration of the two-year pilot program. Conversations between the BGB, SSMHA, and the municipality have been positive, and all groups appear to be working together to accommodate the changes that have been implemented by the Ontario Hockey Federation and the Ontario Minor Hockey Association.

Initial discussions suggest that both BGB and SSMHA's ice time needs can be met within current allocations and available vacant ice. Granting BGB the subsidized minor sports rate is not expected to reduce revenue and should increase revenue by filling unused ice time at the Plex and Coliseum.

It is recommended that the BGB organization is eligible for the Minor Sports Prime Time and Non-Prime Time rate for the duration of the two-year pilot program. Further, that SSMHA continues to be eligible for the Minor Sports Prime Time and Non-Prime Time rate, including participants that do not reside in Saugeen Shores if that should occur during the two-year pilot program.

Next Steps

- Communication to BGB and SSMHA will occur following the resolution of Council.
- Continue to work with all arena user groups to prioritize youth organizations.
- Monitor the trends, registration data, and ice utilization for SSMHA and BGB.
- Advance the Ice Allocation Policy, 2026 Division Highlight, subject to Council approval.
- Summary report following the 2-year pilot program to Council, including further recommendations if required.

Linkages

- Strategic Plan Alignment: Pillar 1: Meeting the Needs of a Growing Community
- Business Plan Alignment: Community Services Business as Usual

Financial Impacts/Source of Funding

Revenue is unknown at this time and will be detailed in future year's Business Plan, if required.

Prepared By: Kristan Shrider, Director, Community Services

Approved By: Kara Van Myall, Chief Administrative Officer

Appendix 'A' – Ice Allocation

	2022/2023 (average hrs/wk.)	2023/2024 (average hrs/wk.)	2024/2025 (average hrs/wk.)
SSMHA	84hrs (Col 45.5 & Plex 38.5)	82.5hrs (Col 44 & Plex 38.5)	82.5hrs (Col 44 & Plex 38.5)
SSSC	15hrs (Col 5 & Plex 10)	14.5hrs (Col 4.5 & Plex 10)	14.5hrs (Col 4.5 & Plex 10)

Appendix 'B' – Comparable Municipal Ice Rates

	Prime Time	Minor Sports Prime Time	Non-Prime Time	Minor Sports Non-Prime Time	Out of Town Minor Sports Prime Time
Arran Elderslie	\$153.88	\$108.94	\$90.74	N/A	\$141.83
Belmore	\$131.86	\$119.47	N/A	N/A	N/A
Brockton	\$160.00	\$129.00	\$112.00	\$90.30	\$134.00
Chatsworth	\$145.00	\$120.00	\$120.00	N/A	\$145.00
Kincardine	\$147.10	\$132.90	\$102.97	\$93.03	\$134.37
Owen Sound	\$208.74	\$177.42	\$149.02	\$104.30	N/A
South Bruce	\$165.90	\$127.08	\$112.95	N/A	\$147.10
South Bruce Peninsula	\$95.00	\$120.00	N/A	N/A	\$120.00
West Grey	\$134.00	\$103.00	\$80.00	N/A	N/A

Appendix 'C' – Surrounding Municipalities Approach to Fees and Charges

Municipality	Zone Play Eligible for Minor Sports Subsidy for Pilot Program
Bluewater	Yes
Brockton	Yes
Georgian Bluffs	Yes
Minto	Yes
Owen Sound	Yes
West Perth	No