

HOCKEY HALL *of* FAME
DEVELOPMENT
and **PRESERVATION**
FUND



LEGACY *of* **LEGENDS** GROWTH CAMPAIGN 2021/2022

Campaign Goal — \$15M



To preserve the legacy of our game



[CLICK HERE](#)



Statement of Purpose

The **Hockey Hall of Fame** was founded in 1943 to establish a memorial to those who have developed Canada's national winter sport – ice hockey.

Incorporated in 1983 and continued under the *Canada Not-for-profit Corporations Act* in 2013, the stated purpose of **Hockey Hall of Fame and Museum** (HHFM), as set out in its Articles, is:

- (i) *to honour and memorialize individuals who have brought special distinction to the game of hockey and those who made outstanding contributions to the development and advancement of hockey anywhere in the world; and*
- (ii) *to establish and maintain a museum and official archives for hockey, and to collect, research, preserve, exhibit and promote objects, images and other historical materials connected with the game at all levels.*

A registered charity under the *Income Tax Act (Canada)*, HHFM owns and operates a museum and place of entertainment offering state-of-the-art exhibits, theatrical presentations and educational programming from its premises at Brookfield Place, Toronto, and a multi-purpose archive, resource centre and research facility located at 400 Kipling Avenue, Toronto.

FUND BACKGROUND

The **Hockey Hall of Fame (HHOF)**, inspired with a vision for long-term growth and sustainability as the principal initiative of its *75/25 Anniversary Celebrations* in 2018, established the **Hockey Hall of Fame Development and Preservation Fund** (the “**Fund**”).

HHOF’s initial 5-year (2018-2022) goal set out to raise \$10M (**now \$15M!**) in philanthropic contributions for investment in the Fund generating a perpetual income stream to support the funding of **new capital assets, outreach programs and institutional legacy projects** (in each instance, as more specifically defined as “**Permitted Purposes**” in accordance with HHOF’s **By-law No. 28**).

The Fund investment account was activated by a \$1M seed contribution from the **National Hockey League** in Q4/2017 and a further \$1M from the net proceeds of the **Hockey Hall of Fame 75/25 Anniversary Legends Gala** held at historic Maple Leaf Gardens on June 25, 2018 (via HHOF’s inaugural endowment fundraising campaign through Q2/2018).

HHOF is celebrated worldwide as the **model for innovation and efficiencies in the sport halls of fame and museum field**. Its location at the corner of Yonge and Front Streets, the primary gateway to downtown Toronto in close proximity to Scotiabank Arena (Leafs/Raptors), Rogers Centre (Blue Jays) and one of North America’s busiest commuter transportation hubs (Union Station), renders unparalleled access and visibility amongst industry peers. **Now in its second of five terms on a 99-year lease at Brookfield Place (renewed through December 31, 2032)**, HHOF’s capacity to reinvest is in large part reliant on private sector sponsorships and contributions. Through the generous support of businesses and individuals, HHOF will continue to **preserve the rich history of the great game of hockey, as well as entertain and educate fans of all ages for generations to come**.

COVID-19 IMPACTS

The **tourism sector** (including “destination attractions” i.e., museums, galleries, theme parks, etc.) is one of the hardest-hit by the outbreak of the coronavirus disease (COVID-19). Despite having taken drastic measures to minimize the threat of the virus, attractions everywhere have experienced unprecedented disruption from health and safety restrictions, including mandatory closures, which has led to severe economic impacts.

In 2015, HHOF fully retired the start-up capital shortfall loan on its \$27M relocation and expansion to Brookfield Place (formerly BCE Place) in 1993. Subsequently, on the heels of four successive years of debt-free growth, HHOF’s “internally restricted net assets” (i.e., cumulative surplus from “core operations” less cumulative capital expenditures and debt service) **increased by 236% reaching \$5.3M as at June 30, 2019**. These operating surplus funds are restricted in order to fund enhancements to or replacements of exhibits and/or for general improvements to facilities.

