



Historic Oshawa partnership secures 30-year agreements with Oshawa Generals and Oak View Group; City announces modernization of the Tribute Communities Centre



(from left) Roger Hunt, Vice President/General Manager, Oshawa Generals; Rocco Tullio, Owner, Oshawa Generals; Jim Nesbitt, Board Member, Oshawa Sports Hall of Fame; Mayor Dan Carter, City of Oshawa; Lee Ann Wilson, Board Member, Oshawa Sports Hall of Fame; Bryan Crawford, Commissioner, Ontario Hockey League; and Greg O'Dell, President, Venue Management, Oak View Group. Photo Courtesy: City of Oshawa.

OSHAWA, ON (April 29, 2025) – The City of Oshawa today announced 30-year partnerships with the Oshawa Generals Hockey Club and Oak View Group. The announcement included the City's \$50 million investment to modernize the Tribute Communities Centre (TCC), with enhancements including a new prime location for the Oshawa Sports Hall of Fame.

This historic agreement ensures that the Oshawa Generals will continue to call the City of Oshawa home for another three decades. As operators of the City-owned TCC, Oak View Group is also extending its agreement for management and food and beverage services for 30 years, as well as investing \$1 million in facility infrastructure, including a modernized concession area. The Oshawa Sports Hall of Fame will be relocated to a new prime location in front of the TCC, providing 24/7 exposure to its displays and further increasing awareness of Oshawa's sports achievements.

Oak View Group, the global leader in live event venue development and management and hospitality services, has managed the TCC since 2008. Since its opening, the multi-purpose venue has been a symbol of pride and unity for the Oshawa community, bringing together fans, families, and visitors. In addition to serving as the home of Generals, the venue has welcomed more than seven million guests and hosted electrifying shows including Elton John, KISS and

Jerry Seinfeld and prestigious events such as the 2015 Pan American Games and the 2023 Canadian Tire National Skating Championships.

On hand for the press conference were Oshawa Mayor Dan Carter and members of City Council, Oshawa Generals Owner Rocco Tullio and Vice President / General Manager Roger Hunt, Oak View Group President of Venue Management Greg O'Dell and Ontario Hockey League Commissioner Bryan Crawford. The dignitaries signed custom Oshawa Generals jerseys, which were then presented to the Oshawa Sports Hall of Fame to commemorate the historic announcement.

Since 1937, the Oshawa Generals have been more than just a hockey team – they have been part of Oshawa's DNA, existing almost as long as the city itself. The City greatly values their contributions to our community and are proud of their legacy that includes five Memorial Cups, 13 OHL championships, and countless hockey heroes like Red Tilson, Bobby Orr, Marc Savard, Eric Lindros and John Tavares who have inspired generations.

Created and named in honour of automaker General Motors of Canada, the Oshawa Generals Hockey Club has a longstanding and deep-rooted history in our city, including their former home ice in the Civic Auditorium built by Oshawa GM workers. When the time came to create a new and bigger home, we came together to build a world-class facility – now the Tribute Communities Centre. The facility opened in November 2006 and included space for the Oshawa Sports Hall of Fame to recognize over 50 different sports and honour the achievements of Oshawa individuals and teams. Over the years, significant investments in the TCC have included a new video scoreboard and upgrades to player amenities including a new weight room, medical facilities and an NHL-caliber players' lounge.

The modernization of the TCC facility will include a main entrance expansion, fan experience upgrades, interior renovations, seating for a minimum of 7,000 and an updated concession area. The upgrades will ensure that the TCC is eligible and ready to host a Memorial Cup and improve player facilities to support top-tier talent. The modernization will support Oak View Group in further marketing the facility and attracting more sports and entertainment events and performances, and fans by offering an improved experience.

The \$50 million modernization of the TCC will not impact the tax rate. It will be funded through various sources, such as the new Oshawa Generals and Oak View Group agreements, Municipal Accommodation Tax, and additional seat revenue. Construction is anticipated to be phased over two years beginning in 2027 to minimize disruption for the Oshawa Generals, concerts, and other entertainment shows.

Quotes:

“As Mayor of the great City of Oshawa and a longtime Gens fan, I am immensely proud of Council's decision to invest in the modernization of the Tribute Communities Centre as a world-class facility for sports and entertainment. I am ecstatic in knowing that our beloved Gennies will continue to be an integral part of our community for another 30 years and I sincerely thank Oak View Group for their partnership and investment in this premier sports and entertainment facility.”

– Mayor Dan Carter, City of Oshawa

“We are honored by the City's continued trust in our ability to deliver exceptional fan experiences, and incredibly proud of the tremendous work our team in Oshawa has achieved at Tribute Communities Centre. This renewed partnership reinforces our ongoing commitment to the City of Oshawa and the Oshawa Generals. With a newly renovated Tribute Communities Centre, we look

forward to building on our shared successes and deepening our community impact.”

– Greg O'Dell, President, Venue Management, Oak View Group

“As President and Governor of the Oshawa Generals, I'm thrilled to announce that the Generals and the City of Oshawa have agreed to a 30-year lease extension — a powerful partnership that secures the future of hockey in this community for generations to come. I want to sincerely thank Mayor Carter, City Council, and everyone who played a role in bringing this vision to life. Your investment and unwavering support make it possible for the Generals to proudly continue calling Oshawa home for the next three decades. Thank you again to everyone who helped make this historic day a reality. I look forward to celebrating this moment with our loyal hockey fans and the community of Oshawa.

Go Gens Go!”

– Rocco Tullio, Owner, Oshawa Generals

“After all of the work done behind the scenes to get an even more effective working partnership between the City of Oshawa, the Oshawa Generals, the Tribute Communities Centre (TCC), and the Oshawa Sports Hall of Fame (OSHF), they have come up with a concept to bring Oshawa's TCC into the future. It will give us an updated facility to bring the people of Oshawa a better game experience and a better insight into the rich sports history of our city.”

– Adrian Vanhemmen, Chair, Board of Governors, OSHF

“The Oshawa Generals are one of the OHL’s historic franchises, with a league-leading 13 J. Ross Robertson Cup championships in their decorated history. Today’s exciting announcement guarantees that the team that produced names like Eric Lindros, Dave Andreychuk and John Tavares will be a mainstay in Oshawa, playing in a first-class facility for decades to come. I’d like to commend Mayor Dan Carter and the City of Oshawa, along with Generals Owner and President Rocco Tullio for their great work in bringing this together, and I look forward to what the future has in store for a Generals franchise that continues to strive for excellence both on the ice and in the Oshawa community.”

– **Bryan Crawford, Commissioner, Ontario Hockey League**

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