



File #: IR-25-014, **Version:** 1

TAMRMS#: B05

INFORMATION REQUEST (IR) - Hosting Oilers Watch Parties

Requested by: Mayor Heron

Date of Request: May 20, 2025

Date Response Due: June 20, 2025

Confidential Response: No

QUESTION

I would like to propose that if the Oilers make it to the final round, the city hosts watch parties for the games. I am thinking of an outdoor event either in Lions/Millennium Park (if our regulations allow for drinking) or in Kingswood Park. What would be the cost to rent a screen and speakers? Is there an issue with broadcasting rights?

RESPONSE

As the Edmonton Oilers advance toward the NHL Stanley Cup Final, Administration has explored the feasibility of hosting community watch parties to celebrate and support the team. After evaluating potential venues, programming options, and logistical considerations, the following plan is proposed:

Proposed Location: Servus Credit Union Place Parking Lot

This site is the preferred option due to:

- **Logistics:** Lions/Millennium Park is booked for other events, and Kingswood Park has limited parking and unpredictable use of the disc golf course.
- **Consistency:** Hosting all events at a single location allows for efficient setup and continuity throughout the series.

Event Program: Family-Friendly Community Gathering

The watch parties will be designed to foster a safe, inclusive, and festive atmosphere:

- **Seating:** Attendees will be encouraged to bring their own chairs or blankets. No seating will be provided.
- **Food & Beverage:** A variety of food trucks will be invited. Alcohol will not be sold on site.
- **Safety:** Security personnel and first aid services will be present at each event.
- **Atmosphere:** The event will be promoted as a family-friendly celebration of community spirit and team pride.

Viewing Experience: Large Daylight-Compatible Screen

A high-quality, daylight-visible screen will be secured to ensure optimal viewing during both day and

evening games. The screen provider will also:

- Secure reliable streaming services and internet connectivity for each game.
- Ensure the screen size accommodates large crowds (around 2,500) comfortably.

Estimated Costs & Funding

- **Cost per Event:** Approximately \$10,000
- **Maximum Total (7 Games):** Up to \$70,000
- **Budget Status:** Due to the one-time nature of the event, should it proceed, Administration would recommend the Stabilization Reserve as a funding source through Council approval.

To proceed with the Oilers Watch Party Series during the 2025 NHL Stanley Cup Final, Council approval of the proposed approach and associated funding is required. Administration recommends introducing a Notice of Motion as the best mechanism to secure this approval. Considering the timing constraints imposed by both the playoff schedule and the Notice of Motion process, obtaining consent via special resolution to waive the standard notice period for the Notice of Motion, along with convening a special Council meeting, may be the best option to advance the matter, subject to Council's discretion.

Report Date: May 22, 2025

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