

# Delegation Request

This request and any written submissions or background information for consideration by either Council or Committees of Council is being submitted to Legislative Services.

**Council or Committee \***

General Committee

**Council or Committee Meeting Date \* ?**

2023-01-17



**Subject \***

Development of new all weather field at Sheppard's Bush- Collaboration

**Full Name of Spokesperson and Name of Group or Person(s) being Represented (if applicable) \***

Steve Hall, John Reich -Aurora Barbarians Rugby Football Club

**Brief Summary of Issue or Purpose of Delegation \***

The construction of a second all-weather turf field with flood lights within the Sheppard's Bush property suitable for high-level rugby (5th generation turf) marked for rugby and other activities as deemed useful by Parks & Rec. This would be augmented with limited bleacher seating and the erection of a (modular) building that would replace the existing washrooms and storage structure and add change rooms and showers for both the club and other permit holders.

Our financial commitment to the development would be substantial including all costs associated with the building and bleacher seating

**Have you been in contact with a Town staff or Council member regarding your matter of interest? \***



Yes



No

**Full name of the Town staff or Council member with whom you spoke**

Robin McDougall, John Firman

**Date you spoke with Town staff or a Council member**

2022-7-27





# Aurora Barbarians Rugby Football Club

## Field and Facility Partnership Proposal

Presented to:

Aurora Town Council

January 17, 2023



## ***Aurora Barbarians Rugby Football Club (“ABRFC”)***



*Barbarians rugby has been a part of the Aurora sport community for over 20 years - over 5,000 enrollments in that time.*

*We are the “Big Tent Sport” open to all ages and genders and the ABRFC is one of the largest and most diverse rugby organizations in Canada*

*Our game is featured for men and women in both the Olympic and Paralympic Games.*

*We have won Provincial championships in every age-grade and gender category.*

*We are Proud to call Aurora home and will always strive to build our club from within town boundaries while welcoming any participant looking for a healthy, inclusive environment to learn, enjoy and excel at, the great sport of rugby.*

*We have a warm relationship with the Town of Aurora’s Parks & Recreation Department.*

*Rugby Ontario and the Barbarians have been members and shareholders at Fletcher’s Fields We support a Rugby Ontario initiative to decentralize rugby and encourage regional growth. In 2021 a decision was taken by the shareholders of Fletcher’s Fields to accept an offer for the facility.*

*This provides a unique opportunity to return to our constituency and invest in Aurora.*

*We are committed to establishing a larger presence in Aurora, expanding our house leagues, enjoining new participants in rugby activities.*

*This proposal supports recommendations from the 2016 Parks and Recreation Master Plan.*



## ***ABRFC Partnership proposal initial thoughts***

*Construction of a 2nd all-weather turf field with flood lights within the Sheppard's Bush property suitable for high-level rugby (5th generation turf)*

*The new field will be marked for rugby and other activities as deemed useful by Parks & Rec.*

*Erection of a (modular) "green" building that would replace the existing washrooms and storage structure at SB*

*Add male and female changerooms*

*A public meeting space and a private area to showcase the history of the rugby club and be an administration office for the Barbarians*

*Financial commitment would be substantial including:*

- all costs associated with the replacement building.*
- capital contribution to field development commensurate with ABRFC's share of seasonal use [TBD].*

*Return our current field allocations to the Town's inventory and replace them with access to the adjacent turf field and grass areas at Sheppard's Bush - subject to the Town's permit policies.*

*Our use of the fields, including the new turf, is subject to payment of standard permitting fees.*

*Care and cleaning of the new building would be shared as determined by Parks & Rec.*

### ***Promote sport tourism using rugby festivals as an attraction.***

*The Barbarians have previously sponsored rugby festivals at Fletcher's Fields that attracted upwards of 2,000 participants over a weekend.*

*Arrangement with the Town would extend for multiple years.*

## ***Proposed Memorandum of Understanding***



ABRFC is proposing a partnership with Town of Aurora and to enter into a Memorandum of Understanding/Agreement based on the following:

