



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	December 12, 2018
SUBJECT/REPORT NO:	Hosting Grey Cup – November 2020 or 2021 (PED18234) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Carrie Brooks-Joiner (905)546-2424 Ext. 4132
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That staff be directed to prepare a Business Case for Council's consideration that outlines the anticipated City requirements for assisting the Hamilton Tiger Cats Football Club in its hosting of either the 2020 or 2021 Grey Cup to include, if any: financial contribution, staffing requirements, City provided services and programming; with a report to the General Issues Committee Q1 2019.

EXECUTIVE SUMMARY

The Hamilton Tiger Cats Football Club has expressed an interest in pursuing hosting of the November 2020 or 2021 Grey Cup at Tim Hortons Field. Only a Canadian Football League (CFL) Team has authority to make a bid to the CFL and, if successful, becomes the rights holder of the event. It is expected that the Hamilton Tiger Cats Football Club will approach the City of Hamilton to support the bid and partner in the planning and delivery of an upcoming Grey Cup event.

A municipality typically partners with the local CFL team in meeting the hosting requirements. Municipal contributions in previous Grey Cups have included, but are not limited to: direct financial investment; infrastructure improvements; provision of city services; fan and community program event planning and delivery; marketing and promotion support.

Alternatives for Consideration – Not Applicable

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

The last time the Hamilton Tiger Cats hosted the Grey Cup in Hamilton was in November 1996.

The Grey Cup is the CFL’s championship and highest profile game and is Canada’s largest annual single-day sporting event. Over the years the Grey Cup has become a week-long event and in addition to the championship game, typically includes: Festival Kick-off, multi-day public Fan/Family Experience, a Grey Cup Concert Series, a CFL Alumni Legends Luncheon, a Grey Cup Street Festival, and a Grey Cup Gala Dinner.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Securing this event for the city of Hamilton is in alignment with the Council approved Tourism Strategy, the Economic Development Action Plan, the Cultural Plan, and the Music Strategy. Support of this hosting opportunity aligns with the stretch target “to attract five major events that generate a total combined economic impact of at least \$50M” in the Council approved Economic Development Action Plan 2016-2020.

The 20-year License Agreement between the City of Hamilton and the Hamilton Tiger Cats Football Club (Section 19.18) indicates that the Club will make commercially reasonable efforts to bid on the rights to host two (2) Grey Cups during the first ten (10) years of the License Agreement.

RELEVANT CONSULTATION

CEO, Hamilton Tiger-Cats Football Club

President and COO, Business Operations, Hamilton Tiger-Cats Football Club

Senior Director, Stadium Events, Operations and Guest Experience, Hamilton Tiger Cat Football Club

Director, Tourism and Culture, Planning and Economic Development Department

Director, Energy, Fleet and Facilities Management Division, Public Works Department

Director, Economic Development, Planning and Economic Development Department

Manager, Facilities Planning and Business Support, Public Works Department

Manager, Sports & Entertainment Facilities, Public Works Department

Business Development Consultant, Tourism Sales, Tourism and Culture Division

Tourism Product Development Specialist, Sport Tourism, Tourism and Culture Division

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Preparation of this business case is in alignment with Tourism Hamilton's mandate to attract meetings, conventions, and sport event business to the city. The Grey Cup premier sporting event is a powerful national showcase, and hosting will enhance community pride, build on a strong audience base and support Hamilton's football legacy.

General benefits of hosting the Grey Cup, Canada's largest single-day sporting event include:

- Increase in tourism visitation and generation of millions of dollars in economic impact.
- Positive national and international television exposure for the city.
- Demonstration of the vibrancy of the City of Hamilton's tourism and cultural industries.
- Showcase our premier stadium to support additional business attraction.

The CFL estimates an economic impact to the host community between \$80 M to \$120 M for the host city and province. The 2016 event in Winnipeg injected \$80 M in economic impact for both the city and Manitoba. The 2017 Grey Cup, held in Ottawa to commemorate Canada's 150th Birthday, is recording approximately \$100 M into the city and the province.

Edmonton, Alberta will be hosting the 106th Grey Cup November 25, 2018. Calgary secured the rights to host the 107th Grey Cup November 24, 2019. Regina, Saskatchewan has expressed its' interest in hosting the 108th Grey Cup November 29, 2020. This will coincide with the Saskatchewan Roughriders 110th Anniversary of the Football Club.

ALTERNATIVES FOR CONSIDERATION

N/A

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ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

N/A

CBJ:ro