

Tillsonburg Thunder

Senior AA Hockey



To the Honorable Stephen Molnar, Mayor of Tillsonburg;

The Tillsonburg Thunder Senior Hockey Club have been representing Tillsonburg across South Western Ontario since 2008 and in our 11th year of operation. Our Team focuses on local Tillsonburg boys that come back to Town to represent and play competitive hockey. The fan base supports the Team to a significant degree, usually it depends on if we are winning.

There has been some significant changes in the Team. A major change was becoming a not for profit organization several years back. As President, I quickly realized that there is no profit in hockey. My goal is to build the Team to break even. To give you a very brief idea on the finances, in our Championship year, the Thunder lost \$2,000.00. In a very poor year, the loss was a little over \$27,000. I have personally maintained the Club. It has been difficult at times.

With the thought of increasing revenues, the Thunder took over the Tillsonburg Ribfest several years ago. The first Ribfest, not run by the Thunder, was a disaster. It was not advertised and the Ribbers were not coming back. I resold Tillsonburg to the Ribbers and convinced them to come back. They did and it is profitable for them.

Unfortunately, it is not profitable for the Thunder. I have attached a summary of the last 2 years. In 2018 we made \$125.98 for 6 months of work.

The Tillsonburg Ribfest has become a Town event on the scope of TurtleFest or the Fair. We would like to see it continue as an event for the people of Tillsonburg. With this in mind, after suggestions from Town people and the Ribbers, we are moving the Ribfest to the weekend of September 27 – 29, 2019. Many people in Tillsonburg are away for the summer. It is also very hot in July. September offers more favorable weather and it is before the snow birds leave for the winter.

There are two ways to make it profitable. Decrease costs and increase revenues.

There are fantastic suggestions on how to increase revenues. We must solicit more corporate sponsorship. That is in the plans and we plan on doing so. Any connections and support that you or others can give to encouraging sponsorship would be much appreciated.

We are planning to approach all businesses in Town to sponsor a band. That sponsorship would be \$1,500. This provides the band sponsorship, the advertising that goes with it, a sweater sponsorship for Team, 2 Season passes, and a 'Company Night' where the Company through the Thunder will provide free passes to a game and conduct activities as they see fit during that game. This is just one suggestion. We are always open to other ideas and assistance.

To decrease costs the Thunder would like for the Town to be corporate partner with the Thunder. If the Town could contribute to several of the key costs, we could continue the Ribfest. I have been asked to be specific on these items so below are the items;

Item	Cost
Tent	\$2,356.05
Fairground/fence Rental	Unknown
Security	\$1,518.72
Sound	\$2,260.00
Entertainment	\$5,000.00
Total	\$11,134.77

These costs are estimates as they are from last year.

This is just a short summary of where the Tillsonburg Ribfest stands today. I hope that the Town of Tillsonburg will assist the Tillsonburg Thunder in continuing the Tillsonburg Ribfest as an annual event in Town.

I am available to answer any questions via phone or email.

Michael Holly

President – Tillsonburg Thunder Senior Hockey Club

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