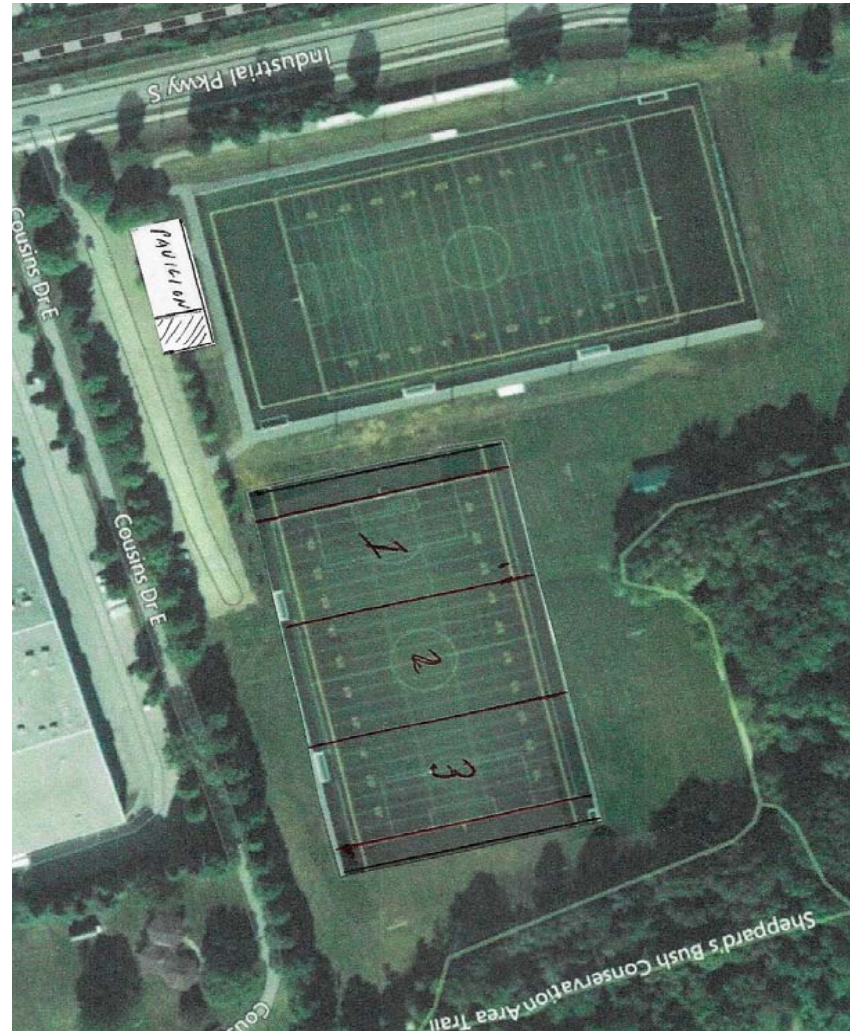
1. Provide a donation for construction of a second all-weather turf field with flood lights within the Sheppard's Bush Property.
2. Donation amount relative to projected ABRFC use – up to \$1,000,000.
3. Cover costs of modular “green” building to provide change rooms, new washroom facilities and meeting space open year-round. Currently budgeted at \$750,000.
4. ABRFC would be provided priority access to the new field based on an agreed schedule with Parks & Rec and access to other fields at Sheppard's Bush as per the regular permitting process and schedule provided.
5. ABRFC would continue to pay for all field use as per the Town's current fee schedule.
6. Maintenance of the turf facility would be provided by the Town. ABRFC would provide any specific rugby equipment required and maintain and furnish its reserved areas. The field and non-reserved areas of the building would be shared and made available to other permit holders.
7. The agreement would establish a long-term relationship with an extended term and annual operating reviews. Termination of the field usage agreement would require an acceptable notice period and compensation to ABRFC.



*Existing view  
of Sheppard's  
Bush*



*View of proposed new Field and Pavilion*



## *Conceptual view of the facility*



contemplates solar panels and green roof



## ***Supporting Town planning***



This proposal would support the following recommendations from the 2016 Parks and Recreation Master Plan.

