



CALGARIANS WEIGH IN ON NEW ARENA DEAL WITH THE FLAMES

- MEDIA RELEASE

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CALGARIANS DIVIDED ON NEW ARENA DEAL

-CITY COUNCIL'S APPROVAL CONTINUES TO SLIDE



(CALGARY) Calgarians are split in their feelings about a new deal between The City and Flames ownership (Calgary Sports and Entertainment Corp. – CSEC) to build a new “event centre” which would include a new NHL arena.

According to a new ThinkHQ Public Affairs, Inc. survey, while there is considerable support for the notion of replacing the Saddledome, roughly equal proportions of residents approve and disapprove of the deal announced earlier last week which would see The City and CSEC each contributing \$275 Million toward the new facility.

Beyond the overall cost and financing scheme, Calgarians are quite supportive of some of the specific provisions of the new deal. However, the prevailing view is that Council is moving too quickly to approve the arrangement, and not giving themselves enough time to discuss it with constituents.

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Diving into the Arena Numbers

Replacing the Saddledome

- Almost six-in-ten (58%) Calgarians support the notion of replacing the Saddledome with a new centre for community events, concerts and home to the Flames, Hitmen and Roughnecks. Meanwhile, 35% are opposed to replacing the Dome, and 7% are unsure
 - Public sentiments on this issue have remained quite stable since 2017

The New Deal

- The agreement between The City and CSEC is a “talker”. Fewer than one-in-ten (9%) have not heard something about the plan, while six-in-ten (61%) “Definitely” are aware of it
- Calgarians are evenly split on the deal: 47% both approve and disapprove, and another 6% are unsure. That said, the intensity of opposition is slightly greater than support, with 26% strongly opposed vs. 14% strongly in favour of the deal
 - Support for the plan increases with household income of respondents, and is lowest among those under the age of 35

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Elements of the Deal

Aside from the price tag and the proportionate share each of the two partners is bringing to the table, Calgarians are generally supportive of many of the specific provisions of the arrangement:

- Fully 82% of those interviewed are pleased that the deal will keep the Flames in Calgary, guaranteed, for a 35-year term
- There is also strong approval of elements which will see the Flames contribute \$75 million to local amateur sport, The City capturing a portion of its contribution through a “ticket tax” and The City contributing land to the deal
- Providing CSEC with land options in Victoria Park, and the ownership/operations model receive more modest approval from Calgarians
- A majority (65%) do not approve of The City picking up 90% of the demolition costs for the Saddledome

Timing

Although divided on the new arena deal overall, a majority of Calgarians believe that the timeline for approval of it is too short. Six-in-ten (60%) say that one week is not enough time for Council to engage with citizens about the deal before making a decision, while 35% feel it is an appropriate duration of time.

- Even over one-third (35%) of those who approve of the current deal to build a new event centre believe that a one-week consultation is insufficient

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Meanwhile, with City Council...

Last month we noted that an increasingly frustrated electorate had grown sour on Calgary City Council's performance, and one month later we find the trend continues unabated.

- Approval ratings for City Council overall have fallen to the lowest level in memory, 23%, down another nine percentage points since June. Fully 69% of Calgarians now disapprove of City Council – 34% strongly
- Mayor Nenshi's approval continues to slide, down four percentage points in a month, now sitting at only 35%, while six-in-ten (59%) disapprove of the mayor
- While they fare slightly better, individual Councillors are not immune to the downward trend in approval. When asked to rate their member of Council, Calgarians are split (41% approve vs. 43% disapprove), though approval is down eight percentage points since June

COMMENTARY



“Wow, talk about bad timing”, notes ThinkHQ Public Affairs, Inc. president Marc Henry, “City Hall air traffic control has this issue land in front of Council right when they can least afford it – both financially and politically.”

“There is a lot of goodwill in Calgary toward the Flames. People are proud of the team, they recognize their contribution to the city both in terms of economic impact and community good, and there is support for replacing the Saddledome. But the current proposed deal between The City and CSEC splits voters right down the middle. That said, aside from “sticker shock” about the size of The City’s contribution to the project, there is reasonably good support for many of the specific provisions of the deal today.”

