



TOWNSHIP OF EDWARDSBURGH CARDINAL DISCUSSION ITEM

Committee: Committee of the Whole – Community Development

Date: May 5, 2025

Department: Community Development

Topic: Kraft Hockeyville Competition 2026

Background: At the January 23 CoW-AO meeting, Committee requested that staff prepare a submission to the 2026 Kraft Hockeyville competition for our Spencerville arena. At the April CoW-CD meeting, members requested a discussion item regarding the submission.

Kraft Hockeyville is a national competition that has run annually for the past 18 years. Each year, an arena is selected to receive the title of Kraft Hockeyville, the opportunity to host an NHL pre-season game, and \$250,000 in arena upgrades. Three runner up arenas are each awarded \$25,000 for arena improvements.

Although the competition for 2026 hasn't launched yet, staff have reviewed the 2025 rules and captured video footage and photography of the arena in preparation for a future submission.

The following process is expected:

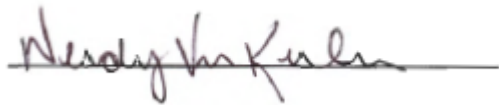
1. Nomination and rally phase: January and February
Written or video stories are submitted to Kraft, answering a set of essay questions. Supporters can also upload photos, notes and reactions to content, earning "rally points" for the arena.
2. Judging phase: March
Story submissions are judged by a panel
 - 80% based on story quality (community spirit, arena importance, and use of funds)
 - 20% based on rally points from the nomination phase
3. Top 4 announcement: March
Four finalists are announced with at least one from each division (east and west).
4. Voting phase: April

Public voting is open for 32 hours. Canadians 14+ can vote online an unlimited number of times. The finalist with the most votes becomes the grand prize winner.

A successful campaign will require strong community engagement and regional support during the rally and voting stages.

Suggested next steps: Staff are planning for the following actions to take place this Fall in preparation for our submission.

1. Develop a basic communications plan.
2. Reach out to neighbouring municipalities to request future voting support.
3. Plan for a potential “voting party” if the Spencerville Arena is selected as a finalist.
4. Monitor announcements and updated rules for the 2026 competition.
5. Prepare a video story to be submitted at the start of the competition.

A handwritten signature in dark ink, appearing to read "Nerdy the Kudu", written over a horizontal line.

Community Development Coordinator