- #2 “Existing municipal facilities should be evaluated for ways to improve comfort and facilitate opportunities for informal interactions and socialization to take place.. among all residents”
- #11 “Multi purpose program rooms...should be evaluated for improvement to increase their appeal and flexibility that expands usage.”
- #17 “Establish a sports field complex containing a minimum of three lit full-size rectangular fields and supported by appropriate facilities oriented to further the player and/or spectator experience. One of these fields should be designed as a ‘multi-use’ field capable of accommodating field sports beyond soccer.”
- #18” Construct one outdoor artificial turf field at Stewart Burnett Park, as per current municipal plans, to service a broad range of field sports while providing the Town with flexibility to accommodate future needs. Any additional artificial turf fields beyond this one should be subject to confirmation through municipal business planning exercises as per current practice.”
- #19 “Continue to work with ... suitable partners to provide rectangular sports fields on non-municipal lands. Any adjustment to the supply of non-municipal fields should be considered and appropriately reconciled by the Town of Aurora using existing and/or future parks, and potentially through field capacity improvements such as lighting and/or artificial turf”

The proposal would also help address stakeholder feedback from the current Master Plan development meetings and Town Objectives

- Provide more multi sport field facilities to accommodate the growing and varied sport group activities.
- Increase availability of washrooms and changerooms at the field locations to accommodate the growth in female and youth sport groups
- Promote sport tourism with the ability to host major provincial and national tournaments at a multi field location.
- Promote use of public transit and access to Town establishments with the St Max and Sheppard bush locations and GO train access.





# Aurora Barbarians Rugby Football Club

## Field and Facility Partnership Proposal

Presented to:

Robin McDougall, Director, Community Services ,  
John Firman, Manager of Business Support,  
Community Services



## ABRFC Partnership proposal



*The Barbarians rugby club has been a part of the Aurora sport community for over 20 years. During that time, we have served countless families and enrolled over 5,000 members. The club has established itself as one of the largest and most diverse rugby organizations in Canada offering programs to boys and girls and men and women from ages 6 to 66 in junior, senior and masters competitions. We offer both elite and house programs and have won acclaim winning Provincial championships in every age-grade and gender category. We are proud to call Aurora home and will always strive to build our club from within town boundaries while welcoming any participant looking for a healthy, inclusive environment to learn, enjoy and excel at, the great sport of rugby.*

*We have enjoyed a warm relationship with the Town of Aurora's field permitting authority – now Parks and Recreation – and benefitted from field allocations made to the club for practice and training grounds, initially at Dr. G.W. Williams HS and progressing through Sheppard's Bush, St. Maximilian Kolbe, Ecole Renaissance and one-off uses of various ball diamonds and soccer fields equipped with lights. As our programs have grown, we have maxed out on space and the Town's permitting team has done all in its power to enhance our capacity. We are truly grateful.*

*While thriving on this relationship for practice facilities, The Barbarians have also been members and shareholders at Fletcher's Fields, a six-field facility located near Woodbine and 19th Avenue. This affiliation has eased the pressure for finding suitable field space to accommodate as many as fifteen league fixtures (home games) typically on Saturdays and Sundays and at times occupying field space from 9:00AM to 6:00PM.*

*In the post covid world and the changing demographic of rugby culture, a decision was taken by a majority of the shareholders of Fletcher's Fields to sell the facility and pay out a pro-rata share to all stakeholders, giving each the opportunity to return to their constituency and regenerate local interest. The Aurora Barbarians are committed to establishing a larger presence in our community, expanding our house leagues, enjoining new participants in rugby activities that can be either contact or non-contact and suitable for persons of all abilities. We are the "Big Tent Sport" and honored to see our game featured for men and women in both the Olympic and Paralympic Games.*

*Our opportunity is to engage with the Town of Aurora Parks & Recreation Department to invest funds from the Barbarians' share of the sale proceeds into the development of sport fields that will enhance the inventory for the Town and serve the club's growing needs for practices - and games. We also envision a meeting place that can be shared with the community and serve as a "clubhouse" for the Barbarians. This will include adding badly needed changerooms and washrooms to the town's multisport rectangular fields.*

*This type of arrangement has been successful in other communities in the GTHA including the Beaches, Oakville, Markham, Brampton and Burlington where the rugby clubs and the municipality promote rugby and other field activities as a way to a healthier, inclusive community.*

“

## ***ABRFC Partnership proposal***



*Our initial thoughts contemplate the construction of a second all-weather turf field with flood lights within the Sheppard's Bush property suitable for high-level rugby (5th generation turf) marked for rugby and other activities as deemed useful by Parks & Rec. This would be augmented with limited bleacher seating and the erection of a (modular) building that would replace the existing washrooms and storage structure and add changerooms and showers for both the club and other permit holders. A meeting space available to the Town for permitting and a private area to showcase the history of the rugby club and be an administration office for the Barbarians would also be situated in the replacement building.*

