



**CITY OF HAMILTON**  
**CITY MANAGER'S OFFICE**  
**Communications & Intergovernmental Affairs Division**

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	July 6, 2015
<b>SUBJECT/REPORT NO:</b>	Canadian Football Hall of Fame Relocation (CM15011) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Mike Kirkopoulos 905-546-2424 ext. 2261
<b>SUBMITTED BY:</b>	Mike Kirkopoulos Director, Corporate Communications and Intergovernmental Affairs
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the City of Hamilton accept the proposal, attached as Appendix "A" to Report CM15011, by the Canadian Football League to end the current lease at 58 Jackson Street West, Hamilton;
- (b) That a one-time \$250,000 capital funding contribution be made to the cost of a new structure at Tim Horton's Field that will house the Canadian Football Hall of Fame memorabilia, to be funded from Project Account No. 3621154100 Pan Am Games – Ivor Wynne;
- (c) That the contingency for the receipt of a fully executed Memorandum of Understanding between the Canadian Football Hall of Fame and the City of Hamilton for the release of the \$50,000 unissued balance of the original \$100,000 grant (refer to Appendix "C" to Report CM15011), be deleted in its entirety;
- (d) That staff be directed to pay out up to \$25,000, of the remaining unissued \$50,000 of the original \$100,000 grant, as approved by Council on June 11, 2014 (attached as Appendix "C" to Report CM15011), to the Canadian Football Hall of Fame to be applied to their operating costs for the remainder of 2015, contingent upon:
  - (i) The Canadian Football league matching that amount of up to \$25,000 dollar-for-dollar; and,

- (ii) Receipt of the Canadian Football Hall of Fame's 2013 Financial Statements, as required in the original agreement (refer to details in Appendix "C" attached to Report CM15011).
- (e) That the Mayor and City Clerk be authorized and directed to execute a Contribution Agreement between the Canadian Football League and the City of Hamilton to give effect to the terms and conditions (core elements), as outlined in Appendix "A" attached to Report CM15011, to replace the existing agreement, in a form satisfactory to the City Solicitor.

## **EXECUTIVE SUMMARY**

The current agreement between the City of Hamilton and the Canadian Football Hall of Fame (CFHOF) is due to expire in 2018. A new proposal has been reached in principal with the CFHOF, which allows the City of Hamilton to be an active partner and play an important role, while ensuring the CFHOF is financially stable and is able to grow its fan base and engagement across Canada.

The core of the proposal calls for the CFHOF to be closed by the end of July 2015, and a new home be established at Tim Horton's Field. It has been agreed to and determined by all parties that a new location would allow the Hall to realize its full potential to attract visitors, thereby increasing revenues.

The proposal also calls for the City of Hamilton to make a one-time capital contribution of \$250,000 for the development of "Legends Row", "Media Hall of Fame", and related displays within Tim Horton's Field. As well, the City's other contributions will consist of:

- Coverage of annual utilities and maintenance costs (excluding insurance and staffing) for "Legends Row."
- Continued provision of storage facilities within basement of existing Main Street site for housing of CFHOF artifacts (to "museum standards") until 2025, and coverage of annual utilities and maintenance costs (excluding insurance and staffing) during such period.
- One-time \$25,000 contribution to assist with ongoing CFHOF operating costs for the remainder of 2015, to be matched dollar for dollar by the CFL. All remaining operating costs to be at the expense of the CFL.

A letter from the CFL attached as Appendix "A" to Report CM15011 affirms this agreement and commitment. As the letter states, there is an opportunity as a result of this agreement that we:

- Raise & grow profile of the Canadian Football Hall of Fame
- Better leverage the CFHOF for grassroots football development
- Inform and educate the public on the CFHOF programs and initiatives
- More deeply engage parts of Canada beyond Hamilton

The Board of the Canadian Football Hall of Fame is also offering their support for this go forward position, attached as Appendix B to Report CM15011.

***Alternatives for Consideration*** – None

## **FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial:

- The following amount is to be funded from Project Account no. 3621154100 Pan Am Games - Ivor Wynne. Funding consists of:
- \$250,000 capital funding contribution be made to the cost of a new structure at Tim Horton's Field that will house the Canadian Football Hall of Fame
- Up to \$25,000 of the original \$100,000 grant, as approved by Council on June 11, 2014, Item 7.6 will be funded through the Hamilton Capital Projects Reserve 108035. The motion committing these monies and the agreement is attached as Appendix "C" to Report CM15011.
- This amount is to be applied to ongoing Canadian Football Hall of Fame operating costs for the remainder of 2015; to be matched dollar for dollar by the Canadian Football League.

Staffing: None.

Legal: Legal Services will be involved in the formal development of the agreement.

## **HISTORICAL BACKGROUND**

The Canadian Football Hall of Fame (CFHOF) has been located in Hamilton since 1963. An agreement was reached between the City of Hamilton and the CFHOF in 1968; that agreement runs until 2018.

Over the years, revenues and attendance at the CFHOF have declined. On a few occasions Council has had to intervene and provide the CFHOF with operational funding.

As recent as June 2014, Council approved a \$100,000 grant to the CFHOF. At that time \$50,000 was initially provided to the CFHOF, with the remaining being available upon receipt of financial statements and a signing of an MOU between the two parties.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

N/A

## **RELEVANT CONSULTATION**

- The Canadian Football Hall of Fame; and
- The Canadian Football League
- Legal Services

## **ANALYSIS AND RATIONAL FOR RECOMMENDATION**

For many years there has been an ongoing discussion to relocate the CFHOF due in part to lower than expected revenues and attendance and the long-term viability of the Hall of Fame.

As well, the City currently spends approximately \$130,000 on an annual basis to operate the facility. On a number of occasions the City has been asked to provide operational funding to the Hall of Fame.

Relocating the Hall of Fame to Tim Horton's Field has the potential to save the City operating funds, as moving forward all remaining operating costs will be at the expense of the CFL.

## **ALTERNATIVES FOR CONSIDERATION**

### **ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN**

#### **Strategic Priority #1**

A Prosperous & Healthy Community

*WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.*

#### **Strategic Objective**

- 1.2 Continue to prioritize capital infrastructure projects to support managed growth and optimize community benefit.
- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.
- 1.6 Enhance Overall Sustainability (financial, economic, social and environmental).

## **APPENDICES AND SCHEDULES ATTACHED**

Appendix A: Letter of Support from the Canadian Football League

Appendix B: Letter of Support from the Canadian Football Hall of Fame & Museum

Appendix C: Original Motion from the Minutes of the June 11, 2014 Council meeting  
Item 7.6 - One-Time Grant to the Canadian Football Hall of Fame