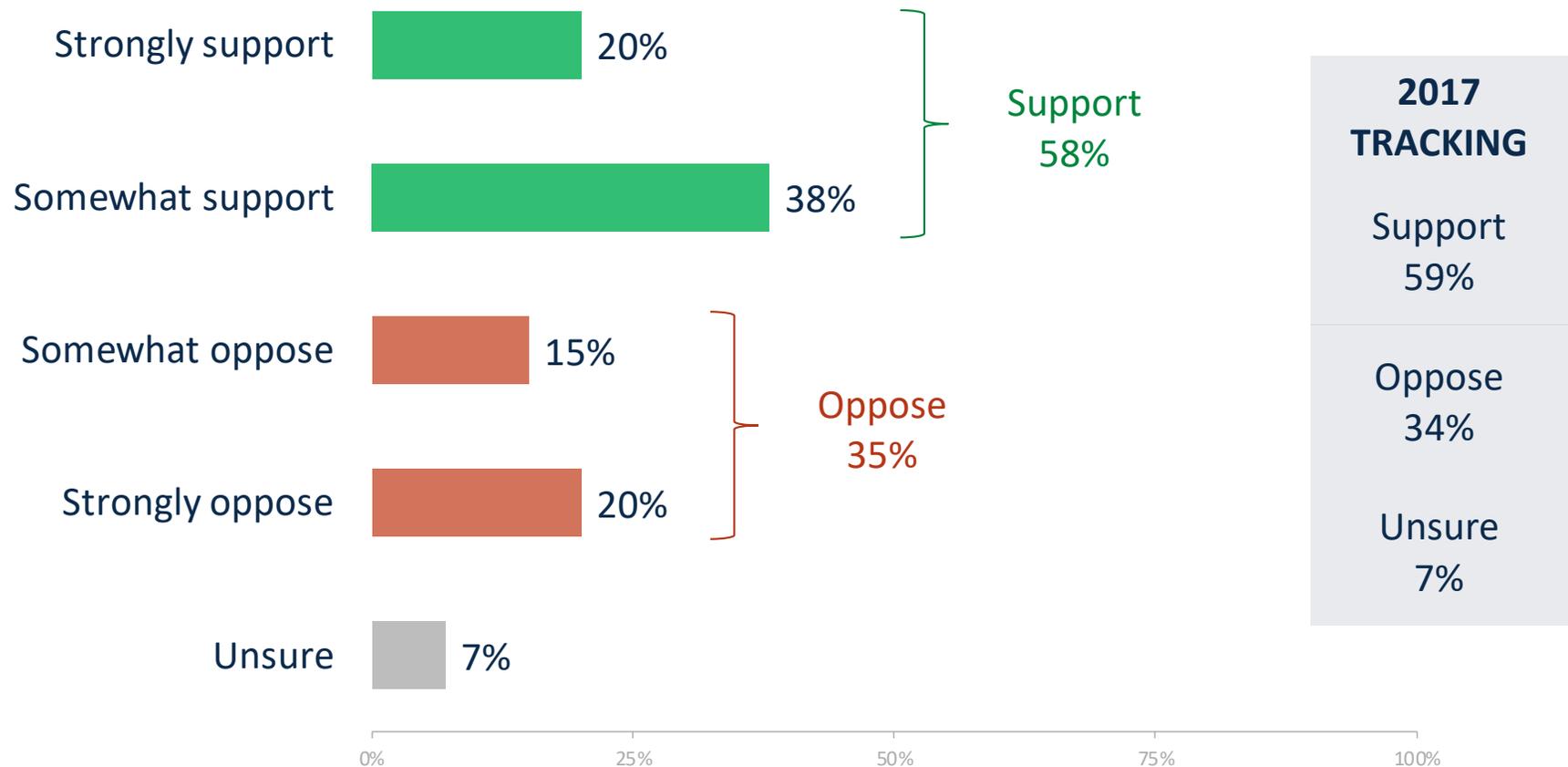
“One of the biggest risks with the current proposal is moving forward on its current timeline. Six-in-ten voters say that one week is not enough time for Council to consult with citizens on the plan before making a decision. And when you consider that getting a Development Permit for a new backyard deck requires a three-week consultation period, they may have a point.”

“The risk in pressing forward for Council is two-fold: First, it may undermine support for the deal itself as even 35% of those who like the plan think that a one-week consultation is too short. Second, public confidence in Council is staggeringly low right now, and if a quick approval leaves voters feeling unheard by their elected officials on a big project like this, watch out. There isn’t an incumbent on Council who shouldn’t be nervous, and the municipal election is only 812 days away.”

PUBIC SUPPORT FOR A NEW ARENA IN CALGARY



Recently there has been a lot of news about the possibility of a new arena being built in Calgary to replace the Saddledome. This arena would be a major event centre for things like concerts, and a new home for the Calgary Flames, Hitmen and Roughnecks. Generally speaking, do you personally support or oppose building a new arena in Calgary?