*Our financial commitment to the development would be substantial including all costs associated with the building and bleacher seating. Depending on the ultimate budget for the field and lights we would offer a capital contribution relative to our share of seasonal use TBD. We would also need access to the adjacent turf field and grass fields at Sheppard's Bush to facilitate the expanded house league activities. We would return our current field allocations at St. Max and Renaissance to the Town's inventory. All club use of the fields, including the new turf, would of course be subject to payment of standard permitting fees. Care and cleaning of the new building would be shared as determined by Parks and Rec.*

*Our further aspiration is to see this revitalized facility used to promote sport tourism within the Town using rugby festivals as an attraction that brings participants and their families to the Aurora community and bolster the local economy. The Barbarians have previously sponsored rugby festivals at Fletcher's Fields that attracted upwards of 2,000 participants over a weekend.*

*We would hope for an arrangement with the Town that would extend for years to come with opportunities to renew. Should the Town need to terminate the partnership, compensation to the club would be offered.*

*"*

## *Proposed Memorandum of Understanding*



ABRFC is proposing a partnership with Town of Aurora and to enter into a Memorandum of Understanding/Agreement based on the following:

1. Provide a donation from its endowment fund to the Town ( as a qualified donee) for the purpose of constructing a second all-weather turf field with flood lights within the Sheppard's Bush property. The field would be suitable for high-level rugby (5th generation turf) marked for rugby (IRB) and other activities as deemed useful by Parks & Rec. The amount of this donation would be based on the estimated new usage requirements being provided. **The initial donation would be commensurate with our share of the field use, and we are currently estimating this at \$660,000.**
2. Provide a donation from its endowment fund to cover the costs of the construction of a (modular) building, that would replace the existing washrooms and storage structure and add changerooms and showers for both the club and other permit holders. The building would include 6 Player Changing rooms and increased washroom capacity. The building would also include a 2<sup>nd</sup> floor public gathering space available to the Town for permitting and a private area and administration office for ABRFC. A Roof top deck could also be added. **The estimated cost of this construction would be funded from a donation of \$750,000.**
3. ABRFC would be provided priority access to the new field based on an agreed schedule with Parks & Rec and occasional access to the 3 other fields at Sheppard's Bush as per the regular permitting process and schedule provided.
4. ABRFC would continue to pay for all field use as per the Towns most current fee schedule to have access to the fields and facility from April to October.
5. Maintenance of the fields and facilities would be provided by the Town. ABRFC would provide any specific rugby equipment required and maintain and furnish its reserved areas. The field and building would be shared and suitable for other permit holder activities.
6. The agreement would establish a long-term relationship with rolling 10-year terms and annual operating reviews. Termination of the field usage agreement would require an acceptable notice period and compensation to ABRFC, including for the modular structure costs (or allowing a relocation of the modular structure).

## ***Supporting Town planning***



This proposal would support the following recommendations from the 2016 Parks and Recreation Master Plan.

- #2 “Existing municipal facilities should be evaluated for ways to improve comfort and facilitate opportunities for informal interactions and socialization to take place.. among all residents”
- #11 “Multi purpose program rooms...should be evaluated for improvement to increase their appeal and flexibility that expands usage.”
- #17 “Establish a sports field complex containing a minimum of three lit full-size rectangular fields and supported by appropriate facilities oriented to further the player and/or spectator experience. One of these fields should be designed as a ‘multi-use’ field capable of accommodating field sports beyond soccer.”
- #18” Construct one outdoor artificial turf field at Stewart Burnett Park, as per current municipal plans, to service a broad range of field sports while providing the Town with flexibility to accommodate future needs. Any additional artificial turf fields beyond this one should be subject to confirmation through municipal business planning exercises as per current practice.”
- #19 “Continue to work with ... suitable partners to provide rectangular sports fields on non-municipal lands. Any adjustment to the supply of non-municipal fields should be considered and appropriately reconciled by the Town of Aurora using existing and/or future parks, and potentially through field capacity improvements such as lighting and/or artificial turf”

The proposal would also help address stakeholder feedback from the current Master Plan development meetings and Town Objectives

- Provide more multi sport field facilities to accommodate the growing and varied sport group activities.
- Increase availability of washrooms and changerooms at the field locations to accommodate the growth in female and youth sport groups
- Promote sport tourism with the ability to host major provincial and national tournaments at a multi field location.
- Promote use of public transit and access to Town establishments with the Sheppard’s Bush location and GO train access.



