

Greater Sudbury Sports Hall of Fame Foundation Report

Prepared by: Founder Chris Sheridan hrf

History and Background:

Thank you for the opportunity to appear before the Community Service standing committee in order to provide a status update on the creation of The Greater Sudbury Sports Hall of Fame.

The preservation of past sporting accomplishments is very dear to our hearts. It is a tremendous loss when records, archives and memories of past sporting achievements are lost. It is our intent to promote and cultivate public interest in the history of sport within our community and to preserve the memories of how it has greatly contributed to and enriched the well being of our society. Our community is diverse and rich in a multiculturalism that has fostered an influx of regional-focused sporting activities which has brought forward diverse opportunities in which our children can participate, appreciate and enjoy.

However, life is finite and as each year passes, opportunities to capture and preserve sporting memories and mementos slip through our fingers. Just in the last two years alone, we have witnessed over 25 + members of our Sports Hall of Fame pass away. When that happens, families divide the awards and soon disappear from our area and never to return.

We hope to halt the loss of sporting information and memorabilia by securing it both digitally and in a tangible way at the Sports Hall of Fame, so that materials are available public viewing.

Our community is truly blessed with a multitude of athletes, teams and individuals who via sports have promoted our community as Nickel City ambassadors when competing out of town both near and far.

First and foremost, I would like to reflect on the past 50 years of recognizing community athletes and teams for their accomplishments and how proud we are of their efforts.

It all started on May 04, 1960 when the Sudbury Kinsmen Club hosted a sports dinner at the old Sudbury Memorial Legion Hall on Frood Road. At the dinner there were 300 people in attendance, and the men in attendance selected the Sportsman of the year. The cost for a ticket was \$5.00 and all proceeds from the dinner went to support individuals with special needs. Since that first dinner we have held 43 dinners and have inducted 198 males, 19 females, nine teams, 10 media personnel, 29 Olympians and seven corporations. The Sudbury Kinsmen Club hosted the event until 1990. From 1990 until 1997 the dinner was cancelled due to the lack of interest. In 1998 I resurrected the sports dinner under the House of Kin umbrella. The proceeds from each dinner are directed to the House of Kin helping distribute funds to people who cannot afford to pay for their lodging. The annual sports dinner event has gained notoriety and has been recognized as an important community event.

Our Hall of Fame project recognizes people from all parts of the City of Greater Sudbury. Some of the outlying areas have a recognition program for athletes and volunteers in their community. We endorse their efforts and hope that they will continue with their specific programs.

As a matter of interest, we have prepared a list by former area municipalities indentifying in which ward our Sports Hall of Fame inductees learned to play sports while growing up. (Pls. see attachment # 1)

Greater Sudbury Sports Hall of Fame Foundation

History and Progress to date:

The Sudbury Kinsmen Club initiated a sports recognition & award stag dinner on May 04, 1960. The first dinner was held in the old Sudbury Memorial Legion Hall on Frood Road. At this stag dinner, there were approx. 300 men in attendance and each attendee got an opportunity to cast a vote to select a sportsman of the year. The list of finalists was decided by the local sports media and after votes were tallied, the first Sportsman of the Year winner was Errol Gibson, for his involvement in track & field.

In 1962, Gertie Desjardin and Maurice Lafrance won Nationals and were ranked 4th in worlds, were selected by the attending sportsmen to be that year's winners of the Sportsman of the Year Award. Maurice and Gertie accepted the award and gave short speeches. Gertie and Maurice were inducted into our HOK Sudbury Sports Hall of Fame in 2007.

The idea of having a community sports hall of fame was mentioned many years ago (approx 30-35) and was always an item of discussion at each year's Kin Sports Celebrity Dinner. We would honour an individual or team for their accomplishments in athletics and receive good press coverage on the event, but would then slip away until the dinner was resurrected the next year. The committee had preliminary discussions with city staff related to finding a location to establish the sports hall of fame.

