

Pricing at the GFL May Become “Fan Friendly”

By **Megan Pounder** - June 3, 2019



Photo by Megan Pounder/SaultOnline

City Council voted during Monday evening's meeting to allow City staff to investigate and report to Council regarding the implementation of fan-friendly pricing – on both food and alcohol – at the GFL Memorial Gardens for the 2019-2020 Soo Greyhound Season.

"Balancing the cost of concessions must always strike a balance between satisfying fans and turning a profit for the concession stands," said a report in the council agenda. "A recent trend in major league sports has been to implement fan-friendly pricing on the most popular menu items available at sporting events."



themill@machineshopinc.ca 705-942-3051

"Fan-friendly pricing at major league sports venues across North America has resulted in increased revenue because it has increased the sale of concessions at major sporting events."

"This is something that has been topical in the news lately with various championship games going on," said Coun. Shoemaker, who is the mover of the motion, saying he thinks this is a great way to increase revenue.

"Arenas are cost centres for the municipality, they lose money, so anything that can offset that loss and increase revenue is worth looking at."

"I think (this motion) recognizes that we have a lot of dedicated fans in the Sault," said Coun. Christian.

"Being able to price some of the concessions at more reasonable prices will likely increase sales – it's a marketing tool – and hopefully when we look at fan friendly pricing, we also look at your packaging and bundling of certain products. I think we need to recognize our fans and support them in this way."

Coun. Hollingsworth voiced her support for the motion, but also urged Council to keep in mind that not all concession stands are open during concerts.

"It's frustrating for fans, it's frustrating for people that are there to purchase a beverage, that they have to wait and wait," she said.

"So when you look into this, can you please also look into the idea that there are lineups and not all concession stands are open, especially during concerts."

Following this investigation, a review will be conducted after the hockey season to determine the success of the fan-friendly pricing.

Megan Pounder

Megan Pounder is an enthusiastic individual who's always striving to learn and grow. She's been a part of the SaultOnline team since May 2018. She has an Advanced Diploma in Journalism: Online, Broadcast and Print from Loyalist College. Along with her diploma, she has some freelance video journalism and social media experience. Growing up in Prince Edward County sparked her enthusiasm for all things nature. When she isn't reporting, you can find her reading, jamming out to music, or looking for new adventures.