## *Increased field availability for Town (ABRFC proposed usage schedule)*



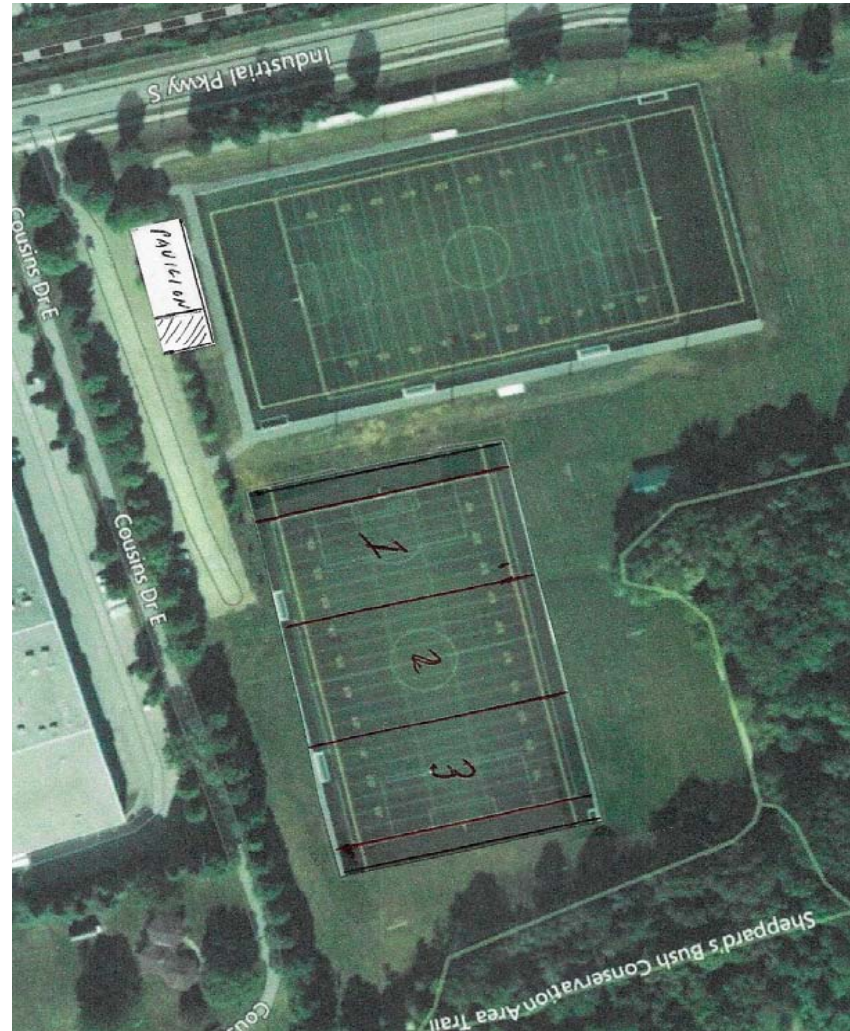
Monthly						april	may	june	july	aug		oct	total per field
Current permits	w/o		# of fields	prime hrs per field	applied field hrs	mthly	mthly	mthly	mthly	mthly	mthly	2	
ST max turf	tues 6-10	seniors	1			16	20	16	20	16	16	4	108
	Thurs 6-10	seniors	1			16	20	16	20	16	16	4	108
grass	tues 6-730	junior	1				3	6	7.5	6	1.5		24
	thurs 6-730		1				3	6	7.5	6	1.5		24
renaissance	tues 6-830	sr women	1				5	10	12.5	10	2.5		40
	wed 6-830		1				5	10	12.5	10	2.5		40
	thurs 6-830		1				5	10	12.5	10	2.5		40
	sat 9-12	mixed	1				6	12	15	12	3		48
	sun 9-12	mixed	1				6	12	15	12	3		48
total HRs by week						32	73	98	122.5	98	48.5	8	480
New usage planned													
turf	mon 6-8	junior	1				4	8	10	8	2		32
	wed 6-8		1				4	8	10	8	2		32
	sat 2-6	games sr men	1				12	8	8	8	16		52
	sat 10-2	games sr women	1				8	8	12	11			39
FESTIVAL (4) 4 fields	Saturday	9 AM - 5 PM	4					32		64			96
	Sunday	9 AM - 3 PM	4					24		48			72
2 Tournaments 4 fields	Saturday	9 AM - 5 PM	4					32					32
	Sunday	9 AM - 3 PM	4					24					24
new total HRs by week							28	144	152	147	20		491
total ABRFC usage						32	101	242	274.5	245	68.5	8	971
Available prime time hrs	mon 4-10		1	6	6								
	tue 4-10		3	6	18								
	wed 4-10		2	6	12								
	thurs 4-10		3	6	18								
	Fri 4-10			6	0								
	sat 8-10		4	14	56								
	sun 8-10		4	14	56								
total Prime hrs available					166	664	830	664	830	664	664	166	4482
total ABRFC usage %						5%	12%	36%	33%	37%	10%	5%	22%