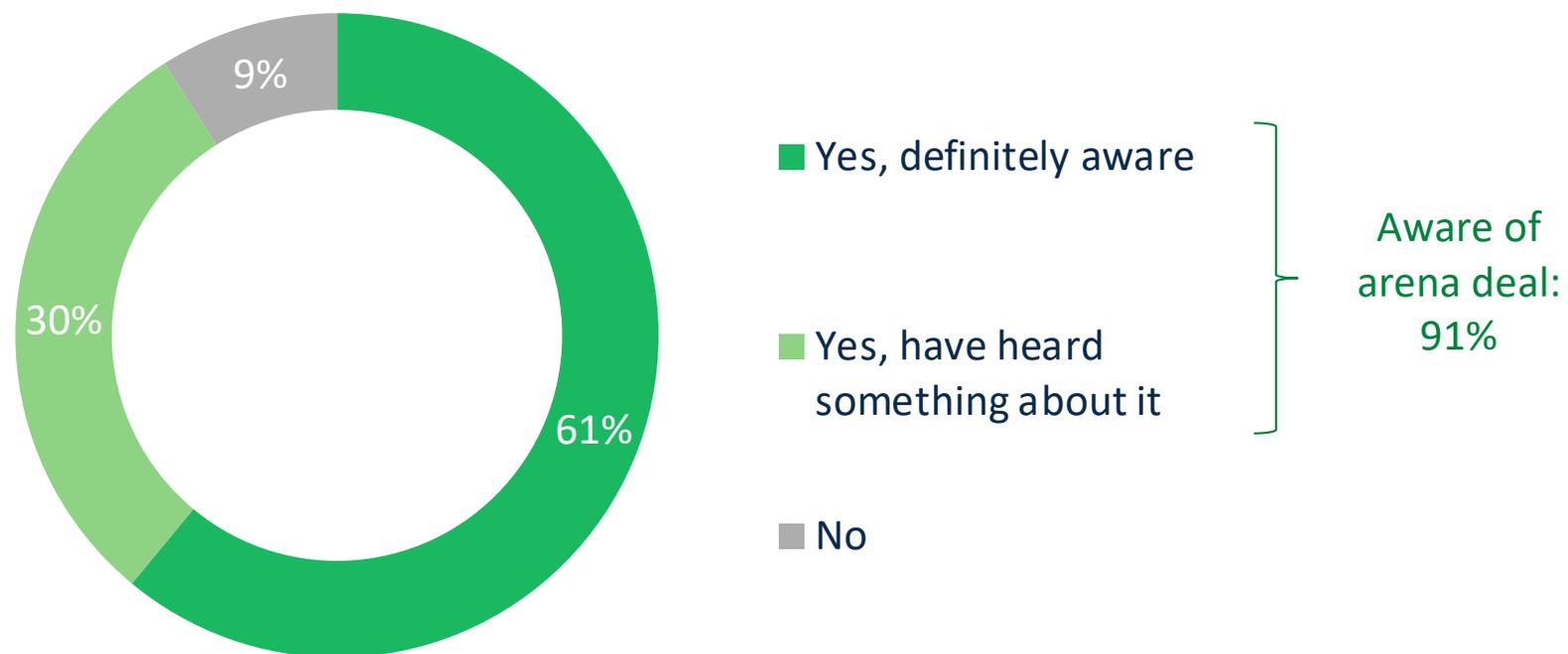


Base: All respondents (n=645)

PUBLIC AWARENESS OF THE NEW ARENA DEAL IN CALGARY



This week, it was announced that The City and the Flames owners, Calgary Sports and Entertainment Corporation (CSEC), have reached a deal to build a new arena/event centre to replace the Saddledome. Have you personally seen, heard or read anything about this before today?

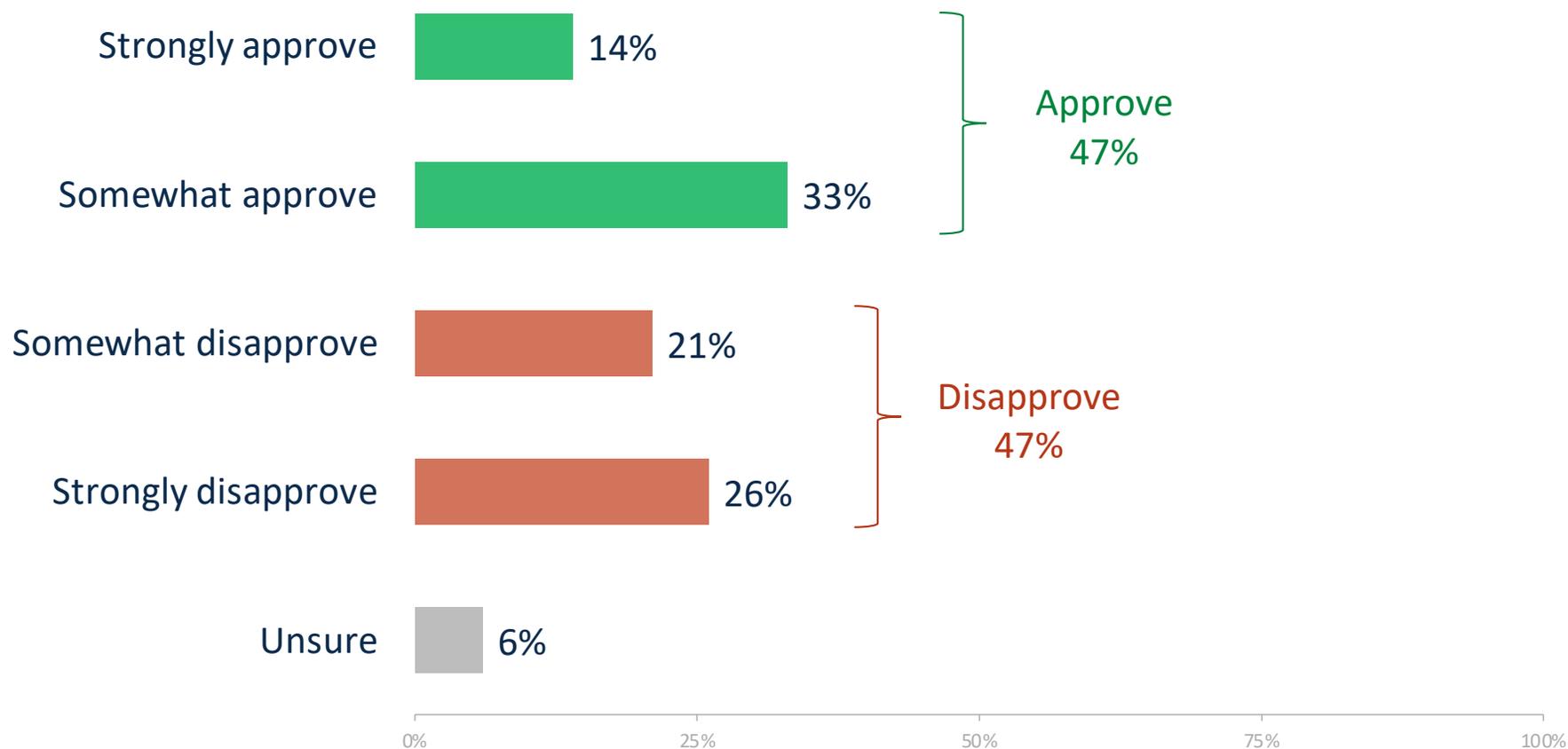


Base: All respondents (n=645)

PUBLIC APPROVAL FOR THE NEW ARENA DEAL IN CALGARY



The new arena is estimated to cost \$550 Million, with The City and CSEC each committing \$275 Million toward the deal. Generally speaking, would you say that you personally approve or disapprove of this new deal to replace the Saddledome?



