

June 24, 2015

Mr. Chris Murray  
City Manager  
City of Hamilton  
71 Main St. West  
Hamilton, Ontario L8P 4Y5

Dear Chris:

Further to our recent discussions regarding the Canadian Football Hall of Fame, (CFHOF) I am writing this letter to introduce some concepts relating to ongoing CFHOF governance and operations for consideration.

As you are aware, the current agreement between the CFL and the City of Hamilton governing the CFHOF and its activities was made in 1968, and expires in 2018. Upon expiry, all artifacts (including the Grey Cup) become the sole property of the CFL and the current Jackson Street location of the CFHOF reverts back to the City. In recent years, the CFHOF has experienced significant operational challenges. Both the City of Hamilton and the CFL have recently extended extraordinary financial grants to the CFHOF to meet short-term operational requirements.

Matters have reached a stage where comprehensive attention is required to ensure that the CFHOF remains viable. With change comes opportunity, and this is truly a time of great opportunity to pursue a reinvigorated, modern future for the CFHOF, with the City of Hamilton as its home.

Significant opportunities exist to:

- Raise & grow the profile of the Hall of Fame (with associative benefits to the CFL brand)
- Better leverage the Hall of Fame for grassroots football development
- Inform and educate on Hall of Fame programs and initiatives
- More deeply engage parts of Canada beyond Hamilton

In order to fully realize these opportunities, I believe that the Canadian Football League and the City of Hamilton must fundamentally re-examine and reconstruct its relationship related to the Canadian Football Hall of Fame. Our vision is a thriving, vibrant and financially stable Canadian Football Hall of Fame that engages Canadians more deeply, and in new ways, from coast-to-coast-to-coast, with the City of Hamilton recognized as its foundation and home.

I suggest that we consider a new relationship founded upon the following core elements:

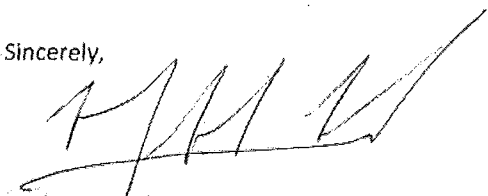
- Operations to be managed by the CFL, with autonomy over all commercial, administrative and other operating decisions
  - Revenues, expenses, and capital expenditures (except as noted below) to be CFL responsibility
  - CFHOF intellectual property to be owned and managed by the CFL
  - All materials and artifacts (including the Grey Cup) to be owned and controlled by the CFL
- CFL to manage member selection and other CFHOF functions



- The CFHOF will transition out of the Main Street facility at the end of July, 2015, and the City of Hamilton and CFL shall work together starting immediately to develop a new presence for the CFHOF throughout Tim Horton's Field, including:
  - Prominent, fixed area within Tim Horton's Field to be developed in public display space for presentation of CFHOF "Legends Row", featuring all CFHOF Member Busts
  - Press Box at Tim Horton's Field will honour the CFHOF Media Members, and be enhanced with related photos/plaques/artifacts
  - Commemorative plaque to be installed for public display at Tim Horton's Field to commemorate the City of Hamilton's significant contributions to Canadian football and the Canadian Football Hall of Fame
- Annual Hall of Fame Game (and related events) to take place in Hamilton (at Tim Horton's Field, with national broadcast coverage) until 2020
- City of Hamilton to be officially recognized as the "Home of the Canadian Football Hall of Fame"
  - with the City's ability to promote and market this relationship
- City of Hamilton contributions to consist of the following:
  - One-time \$250,000 capital funding contribution to development of "Legends Row", "Media Hall of Fame", and related displays within Tim Horton's Field
    - Note: CFL to contribute remaining capital expenditures towards the total project cost (estimated to be \$500,000). This contribution has been recommended to the CFL Board of Governors by the CFL's Hall of Fame Committee. The CFL contribution remains subject to the formal approval of the CFL Board of Governors.*
  - Coverage of annual utilities and maintenance costs (excluding insurance and staffing) for "Legends Row", and provision of all required construction permits and approvals.
  - 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 new, formal agreement would be entered into between the CFL and the City of Hamilton to give effect to these terms, and replace the existing agreement between the parties. Finally, it will be appropriate and important that both the City of Hamilton and the CFL thank past and present members of the Hall of Fame Board for their many hours of commitment to Canadian football heritage.

Sincerely,



Michael Copeland  
President & Chief Operating Officer