



Hamilton

INFORMATION REPORT

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| TO: | Mayor and Members General Issues Committee |
| COMMITTEE DATE: | December 7, 2016 |
| SUBJECT/REPORT NO: | Hosting of Future Grey Cup Game (PW16110) (Ward 3) (Outstanding Business List Item) |
| WARD(S) AFFECTED: | Ward 3 |
| PREPARED BY: | Greg Maychak, Manager of Special Projects (905) 546-2424, Extension 2000 Delfina Duarte Manager, Facilities Planning & Business Support (905) 546-2424, Extension 6627 |
| SUBMITTED BY: | Rom D'Angelo Director, Facilities Management & Capital Programs Public Works Department |
| SIGNATURE: | |

Council Direction:

At its meeting of September 23, 2015, Council directed the City Manager and staff to meet with the Canadian Football League and the Hamilton Tiger-Cat's Football Club in an effort to assist and determine how to realize the City's desire to host a Grey Cup as soon as possible; and that staff be direct to prepare a report for the General Issues Committee.

Information:

The Grey Cup is Canada's largest annual single sporting event and is watched by nearly one third of Canadian television consumers. Since 2012, Grey Cup Games have generated between \$80 million and \$120 million in economic impact for the host cities and surrounding regions.

The 2016 Grey Cup Game & Festivities will take place in the newly renovated BMO Field at Exhibition Place in Toronto.

BMO Field was constructed as a soccer-specific stadium however from 2014 to 2016 it has undergone a series of major renovations including the addition of an upper deck to

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**SUBJECT: Hosting Future Grey Cup Game at Tim Horton's Field
(PW16110) (Ward 3) - Page 2 of 2**

the east grandstand, a roof over the seating areas and a lengthened field to accommodate Canadian Football. The cost of the renovation with premium seating, suites, varied concession, parking and covered stands is estimated to have cost over \$120 million. In addition to being the new home of Toronto Argonauts, BMO Field will also serve as the venue for both the 2016 Grey Cup Game (November 27, 2016) and the 2017 NHL Centennial Classic between the Toronto Maple Leafs and Detroit Red Wings (January 1st, 2017).

The 2017 Grey Cup Game and its many community events will be part of the Canada's 150th Anniversary celebrations in our nation's capital, the city of Ottawa.

The 2018 Grey Cup Game location has yet to be announced. However, effective 2018 and beyond, the selection process will involve a competitive bid process that is open to all the CFL teams.

It is the responsibility of the local CFL team franchise to initiate the process by declaring interest and submitting a formal bid to the Canadian Football League to host the annual Championship Game. The planning and execution of a Grey Cup event generally takes 24-36 months including approximately 12 months in preparation of a qualified bid proposal.

Prior to this bidding process the football club will seek support and partnership with their municipality to make the bid. If successful then a host committee is formed with members from the municipality and numerous other supporting organizations to collaborate on the Grey Cup Festival and its many celebrations.

Early conversations indicate that the Hamilton Tiger-Cats have not yet formally or informally initiated the process to bid for a Grey Cup Game. However the process to bid and plan such a large scale event and national championship requires between 2-3 years of preparation making 2019 Grey Cup the earliest possible date that the Hamilton Tiger-Cats could consider bidding. Nevertheless, under the 20-year license agreement, Section 19.18, the Tiger-Cats Organization will make commercially reasonable efforts to bid for the right to host two (2) Grey Cups during the first ten (10) year of the License Agreement. While bids are supported by government and contributing partnerships, it is the CFL team that has the sole authority to make a bid and ultimately becomes the rights holder of the event.

Tim Horton's Field has been deemed worthy of hosting a Grey Cup by the CFL under specific conditions including the completion of the stadium & Grey Cup overlay as outlined in the licence agreement between the Hamilton Tiger-Cats and the city of Hamilton. The Hamilton Tiger-Cats have indicated to city staff that they may be in position to look favourably upon a bid as early as 2019 based on specific criteria and have expressed interest in follow-up discussions to further investigate the opportunity.

Staff will be continuing conversations by setting up a formal meeting with the City Manager and the Hamilton Tiger-Cats to discuss a path forward.

Further updates will be provided as the process continues.

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