Base: All respondents (n=645)

PUBIC APPROVAL FOR THE NEW ARENA DEAL IN CALGARY

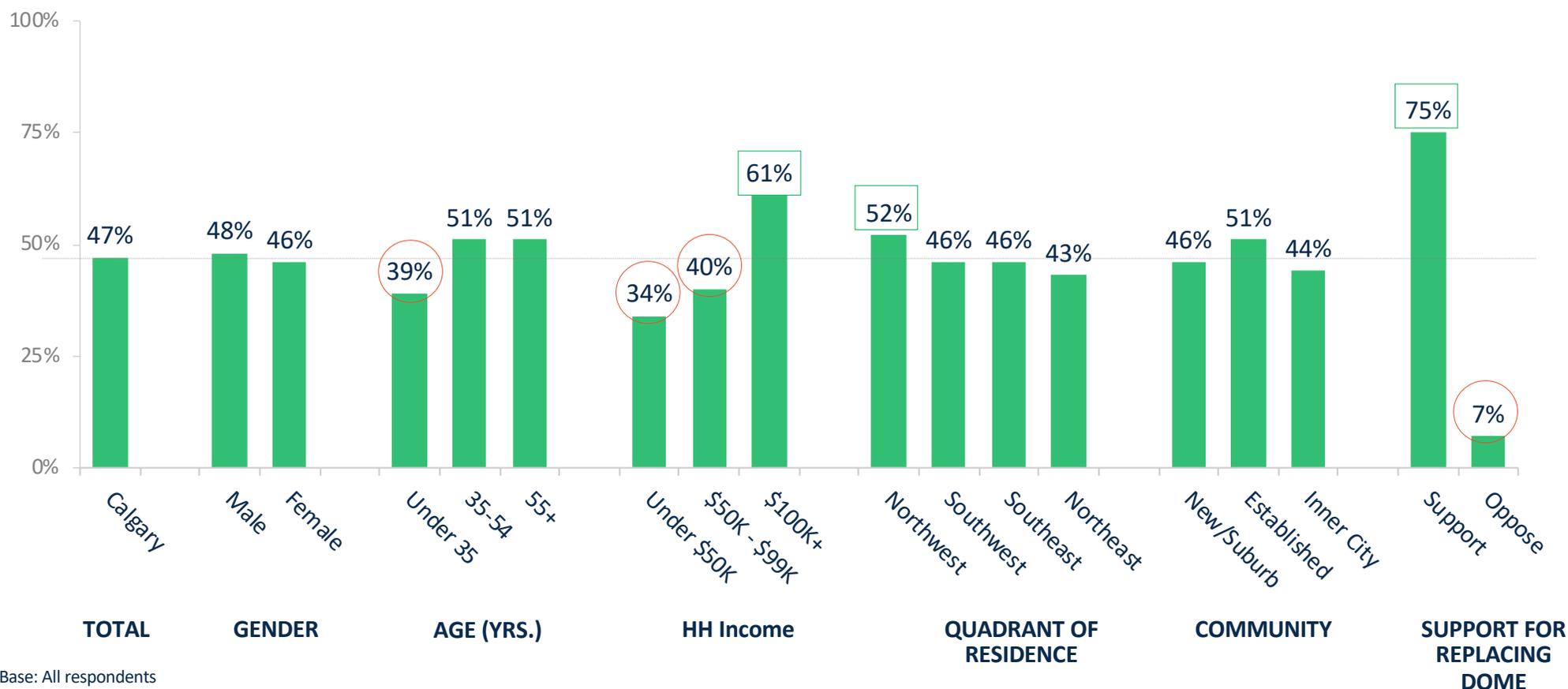
-BY KEY DEMOGRAPHICS



The new arena is estimated to cost \$550 Million, with The City and CSEC each committing \$275 Million toward the deal. Generally speaking, would you say that you personally approve or disapprove of this new deal to replace the Saddledome?