- New field would provide an est. 58 prime hrs of availability per week.
- ABRFC would be requesting an additional 15 prime hrs a week to their current 17 hrs of use.
- This would provide the town with an additional 43 hrs availability to permit

## *Arial view of proposed new Field and Pavilion*



Existing view



*Perspective view of concept facility*



## Draft facility layout schematic



Industrial Parkway		Exiting Turf Field									
		Lower Level									
		10'	10'	10'	10'	10'	10'	10'			
		5"		corridor		/ /		shower area			
		5"	\	\	\	Women's WR	Visitor		Premier		
		5"	change room	change room	change room		Men's 3	Men's 2	Men's 1		
		5"	Women's 1	Women's 2	Women's 3		change room	change room	change room		
		5"	Premier		Visitor	Men's WR	/	/	/		
		5"		shower area		\ \		corridor			
		Upper Level									
		Stairs									
		5"				20x30		20x30			
		5"				Public Room		OPEN DECK			
		5"		30x30							
		5"		Club Space		Men's WR	Women's WR				
		5"									
			10'	10'	10'	10'	10'				



## Rugby facility examples





## Rugby facility examples



## ***Appendices***



**ABRFC corporate status**

**ABRFC Executive**

**History**

**About us**

**Recent accomplishments**

**Rugby demographics**

**Fletchers' fields news release**

## ***Appendices***



**Aurora Barbarians was incorporated under the Corporations Act by Letters Patent as a corporation without share capital on January 29, 2003, following the Toronto Barbarians and the Aurora Rugby Football Club amalgamating. The Letters Patent state that the corporation “shall be carried on without the purpose of gain for its members, and any profits or other accretions to the corporation shall be used in promoting its objects.”**

### **ABRFC Executive**

**Co-Presidents- Steve Hall, Khalil Ajram**

**VP/ Register/ COVID Director - Connor Libby**

**Treasurer- Khalil Ajram**

**Secretary/ COVID Officer- Gianluca Perfetti**

**Director of Junior programs/Community- Keith Scott**

**Medical/ Safety Director - Dr. Karen Chrobak**

**Director at Large- Neil MacDougall**

**Past-President/Planning Committee Chair- John Reich**



# History



The Aurora Barbarians RFC (Barbs) are celebrating their 70th anniversary. The Club began as two separate rugby clubs: The Toronto Barbarians and the Aurora Rugby Club. The club officially became the Aurora Barbarians in 2002 when the two clubs successfully merged.

The Aurora Barbarians philosophy is "A Club for All" and have focused on developing and leading Junior, Minor and Women's programs to consistently rank among the largest membership clubs in Canada.

The Aurora Rugby Club was constituted in 1998, developing from the original Aurora Yorks which were formed in 1961 by John T. P. Brown, a member of the Ontario Rugby Hall of Fame and a past president of the Ontario Rugby Union.

In 1949 rugby was resurrected in post-war Ontario by a group of British expatriates who banded together to form the Wanderers RFC. The following year, the group launched an intensive recruiting drive for players and drawing together a total of 80 would-be participants, set up three additional teams based in Toronto including the Barbarians.