In 2008, the House of Kin (HOK) created the HOK Sudbury Sports Hall of Fame website which was launched at a special luncheon held at the Caruso Club. In addition to introducing the new web site hosting our Sports Hall of Fame members, we introduced several recognized community athletes who had passed away before their time. All of the posthumous inductions were given to each family and a eulogy outlining their period of playing sports was presented by our historian, Norm Mayer. Several members of the families and other attendees had

an opportunity to visit the newly created website and review the bios and pictures on some of the current members of the HOK Sports Hall of Fame.

In 2009, some members of the steering committee were in contact with members of the city council and discussed the possibility of establishing the sports hall of fame in the proposed multi-plex rec. complex. Council members were very supportive of our idea and thought that it would be an appropriate time to promote the project.

In March 2010, it was announced that the second ice rink expansion would be going ahead at the Countryside Arena Sports complex. I approached Councillors Callaghan, Barbeau, and Dupuis to meet with our board to explore the possibility of having an area of the new arena dedicated to a Sports Hall of Fame. They were very accommodating and for the next two months we met and discussed options. The Council had approved the estimated budget to build the arena addition; however, the cost for the additional space for a hall of fame could not increase the project budget. Otherwise the hall of fame would not materialize.

On June 09, 2010, Council passed a resolution directing staff to consider options in their current project budget for the Sports Hall of Fame in the planning and design process of the Countryside Arena expansion. As a result of the tender bid, there was capacity to include the 5,000 square feet facility with no additional increase to the project budget.

A steering committee was formed with Councillors Barbeau, Callaghan and Dupuis, working with city staff, architect Louis Belanger and House of Kin members Chris Sheridan, Jim Conrad, Norm Mayer, Harvey Quackenbush, and Jean Grignon.

From those discussions, the staff reviewed the provided cost estimates for completion of interior decor and exhibits. It was noted that a rough in of mechanical (plumbing & electrical) would be provided up to a determined location that was governed by our required layout of washrooms, exhibit areas

and storage. The intent was to not see any additional increase in the projects budget as a result of the additional 5,000 sq. ft. Hall of Fame addition.

In November 2010, we applied for and received incorporation papers for our new foundation known as Greater Sudbury Sports Hall of Fame Foundation. This not for profit foundation will be governed by a board of directors without shared capital and will apply to Revenue Canada for charitable status. Currently, money required to pay bills has been provided by the House of Kin in form of a loan, to be repaid once seed money is received within next six months. A request for an extension to the time schedule must be approved by HOK Board of Directors.

In late December 2010, the HOK Hall of Fame steering committee met and began a process to establish a major fundraising campaign. An RFP was prepared seeking proposals from qualified Marketing and Public Relations firms in Sudbury. There were 3 submissions - and after interviews, review and evaluation of bids, the firm of Petryna Advertising was chosen as the preferred company.

In January 2011, the HOK board met with Petryna Advertising and began the process to develop a communication plan. The need for a Gantt chart was discussed in order to keep project on line. Several meetings were held to begin a process of establishing proper protocol and communication procedures needed to ensure success of the campaign.

In February / March 2011, we met with management staff from Science North to explore the possibility of developing an interpretive plan to outline the visitor experience for an attraction based around a Sports Hall of Fame area. Up until this point, Science North had only focused on projects involving Science Centres and had never worked with a Sports Hall of Fame. We stated that we wanted to work with local professionals with international credentials - and we felt that they had the credentials we were looking for. We requested Science North to provide us with a quote for services required to create our vision. Our initial vision was to have a mixture of static exhibits with 2 or 3 interactive exhibits that both young and old persons could engage.

The process of developing the Interpretive Plan took about 7 months for research, compilation of data and potential exhibit ideas. Several daylong focus sessions were required to ensure active participation from our stakeholders.

While working through the Interpretive Plan process, we began the process to develop a presence within our sports community by developing a new logo and brand for the new foundation. Petryna Advertising also provided suggestions for the design of letterhead, envelopes and business cards.