% Strongly / Somewhat Approve of the New Arena Deal

Significantly higher
Significantly lower



Base: All respondents

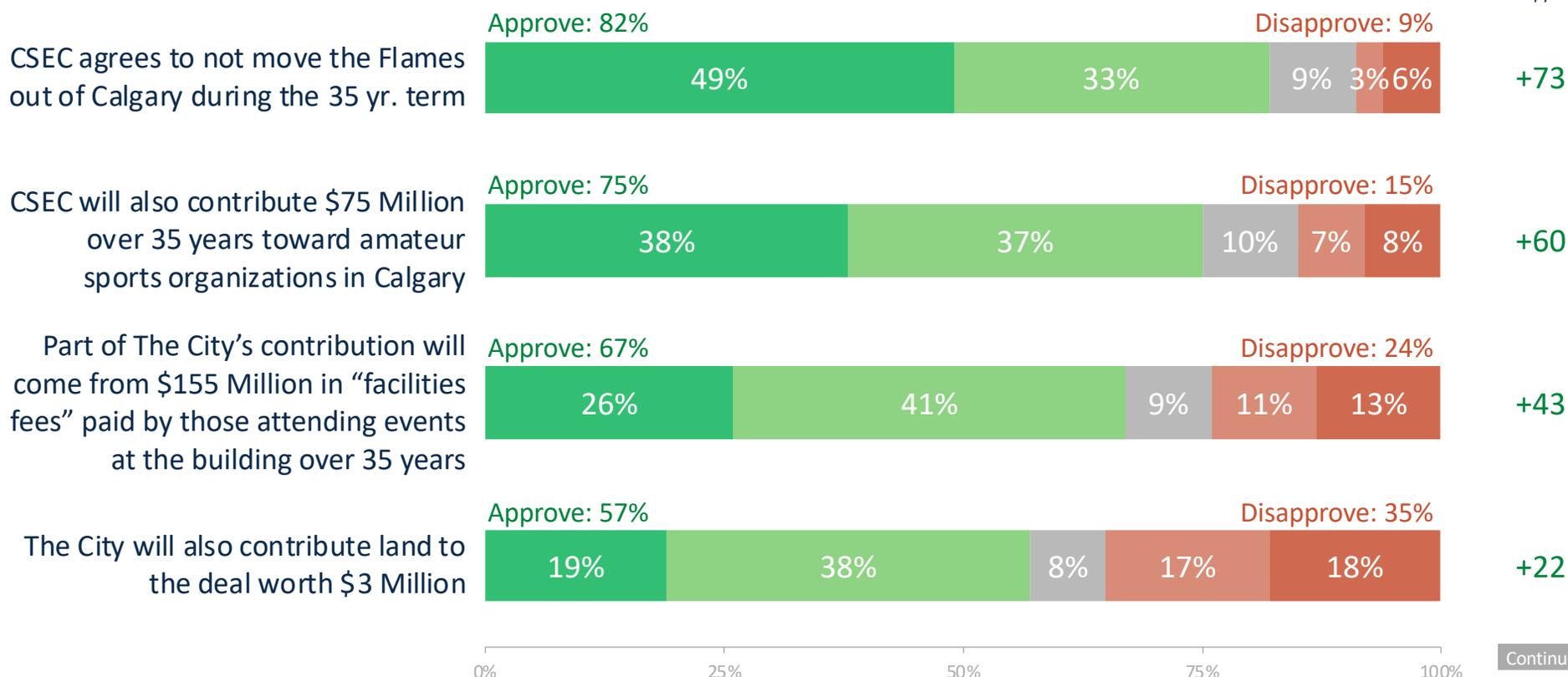
PUBLIC APPROVAL OF NEW ARENA DEAL PROVISIONS



A contribution of \$275 Million by each partner also includes some other provisions. The following are some of the details associated with the new arena deal between The City and CSEC. Would you say that you personally approve or disapprove of each?

■ Strongly approve
 ■ Somewhat approve
 ■ Unsure
 ■ Somewhat disapprove
 ■ Strongly disapprove

Net 'Approve'
(Total approve minus total disapprove)



Base: All respondents (n=645)

PUBLIC APPROVAL OF NEW ARENA DEAL PROVISIONS ...continued

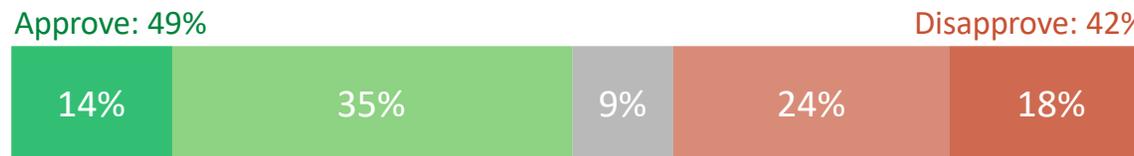


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 ■ Somewhat approve
 ■ Unsure
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 ■ Strongly disapprove

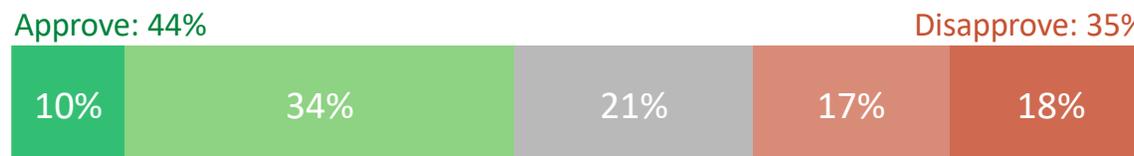
Net 'Approve'
 (Total approve minus total disapprove)

The City would own the facility, but CSEC will retain all revenue/be responsible for operating/maintenance costs for 35 yrs



+7

The City is providing an option to CSEC to purchase other properties in Victoria Park, including where bus barns are located today



+9

The City also will be responsible for paying \$12.4 Million to demolish the Saddledome or 90% of the demolition costs