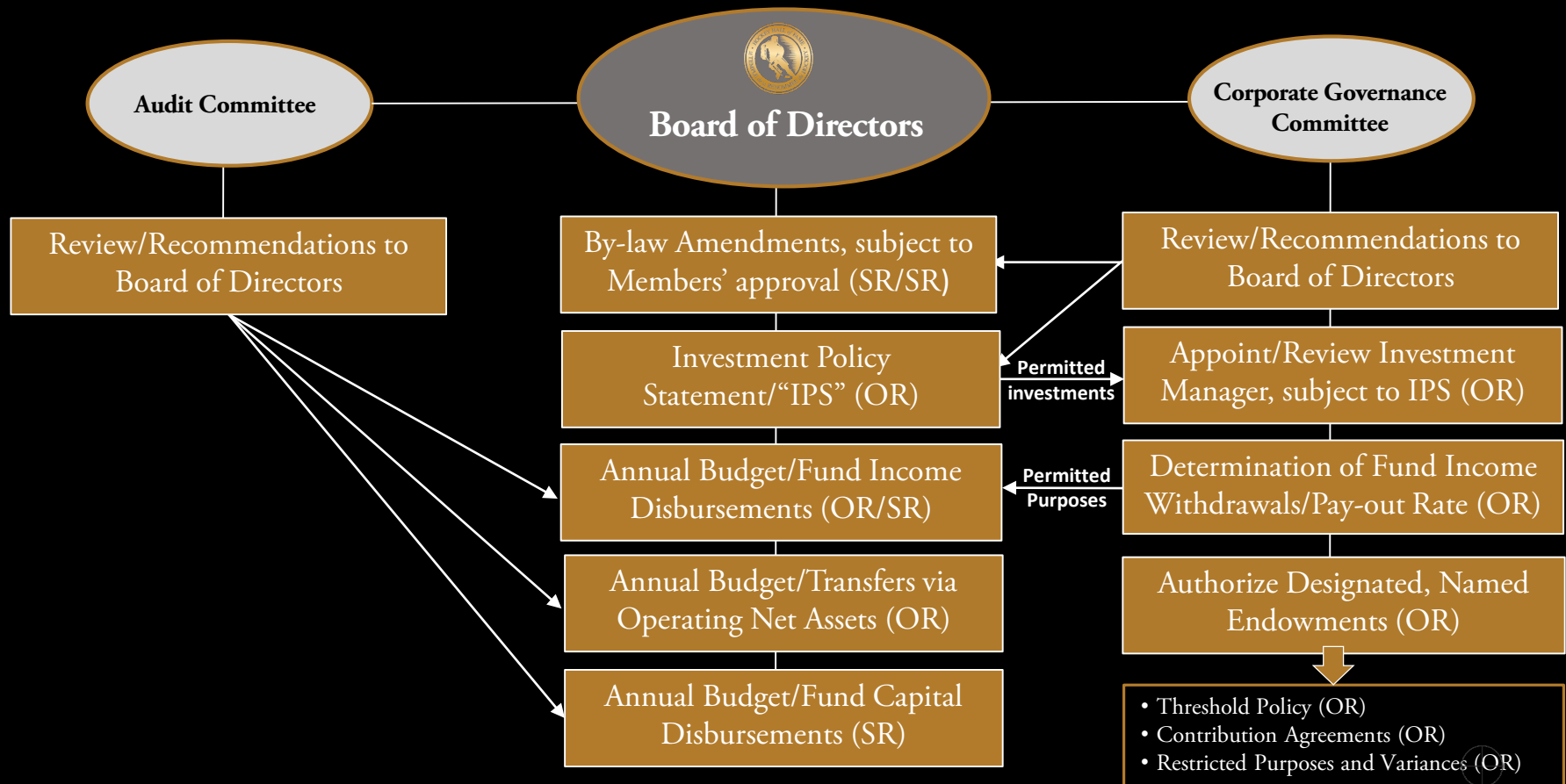
For the current fiscal year ending June 30, 2022, **HHOF is forecasting a cumulative decline (since March 2020) of 35% in operating surplus funds (from \$5.3M to \$3.5M)**, substantially mitigated by a lifeline of government subsidies, a freeze on capital spending and the resilience of the HHOF brand to generate licensing income. While it is anticipated that there will be continuing challenges over the next two or three business cycles, the present circumstances fuel the motivation to encourage charitable giving in support of HHOF as **one of Canada’s premier tourist attractions and cultural heritage institutions**.

With a solid foundation for success, HHOF will carry out the *Legacy of Legends Growth Campaign 2021/2022* to build up a permanent “**safety net**” and reinforce the **vitality of the Hockey Hall of Fame through development and preservation reinvestments moving forward**.