The club led the development of junior rugby in the 70s and purchased a share of Fletcher's Fields during this time. The club were at the forefront of the re-development of Fletcher's Fields in the early 90's, which led to the construction of a stadium which brought international rugby matches to the GTA.

On the pitch, the club fielded a number of strong championship Senior Men's and Youth teams in the 50's, 60's, 70's and 80's. After the merger in 2002, the Aurora Barbarians enjoyed a string of success at the Senior Men's level. The club captured five straight league championships, three McCormick Club Championships and made a total of seven McCormick Cup appearances from 2006-2013.

The Senior Women were a similar dominant group with three OWL championships from 2012 to 2016. The club has also seen success from their U-18 Boys and Girls program having won numerous Provincial Championships.

The Barbs have a strong old boy's network of "Black Sheep" supporters. There were notable tours in the 60s and 70's to USA and Caribbean destinations; in the 80's to Vancouver, California and Chicago; in the 90s and 2000's to Las Vegas and NY.





# About Us



The Aurora Barbarians Rugby Football Club (ABRFC) is the largest York region-based Rugby Club running programs for ages 6 to 66. We are proud members of Rugby Canada and Rugby Ontario.

The Barbarians connect athletes from York Region, South Simcoe and North Toronto to run 15 different teams. Our teams compete across Ontario from May to October and travel annually to National and International tournaments.

We are committed to developing and promoting healthy and active lifestyles. Our members attend over 25 local schools, 10 universities and 6 colleges across Ontario and Canada.

ABRFC has over 350 members registered annually and an alumni base in the thousands. We consistently rank among the Top club membership levels in Ontario, and Canada. We currently have 1000's of followers on our social media platforms.

In 2021, the Barbarians celebrated our 70<sup>th</sup> Anniversary. Our goals are to keep growing the game of rugby in Aurora/York region while keeping the sport accessible and affordable to all potential members.

ABRFC were pioneers in developing Youth and Women's programs and are now launching a Mixed abilities program in conjunction with Rugby Ontario and the Town of Aurora.

Our notable Alumni have captained Canadian National, Provincial and Professional teams and held leadership positions throughout the National and Provincial rugby communities.





# About Us



The Aurora Barbarians Rugby Football Club was established in 2002, after a very successful merger of two strong clubs, Aurora RFC and the Toronto Barbarians RFC. We are a community-based club centered in Aurora, Ontario.

We practice at St. Maximilian Kolbe CHS and play our home games at Fletcher's Fields. The Club supports: 2 Senior Men's teams 2 Senior Women's teams Girls' Junior teams at the U18, U16, U14 age groups Boys' Junior teams at the 2 xU18, 2 xU16 and U14 age groups Co-ed teams at the U12 (modified contact), U10/U8 (flag) age groups.

The Aurora Barbarians program focuses on fun and teamwork, all while working on fundamental movement skills and rugby specific skills. We accept new players at all age groups and encourage all players to remain with the club as they get older.

In rugby, no matter the age, rarely can one player take over or control a game. Rugby is a true team sport, that needs everyone's participation, dedication, and teamwork in order to succeed as a team.

Each age group will work on age-appropriate skills, with the younger groups focused on fundamental movement skills, such as running and catching and passing. As you get older the focus becomes more on rugby specific skills, such as scrumming and rucking. No matter the team, teamwork will always be a big part of the program.

## Recent Accomplishments



### Rugby Ontario Cups

Ontario Women's League 15's Cup Champions 2016  
Ontario Women's League 15's Cup Champions 2015  
Ontario Women's League 7's Cup Champions 2015  
U-18 Girls Club Championship 2015  
U-18 Boys Club Championship 2013  
Ontario Women's League 15's Cup Champions 2012  
McCormick Cup Champions 2010  
McCormick Cup Champions 2009  
McCormick Cup Champions 2007  
Ontario Men's Under-18 championship 2002

### Rugby Ontario Leagues

Provincial Club Champions 2016 (Womens 1st XV)  
Provincial Club Champions 2013 (Womens 1st XV)  
Provincial Club Champions 2012 (Womens 1st XV)  
Provincial Club Champions 2010 (Mens 1st XV)  
Provincial Club Champions 2009 (Mens 1st XV)  
Provincial Club Champions 2008 (Mens 1st XV)  
Provincial Club Champions 2007 (Mens 1st XV)  
Provincial Club Champions 2006 (Mens 1st XV)