-39

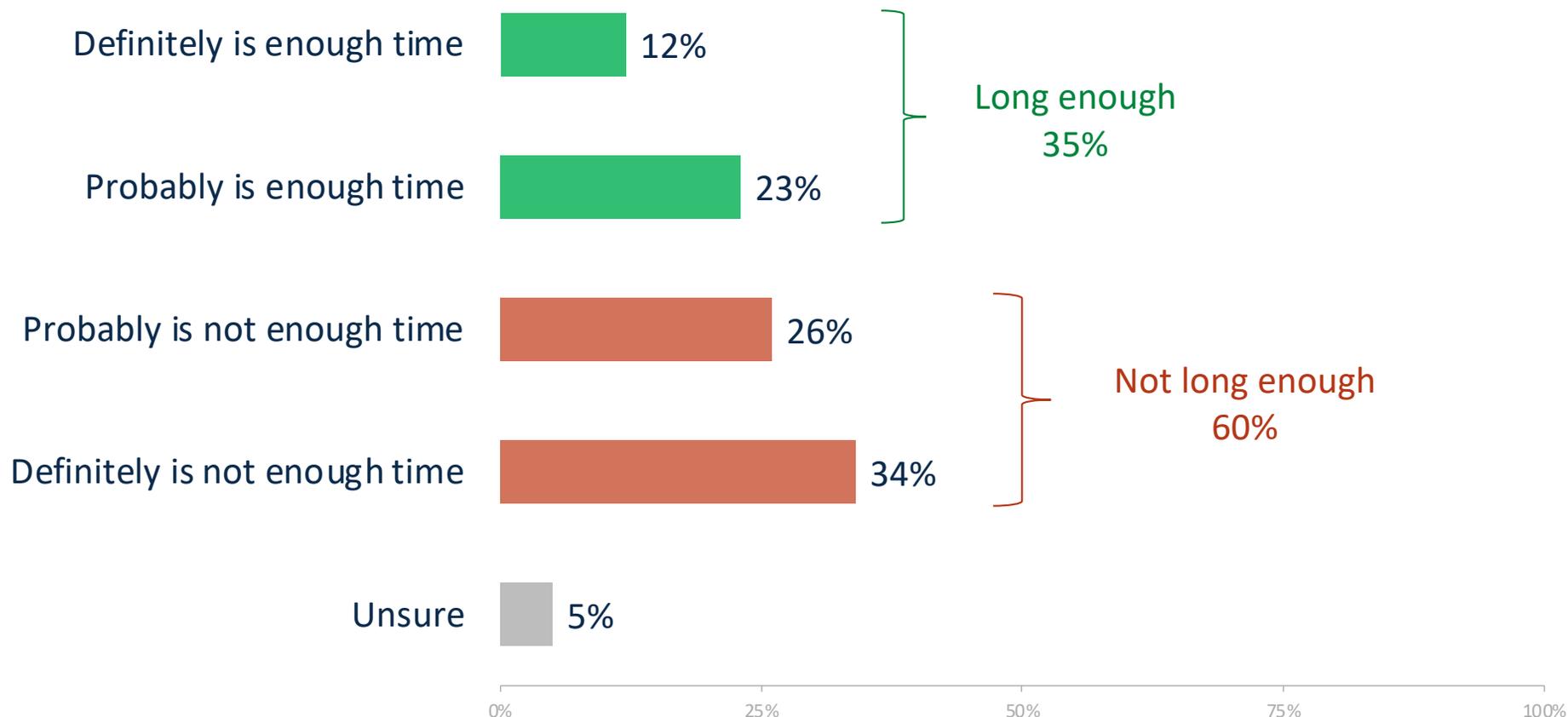
0% 25% 50% 75% 100%

Base: All respondents (n=645)

PUBLIC PERCEPTIONS OF COUNCIL'S APPROVAL TIMELINE



A sub-committee of City Council presented the new arena deal to the rest of Council and the public on Monday July 22nd. City Council will be asked to approve or reject the deal at a meeting on Tuesday July 30th. Do you personally think that IS or IS NOT an appropriate amount of time for Council to engage with citizens about the deal before making a decision?