HOCKEY HALL of FAME DEVELOPMENT and PRESERVATION FUND / GOVERNANCE

Governed by the provisions of By-law No. 28 (Part III)



“OR” = Ordinary Resolution (>50%) • “SR” = Special Resolution (>=75%)



HOCKEY HALL *of* FAME DEVELOPMENT *and* PRESERVATION FUND / CAMPAIGN CABINET

LEGACY *of* LEGENDS GROWTH CAMPAIGN 2021/2022



CAMPAIGN COMPONENTS

HOCKEY HALL of FAME DEVELOPMENT *and* PRESERVATION FUND LEGACY of LEGENDS GROWTH CAMPAIGN 2021/2022

CAMPAIGN COMPONENTS	TIMELINE	CAD
“Quiet Phase” – Designated Endowment Funds & Campaign All-Stars	Q2-4/2021	\$5,000,000
“Stakeholders Phase” – Hockey Industry Stakeholders	Q1-2/2022	7,000,000
“Public Phase” – Legacy Membership Program, etc.	Q2-4/2022	3,000,000
CAMPAIGN GOAL:		\$15,000,000

Pledge commitments through Q1/2022 → \$12.5M
(\$11.7M Capital/Endowment + \$800K Programming)



Entertainment, Education and Excellence

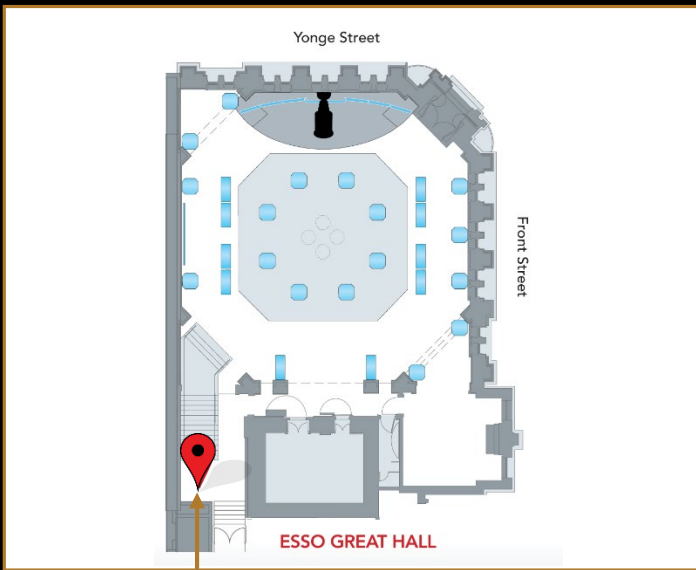
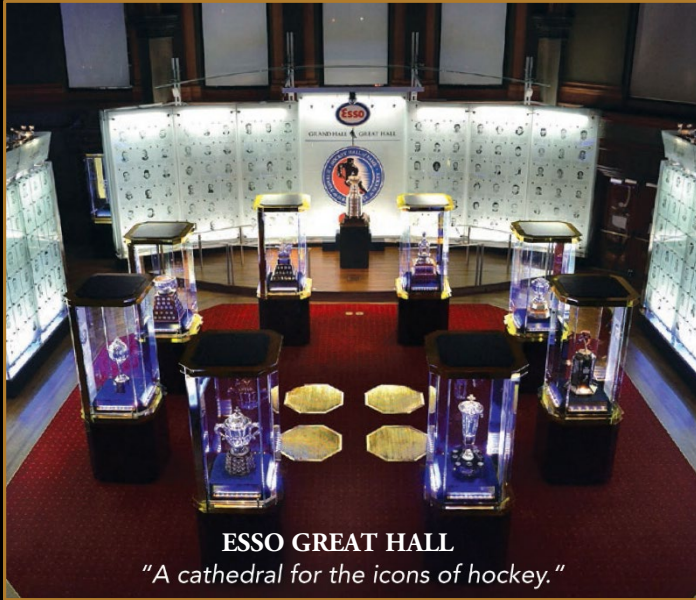
“QUIET PHASE”

