



PRESS RELEASE

Bathurst and Acadie-Bathurst Titan sign agreement, keeping team in the Chaleur Region

Bathurst, Tuesday November 16, 2021 – The City of Bathurst and the Acadie-Bathurst Titan have signed an agreement to keep the team well in place in the Chaleur. The announcement was made during a press conference held at the K.C. Irving Regional Centre.

"The City of Bathurst has been a proud partner of the Acadie-Bathurst Titan since 1998. It is a unique privilege to have our community and region identified as a Canadian Hockey League franchise location, this among 52 Canadian cities and 8 American cities. Thanks to the Titan, Bathurst and the Chaleur region are well represented on the national and international scale. And, with the positive economic and tourism spinoffs, it is important for the team to stay right here," said Mayor Kim Chamberlain.

The initial one-year agreement will have the City offer a two-part financial grant to the Titan, including an amount of \$75 000 grant, from monies raised through the City's Accommodation Levy. This grant would also be included in the ensuing five-year agreement. A \$100,000 grant from the City's General Operating Fund will also be offered, \$50,000 from the 2021 budget and \$50,000 from the 2022 budget. The City will also purchase a Corporate Box that will be used for tourism promotional activities.

"Due to the urgency of the matter, we worked intensely to secure the initial agreement. With that said, we will now initiate discussions with the Team and our municipal partners to secure a long-term agreement. It is important to note the positive economic impacts of the Titan's presence is not just felt here in Bathurst, but throughout the region. Therefore, the dialogue with our municipal partners is also important," said Chamberlain.

"The Acadie-Bathurst Titan are extremely proud and thankful of this new venture with the City of Bathurst and the positive impact it will continue to have for our economy and the community. We applaud the city for recognizing the Titan are more than a hockey team. Our players are role models for youth in our communities and their talent on the ice provides a platform for friends and families to gather and celebrate together. We're proud of the city's commitment to a promising future for our regional team," said Serge Thériault, Board Chair for the Acadie-Bathurst Titan.

« We are very enthusiastic at the news of the agreement signing between the City of Bathurst and the Acadie-Bathurst Titan, allowing the franchise to remain in the Chaleur Region," Said QMJHL Commissioner Gilles Courteau. "One of the objectives of the QMJHL is to be an economic and social engine for entrepreneurs and citizens in cities where our franchises are established. The arrival of the Titan in 1998 was definitely a positive factor for the City of Bathurst and surrounding communities, and we are happy to see that continue. It is also a testament of success when a team that is situated in a municipality of less than 15 000 residents is able to go head-on with the other 59 teams in the Canadian Hockey League to win the cherished Memorial Cup, making the City of Bathurst shine from coast to coast", concluded Commissioner Courteau.

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Agreement Summary

- Two-part financial grant to the Titan from the City:
 - A \$75 000 grant, from monies raised through the City's Accommodation Levy. This grant would also be included in the five-year agreement.
 - A \$100 000 grant from the City's General Operating Fund, \$50 000 from the 2021 budget and \$50 000 from the 2022 budget.

The City will look for revenue options to mitigate this expense in the formulation of the five-year agreement.

- The City of Bathurst will purchase a Corporate Box, this to activate tourism promotions.
- The City of Bathurst will receive a portion of game ticket revenues when more than 2100 people are in attendance.
- The City will collaborate with the Titan to identify additional revenue sources through advertising.
- The City offers the Titan access to a physical space for a classroom, this for the educational mandate of the team.
- The City offers an extra physical space to the Titan for storage purposes.
- Discussions initiated immediately to secure long-term agreement.

Sommaire de l'entente

- Octroi de la Ville en deux parties au Titan:
 - Un octroi de 75 000\$, ceci des argents recueillis de la Taxe sur l'hébergement touristique. Cet octroi ferait aussi parti de l'entente de cinq ans.
 - Un octroi de 100 000\$ du Fonds général opérationnel de la Ville, soit 50 000\$ du budget 2021 et 50 000\$ du budget 2022.

La Ville identifiera des options de revenus pour mitiger ces coûts dans la formulation de l'entente de cinq ans.

- La Ville de Bathurst fera l'achat d'une loge corporative, ceci pour la mise en place de promotions touristiques.
- La Ville de Bathurst recevra une portion des revenus des billets pour les matchs où plus de 2100 personnes sont en assistance.
- La Ville collaborera avec le Titan afin d'identifier des sources additionnelles de revenus publicitaires.
- La Ville offre un accès au Titan à un espace pour salle de classe, ceci dans le volet éducationnel de l'équipe.
- La Ville offre un espace physique supplémentaire au Titan pour fins de remise.
- Discussions initiées immédiatement afin de sécuriser une entente à long terme.