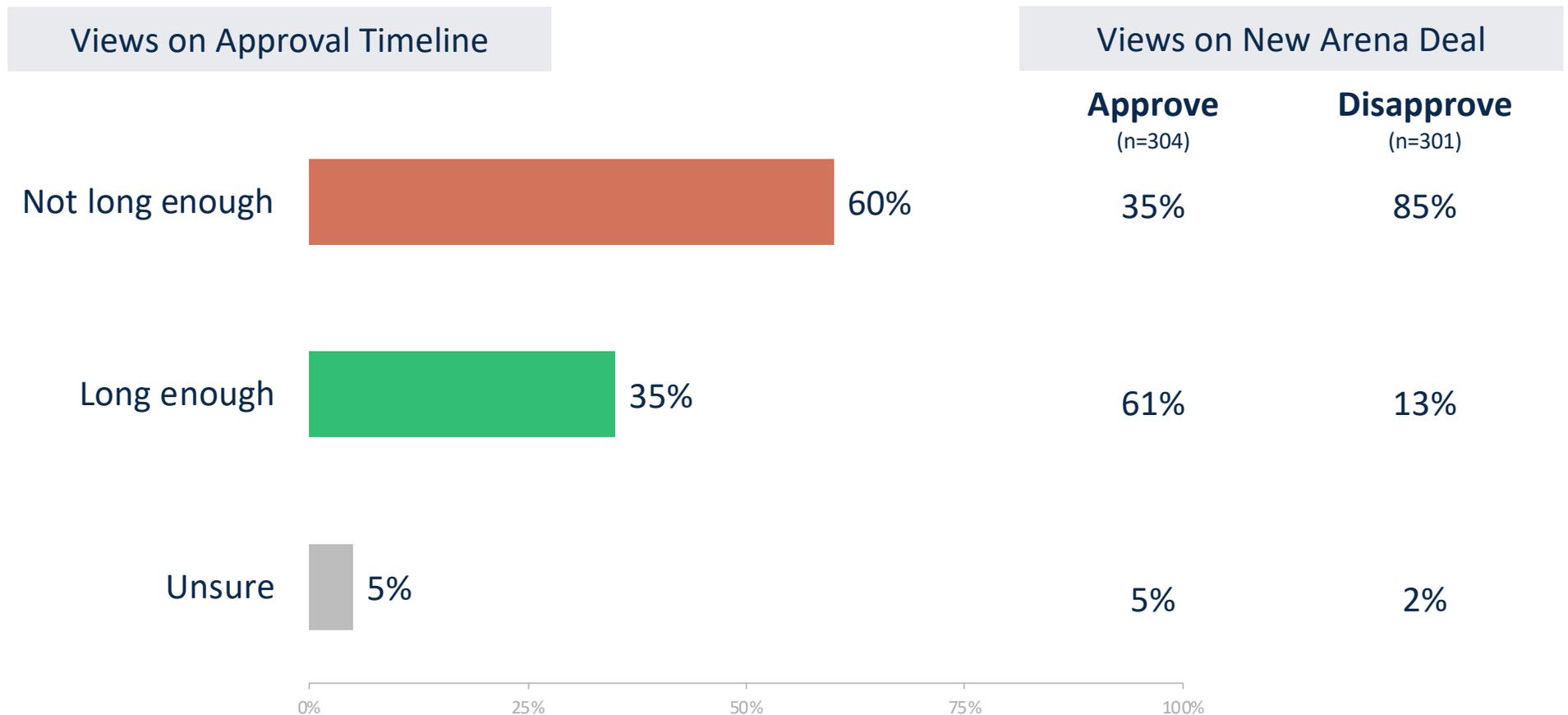
Base: All respondents (n=645)

PUBLIC PERCEPTIONS OF COUNCIL'S APPROVAL TIMELINE

-BY VIEWS ON THE NEW ARENA DEAL



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Base: All respondents | *Caution: Small sample size



Calgarians Rate City Council

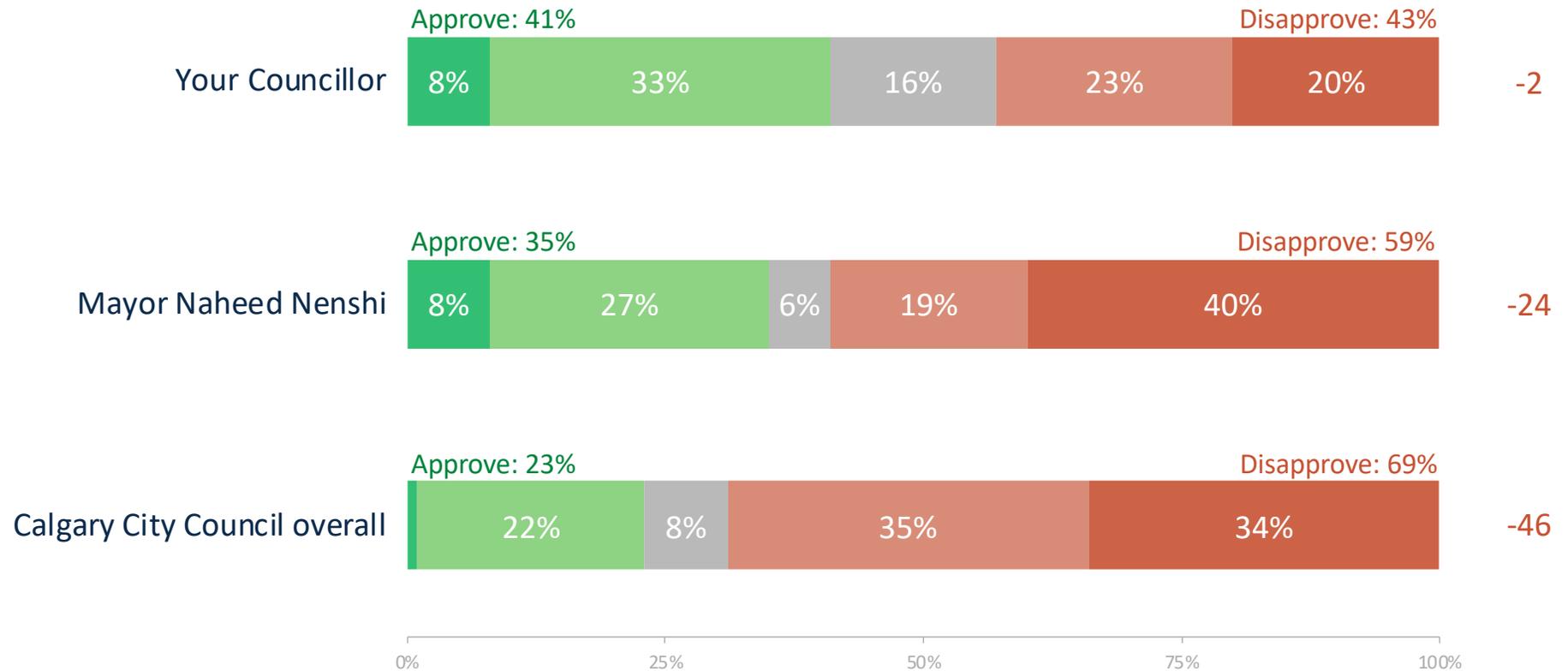
PUBLIC APPROVAL OF LOCAL MUNICIPAL GOVERNMENT



The current Mayor and City Council were elected in October 2017. How would you personally rate their performance since then?
Would you say you generally approve or disapprove of...?