DESIGNATED ENDOWMENT FUNDS (under the umbrella of the Hockey Hall of Fame Development <i>and</i> Preservation Fund)	CAD
[Donor Named] Resource Centre & Archives Fund <i>(additional recognition via “Hockey Resource Centre” facility naming rights)</i>	✓ \$1,000,000
[Donor Named] Celebration of Excellence & Inductions Fund <i>(additional recognition via annual Induction Ceremony broadcast)</i>	✓ 1,000,000
[Donor Named] Education & Outreach Programs Fund <i>(additional recognition via HHOF Education Program Curriculum)</i>	✓ 1,000,000
[Donor Named] Art of Hockey & Innovation Fund	✓ 500,000
[Donor Named] Broadcast & Digital Media Fund	500,000
[Donor Named] Exhibition Development & Facilities Fund	500,000
[Donor Named] Museum Collection & Conservation Fund	500,000
“QUIET PHASE” GOAL:	\$5,000,000

General Considerations

- ❖ Contributions of cash or publicly traded securities in three (3) to five (5) annual instalments.
- ❖ “Unrestricted Contributions” pooled for “Permitted Purposes” in accordance with By-law No. 28.
- ❖ Allocation of up to twenty percent (20%) for current capital/project funding needs (as applicable).
- ❖ Official Donation Receipts subject to eligibility and split receipting rules (as applicable).
- ❖ Donor recognition renewable at expiry of HHOF’s current lease term (December 31, 2032).
- ❖ Corporate donor recognition subject to HHOF’s existing category exclusive sponsorships.

CAMPAIGN DONOR WALL RECOGNITION



Esso Great Hall staircase landing (adjacent to reigning Stanley Cup Champions backlit display)



HOCKEY HALL of FAME

DEVELOPMENT and PRESERVATION FUND

DESIGNATED ENDOWMENT BENEFACTORS

<p>THE LARRY AND JUDY TANENBAUM FAMILY LEGENDS OF HOCKEY SCHOLARS FUND</p> <p><i>To inspire indigenous youth to excel academically and succeed through unique outreach programs presented by the Hockey Hall of Fame.</i></p> <p><small>Est. 2018</small></p>	\$500K+	

LEGACY OF LEGENDS CAMPAIGN ALL-STARS

	\$100K+	



Context Rendering

“PUBLIC PHASE”

GROWTH CAMPAIGN GIFT TABLE

GIFT CATEGORY	\$GOAL (#DONORS)	DONOR BENEFITS
\$25,000 per Legacy Member 	\$1,500,000 - \$2,000,000 (60-80)	<ul style="list-style-type: none"> ≡ Premiere broadcast celebration for <i>Legends of Hockey: Greatness Calling 2000-20</i> → Six (6) event reception and show tickets ≡ Welcome letter from Hockey Hall of Fame Chair with signed jersey ≡ Choice of one (1) “Hall of Fame Experience” (see list on slide 12) ≡ Legacy Membership Card providing cardholder lifetime Hockey Hall of Fame family admission access with other guest visitation privileges
\$100,000+ Legacy of Legends Campaign All-Star	\$500,000 - \$1,000,000 (5-10)	<ul style="list-style-type: none"> ≡ Premiere broadcast celebration for <i>Legends of Hockey: Greatness Calling 2000-20</i> on Saturday, November 12, 2022 → Two (2) private dinner seats in the Esso Great Hall plus eight (8) event reception and show tickets ≡ Recognition via Campaign Donor Wall Plaque (<i>through 2032</i>) ≡ Choice of three (3) “Hall of Fame Experiences” (see list on slide 12) ≡ Two (2) “Gala Tickets” to the Hockey Hall of Fame Induction Celebration, including access to private Honoured Members’ post-ceremony reception (<i>annually through 2032</i>) ≡ One (1) framed lithograph autographed by each new class of Hockey Hall of Fame inductees (<i>annually through 2032</i>)
\$500,000+ Designated Endowment Benefactor	\$1,000,000 - \$2,000,000 (2-4)	<p><i>Naming recognition opportunities (through 2032) include:</i></p> <ul style="list-style-type: none"> ≡ Broadcast & Digital Media Fund; or ≡ Exhibition Development & Facilities Fund; or ≡ Museum Collection & Conservation Fund <p><i>plus dedicated exhibition and select benefits assigned to other gift categories above</i></p>
“PUBLIC PHASE” GOAL:	\$3,000,000 - \$5,000,000	OFFICIAL DONATION RECEIPTS (GIFT PORTION) ISSUED ON REQUEST