In August 2011, Science North team leader Andrea Martin presented a document of their perception of what our plans and exhibits should provide. She accepted specific comments in relation to proposed activities. The Steering Committee continued to promote more emphasis on interactive displays which challenged all ages, instead of just young. Our goal was for this facility to become a destination similar to what Science North & Dynamic Earth have become.

In September 2011, the Steering Committee met at Science North with their design team to review the third iteration of the draft plan. The Committee was pleased because most of our ideas had been worked into the planned layout and still provided some flexibility and opportunities for future changes. The idea of having a 35 seat Object Theatre with retractable walls and stacking chairs allowed us flexibility in offering educational programs and curriculum that would be acceptable to elementary and secondary students.

The development of high tech, action packed exhibits would be of interest to all ages. There would be development of areas to experience the ups and downs of great achievements and sometimes failures. The theatre would be a platform like no other exhibit, portraying life's extremes and where emotions of local inductees connect to visitors. It will capture what the human spirit is capable of achieving.

In Oct. 2011, minor changes were made to the draft plan and then followed by presentation and approval of the final plan. We found that the format of the presentation materials very professional, clean and informative.

Translation of text into French was still underway and the Committee decided that we would develop a separate coil bound folder for French presentations.

In January, 2012, we developed presentation materials and presenting the plan to a major employer in Sudbury about the Greater Sudbury Sports Hall of Fame. We shared our portfolio showing the various exhibits and their respective costs. The initial reaction was exciting and very positive as reflected by the comments and questions asked as we proceeded through the presentation materials. They were anticipating a museum type concept with standard static displays and not an interactive experience pleasing people of all ages. The company was interested in the concept, presentation, and selection of themes for exhibits, which merited further discussion. It was mid February when we returned to meet again and presented them with our complete package, which included cost of sponsoring each specific exhibit. We presented them with new sketches and recently developed materials. Upon conclusion of the presentation, we were told that our request must be forwarded to upper management for their review. Present procedures and protocol suggested perhaps it would be towards the end of June before we hear back from them. A new vice-president with a new management team coming on board meant that an additional time frame was needed to properly familiarize them with their workload.

We met with a small high tech robotics firm stationed in Sudbury. They reviewed the proposed layout of the exhibit hall and expressed an interest in the development of our animatronics sculpture consisting of robotics, hydraulics, sports equipment forming the skeleton of this action packed greeter to the area.

The opportunity for them to get in on the ground floor of the campaign was offered and was considered before the owners committed to sponsoring this exhibit. The unit will be ready for the opening of the Hall of Fame. The scientists, engineers and other staff at this business were extremely excited about this opportunity to be involved in our project.

We are aware of other fundraising campaigns underway, which will target the same companies. We acknowledged that several companies were in a similar situation but really were interested in our project so I believe we have potential supporters who will work hard to become a major supporter. Only time will tell.

Since mid March 2012, we have met with several business owners and three levels of government and shared with them the project. Many expressed a desire to bring our project forward for more consideration and review. We have developed a list of local businesses to approach within the next three months and have begun the process of applying to Federal and Provincial ministries for funding for next year. Our finance committee is busy putting final touches to our business plan that will be required when applying for public funding.

We have written letters to twelve key high profile community and national leaders seeking their assistance to sit on our Capital Campaign Cabinet. We have heard back from a few and are awaiting the response of the balance of candidates. We have had discussions with Mike Foligno and several NHL players about our Hall of Fame alumni and what their role can be now and in the future.

We have approached a few retired school educators to help us develop a special school program and implement an interactive experience based on the Ontario curriculum for elementary and secondary school students. This will provide an opportunity for students to enhance their knowledge of and appreciation for the rich sport history of the City of Greater Sudbury.

We are currently sourcing and preparing a list of Foundations and Government agencies that could be approached for funding.