■ Strongly approve
 ■ Somewhat approve
 ■ Unsure
 ■ Somewhat disapprove
 ■ Strongly disapprove

Net 'Approve'
(Total approve minus total disapprove)



Base: All respondents (n=645)

PUBLIC APPROVAL OF LOCAL MUNICIPAL GOVERNMENT

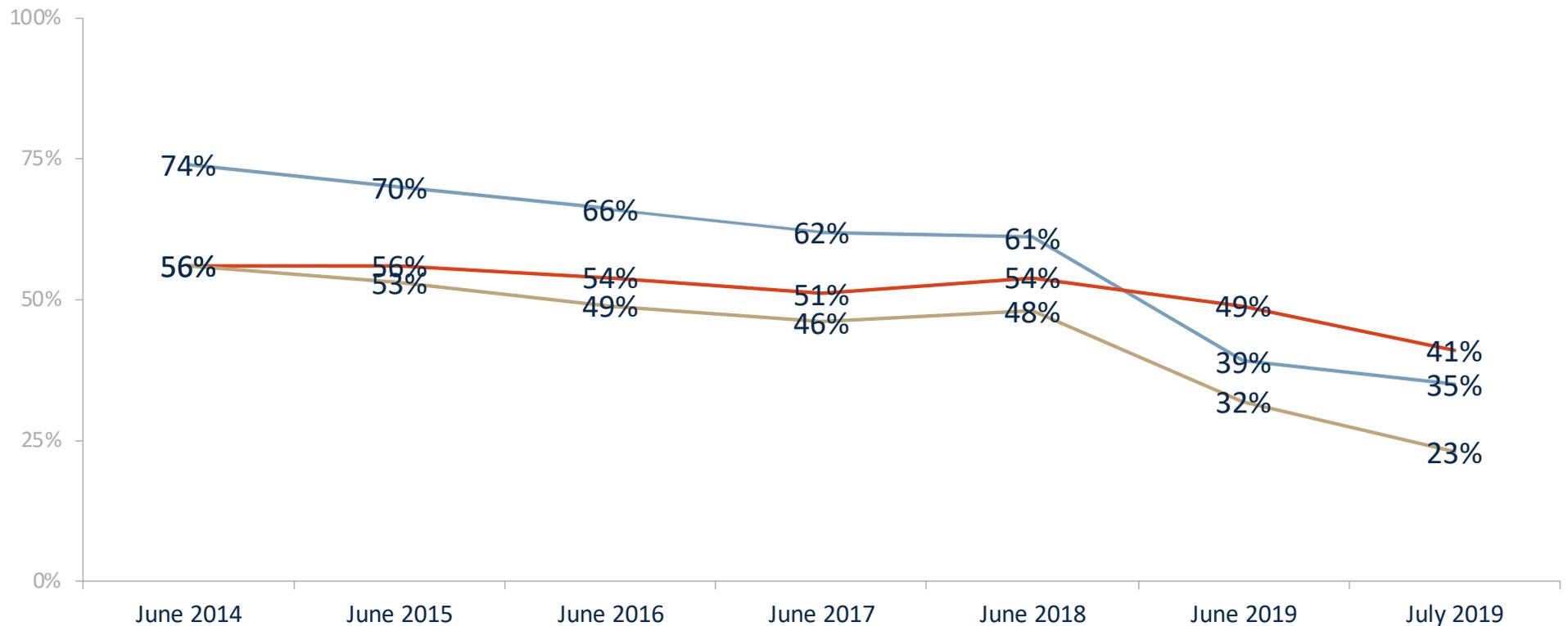
-TRACKING



*The current Mayor and City Council were elected in October 2017. How would you personally rate their performance since then?
Would you say you generally approve or disapprove of...?*

% Strongly / Somewhat Approve

— Mayor Naheed Nenshi — Your Local Councillor — City Council Overall



Base: All respondents

RESEARCH METHODOLOGY



- Study fielded via online research panel
 - Field dates: July 24 to 26, 2019
 - Panel source: ThinkHQ Connect & MARU
- n=645
- Weighted to reflect gender, age and region of Calgary population according to Stats Canada
- A random stratified sample of panelists was invited to complete the survey from several on-line research panel sources. The margin of error for a comparable probability-based random sample of this size is +/- 3.9 percentage points, 19 times out of 20
- Accuracy of sub-samples of the data decline based on sample sizes

REGIONAL SAMPLE SIZES AND MARGINS OF ERROR



	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
CALGARY TOTAL	645	645	+/- 3.9
Northwest	189	181	+/- 7.1
Northeast	83	126	+/- 10.8
Southwest	218	176	+/- 6.6
Southeast	155	162	+/- 7.9
New / Suburb	202	219	+/- 6.9
Established Community	328	295	+/- 5.4
Inner City	105	116	+/- 9.6



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For more information, contact:

Marc Henry, President
ThinkHQ Public Affairs Inc.
MLH@ThinkHQ.ca
(587) 774-2395

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