The premiere broadcast celebration for the 10-part docuseries **Legends of Hockey: Greatness Calling 2000-20** (see slide 13) will be held at the **Hockey Hall of Fame** on the evening of **Saturday, November 12, 2022**

“PUBLIC PHASE”

“HALL OF FAME EXPERIENCES”

Hockey’s Iconic Great Hall Event Experience	Annual Limit 12	<ul style="list-style-type: none"> ≡ Private rent-free use of the Esso Great Hall to host hospitality event ≡ Welcome remarks from Hockey Hall of Fame Chair or other NHL Alumni member ≡ Complimentary guest photos with the Stanley Cup and other guest premiums at cost
Hockey Resource Centre Experience	Annual Limit 12	<ul style="list-style-type: none"> ≡ Private group tour of the Hockey Resource Centre & Archives (HRCA) ≡ Two (2) hours of rent-free ice-time (HRCA @ Ford Performance Centre 4-pad) ≡ Private rent-free use of HRCA presentation room/theatre
Hockey Legend Golf Experience	Annual Limit 12	<ul style="list-style-type: none"> ≡ Complimentary foursome at Hockey Hall of Fame partner golf course ≡ One (1) participating NHL Alumni member ≡ Complimentary Hockey Hall of Fame Gift Package for each participant
Hockey Hall of Fame / Toronto Maple Leafs Game Experience	Annual Limit 12	<ul style="list-style-type: none"> ≡ Two (2) “Gold” tickets to Toronto Maple Leafs home game ≡ Guided tour of the Hockey Hall of Fame and use of meeting room facilities ≡ One (1) night complimentary hotel accommodation (Le Germain Maple Leaf Square)
Hockey Hall of Fame Induction Weekend Experience	Annual Limit 12	<p><i>Two (2) complimentary tickets to Hockey Hall of Fame Induction Weekend events:</i></p> <ul style="list-style-type: none"> ≡ Hockey Hall of Fame Game (Toronto Maple Leafs home game) - Friday ≡ Hockey Hall of Fame Inductee Fan Forum - Saturday ≡ Hockey Hall of Fame Legends Classic (Alumni exhibition game) – Sunday ≡ Hockey Hall of Fame Induction Celebration – Monday
Hockey Hall of Fame Outreach Experience	Annual Limit 12	<p><i>Choice of one (1) of the following Hockey Hall of Fame outreach programs:</i></p> <ul style="list-style-type: none"> ≡ Virtual “Tales of the Stanley Cup” hosted by “Keeper of the Cup” with special guests; or ≡ Virtual “Hockey Hall of Fame Education Program” (“Six Pack”); or ≡ One (1) rent-free “single day event use” of Hockey Hall of Fame portable exhibit

The **LEGACY of LEGENDS** GROWTH CAMPAIGN 2021/2022
will culminate in November 2022 coinciding with the world premiere broadcast...



GREATNESS CALLING 2000-20

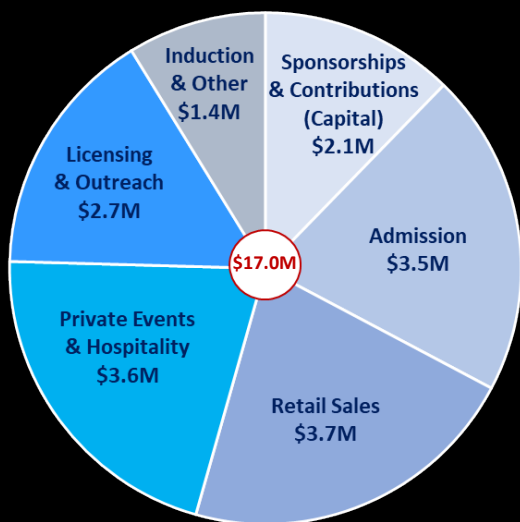
A 10-part Docuseries
Celebrating the *players* and *plays* of a lifetime
called to **The Hall** from 2000 to 2020

[CLICK HERE](#) 

