



Hamilton

INFORMATION REPORT

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| TO: | Mayor and Members General Issues Committee |
| COMMITTEE DATE: | March 21, 2018 |
| SUBJECT/REPORT NO: | Canadian Football Hall of Fame Relocation (PW16075a) (City Wide) |
| WARD(S) AFFECTED: | City Wide |
| PREPARED BY: | Greg Maychak (905) 546-2424, Extension 2000 Rom D'Angelo (905) 546-2424, Extension 4617 |
| SUBMITTED BY: | Rom D'Angelo, C.E.T.; CFM Director, Energy, Fleet and Facilities Management Public Works Department |
| SIGNATURE: | |

Council Direction:

At the July 6th, 2015 General Issues Committee meeting Report CM15011 titled "Canadian Football Hall of Fame Relocation (CFHOF)" was approved giving staff (in collaboration with the Canadian Football League (CFL)) the direction to actively take steps in relocating the Hall of Fame from 58 Jackson Street West to Tim Hortons Field. Furthermore, staff was asked to provide the General Issues Committee a rendition of the proposed design concept and the location of the Hall of Fame within the stadium.

Information:

The original proposal presented by the CFL called for the CFHOF to be closed at the end of July 2015, and a new home to be established at Tim Hortons Field. It has been agreed to and determined by all parties that a new location would allow the Hall of Fame to realize its full potential to attract visitors and create a new experience.

The proposal also calls for both the City of Hamilton and CFL to make a one-time capital contribution of \$250,000 each (total project budget \$500,000) for the development of "Legends Row", "Media Hall of Fame", and related displays within Tim Hortons Field.

On September 7th 2016 staff brought forth an Information Report (PW16075) to the General Issues Committee presenting the proposed conceptual design submitted by the CFL. The relocation strategy was divided into three phases. The first two phases have since been completed; (1) Grey Cup displayed in the Main lobby accessed from the

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Premier Entrance, and (2) The Press Box Level situated on the 7th floor displays all inducted reporters and associated media. The third and final phase a much larger scale project proposed a pavilion at the north end of the stadium (below the scoreboard) dubbed “Legends Row” was explored extensively and it was determined the “pavilion” structure was cost prohibitive, while creating numerous challenges related to site conditions, operations, maintenance, security and logistics related to both game day operations and public access throughout the year.

Consequently, the plan became obvious that using existing space within the club level would be less expensive and would be the most suitable location to making Phase 3 viable. The tenant fit-ups of the 4th Level Club Suite (refer to Appendix A) would be less expensive and more feasible than constructing a new structure such as the pavilion. This option does not incur any additional city costs related to utilities and/or annual maintenance while ensuring year round public access. The new CFHOF will not only be available on Ti-Cat home game days it will also have “free” scheduled public access on Wednesday after school/work and Saturday mornings thereby energizing the environment while enhancing the community experience and attracting more interest in booking rooms and spaces within the stadium. The CFL will have staff present to provide information and answer questions related to Canadian Football. In addition, the “Touchdown” statue currently located outside of the building at 58 Jackson Street West will also be relocated to Tim Hortons Field and a commemorative plaque will be displayed at the stadium acknowledging the City of Hamilton’s significant contribution to the new Canadian Football Hall of Fame. It is anticipated the final phase of CFHOF relocation to Tim Hortons Field will be completed in time for the opening of the 2018 CFL season.

The current agreement at 58 Jackson Street West between the City of Hamilton and the CFHOF will expire in 2018, for that reason a new licence and operating agreement has been completed that is representative of the new Canadian Football Hall of Fame owned and operated by the CFL at Tim Hortons Field. Previously, a goal was reached in principal with the CFL that the new model be financially stable without any additional expenses by the City of Hamilton. The other primary goal of the new Hall of Fame is also to attract new visitors and CFL fans that otherwise would not visit the former CFHOF adjacent to Hamilton City Hall. The former CFHOF model was no longer financially viable and any opportunity for reinvestment was not afforded to the CFL.

As outlined in the original council report, (CM15011) the previous CFHOF location at 58 Jackson Street West now known as the “City Lab” will continue to provide storage within the basement of the existing site for the housing of CFHOF artifacts until 2025, including annual utilities and maintenance (excluding insurance and staffing) during such period. These details and all other specifics including the financial contribution and breakdown are specified in the signed licence agreement.

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The trend in many new North American stadiums and Universities is to provide a maximum fan experience including celebrating the proud history of its league, championships, storied franchises and of course the present and past inductees into their respective Hall of Fames. The original proposal and council direction called for a one-time, CFL matching capital contribution of \$250,000 for the development of a lobby display, media Hall of Fame, the main feature “Legends Row” and the Touchdown Statue outside the main gates, as well as all applicable agreements that are amenable and satisfactory to all parties. This report achieves these goals and council’s direction.

Appendices and Schedules Attached

Appendix A – Approach Canadian Football Hall of Fame Museum (Design)