### Toronto Rugby Union

U-18 Boys 7's Club Champions 2015  
U-18 Girls Club Champions 2015  
U-16 Girls Sevens Champions 2014  
U-18 Boys Club Champions 2013  
U-18 Girls Club Champions 2011  
U-18 Boys Club Champions 2005

### Notable Alumni

Chloe Daniels  
Oliver Atkinson  
Natalie Bendavid  
Tyson Beukeboom  
Paul Ciulini  
Marco Di Girolamo  
Mackenzie Higgs  
Lori Josephson  
Jack McRogers  
Jacey Murphy  
David Nielson  
Steve Shortly  
Nolan Ott  
Nadia Popov  
Andrew Quattrin  
Ian MacMillan  
John Hutchison





## Rugby Demographics



- There were 12,000 registered players in Ontario in 2019
- This included 6,800 Junior and Minor players
- Made up of 4,100 Boys and 2,600 Girls
- 69 member clubs in Ontario
- There are 26 provincial age grade teams (u15 to Sr men & women)
- 25,000+ High School Rugby players across Ontario
- 116,000+ youngsters introduced to Rugby since 2019 through Rookie Rugby
- Over 86,000 reached in GTA and York region through Ontario Youth Outreach programs
- Rookie rugby was offered by 24 clubs and over 659 events
- Flag Rugby and Growing the Game workshops are supported by the Ontario Ministry

## Rugby Festivals, Sports Tourism

- There were 24 Minor festivals run in 2018 in Ontario
- In 2018 over 73 teams (U7,9,11) participated in festival at Fletchers fields.
- ABRFC would partner with the Town of Aurora to run up to 4 major festivals across different age groups
- We would anticipate over 2000 youth and family members to attend from across Ontario providing great exposure to Aurora and the local facilities.
- York region and OFSAA also run annual tournaments that have been hosted by Fletcher fields and we would see these as being able to be hosted.
- Rugby Ontario and Rugby Canada run age grade tournaments that would also be available to be hosted
- Aurora Barbarians have provided 3 current Toronto Arrows players. We hosted a joint practice in 2021 and anticipate repeating and growing this cooperation in Aurora.





## Rugby Fan Profiles

- 17% of Canadians are Rugby fans
- 47% are 18 to 34 years old
- 30% growth in Rugby in Canada since 2010
- 55% of fans are considered affluent (> \$100k)
- 33% are female
- Source Rugby Ontario



## Rugby Fan Brand Loyalty

- 86% of rugby fans are 2x times more attractive to sponsors than other sports fans due to their sponsorship behavioral responses and loyalty.
- Rugby fans are 97% more willing to try new products
- Rugby fans are 76% more likely to purchase a partner company's products or services than the general population or other sports fans.
- Rugby fans are 22% more loyal than the general population
- Data based on USA rugby fans source: Neilson/major league rugby





## ***“Sale of Fletcher’s Fields comes with historic boost to Canadian Rugby Foundation”***



*“The money, which is going to the non-profit Canadian Rugby Foundation, comes from the \$21.5-million sale of the eight-hectare Fletcher’s Fields rugby facility in Markham, north of Toronto, to the City of Markham.*

*Established in 1966, Fletcher’s Fields features six rugby fields and has hosted Canada test matches against Argentina, England, Ireland, Japan, the U.S. and Wales as well as numerous Ontario championships. It is named after the late Denis Fletcher, a rugby enthusiast who helped grow the game in Ontario.*

*Fletcher’s Fields Limited, which owned the facility, is comprised of six equal shareholders: Aurora Barbarians Rugby Football Club, Markham Irish Canadian Rugby Club, Rugby Ontario, Nomads Rugby Football Club of Toronto, Toronto Saracens Rugby Football Club and Toronto Scottish Rugby Football Club.*

*The \$11.65-million donation will translate into six endowment funds, representing each of those shareholders. The remainder of the sale proceeds is being held back as the clubs determine their future venue and capital plans.*

*The Foundation will administer the endowment funds, retaining some of the proceeds with the bulk of that revenue going back to the original shareholders.*

*Fletcher’s Fields will continue hosting rugby and other sport competitions until October 2024 with shareholder clubs hoping to have new localized facilities ready for the 2025 season.”*

By Neil Davidson, The Canadian Press