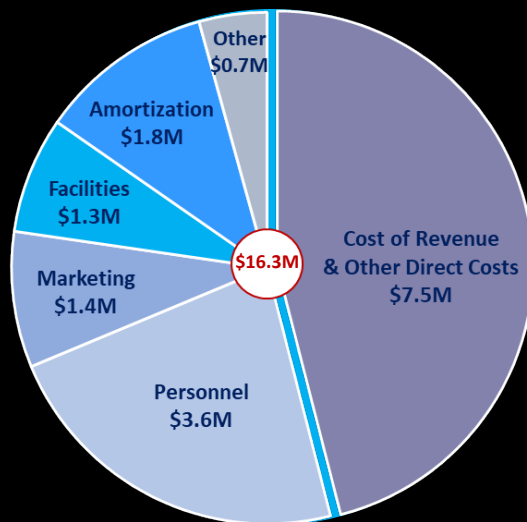


BY THE NUMBERS

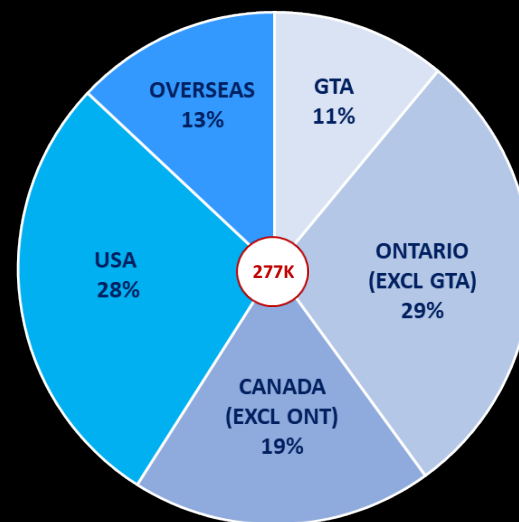
Fiscal 2019
Revenue from all sources



Fiscal 2019
Operating Expenditures



Fiscal 2019
Attendance by Region



Honoured Members

Player Category = 289
 Builder Category = 112
 Referee or Linesman Category = 16
Total = 417

Personnel

Board of Directors = 18
 Selection Committee = 18
 Staff/Administration = 34
 Staff/Frontline Services = 63
Total = 97
 Contract Caterers = 3
 Contract Workers = 100+

Real Estate (sq. ft.)

Exhibition = 52,000
 Retail = 4,500
 Resource Centre = 13,500
 Office/Staff Facilities = 9,000
 Warehouse/Other = 11,000
Total = 90,000 sq. ft.

Visitors

Average Annual Attendance (1994-2019) = 292,000
 First time visits (2010-2019) = 84%
 Peak Season (Jun/Jul/Aug) = 40-45%
 School Groups = 12%
 Private Corporate Events = 15%
 HHOF.com Annual Users = 7.5M+
 Social Media Followers = 400K+



BOARD OF DIRECTORS

	<i>Nominated by Class of Member(s):</i>
Lanny McDonald, <i>Chair</i>	<i>Corporate Governance Committee</i>
Stewart Johnston, <i>Vice-Chair</i>	<i>Corporate Governance Committee</i>
William L. Daly	<i>National Hockey League</i>
Jason Farris	<i>Corporate Governance Committee</i>
Robert Goodenow	<i>National Hockey League Players' Association</i>
Mark Grimes	<i>City of Toronto</i>
Stephen Holyday	<i>City of Toronto</i>
Pat Kelleher	<i>USA Hockey, Inc.</i>
Pat LaFontaine	<i>National Hockey League</i>
Geoff Molson	<i>National Hockey League</i>
Cam Neely	<i>National Hockey League</i>
Kim Pegula	<i>National Hockey League</i>
Anthony Perruzza	<i>City of Toronto</i>
Lino A. Saputo	<i>Corporate Governance Committee</i>
Glen Sather	<i>National Hockey League</i>
Scott Smith	<i>Hockey Canada</i>
Larry Tanenbaum	<i>National Hockey League</i>
Luc Tardif	<i>International Ice Hockey Federation</i>

HOCKEY HALL of FAME
Brookfield Place, 30 Yonge Street, Toronto, Ontario, M5E 1X8

HHOF.com

Hockey Hall of Fame and Museum is a Registered Charity under the *Income Tax Act* (Canada) & Qualified Donee of the *Council for Canadian American Relations* (CCAR), a 501(c)(3) public charity in the United States

CRA BN: 11895 8883 RC0001

Published: March 31, 2021 (updated July 15, 2022)