Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Staffing: Temporary short-term staffing will be contracted to coordinate the City’s Logistics Committee and City services, liaise with the Tiger-Cats, its’ Host Committee, and the City’s Revenue Generation section, and plan and deliver community programming.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>STAFFING AND EXPENSES</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Part-time contract staff and audience build expenses in Calgary</td>
<td>$20,000</td>
</tr>
<tr>
<td>2020</td>
<td>Logistics Coordinator part-time</td>
<td>$50,000</td>
</tr>
<tr>
<td>2020</td>
<td>Event Programmer</td>
<td>$80,000</td>
</tr>
<tr>
<td>2020</td>
<td>Programming and Community engagement expenses</td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

Legal: An agreement between the Tiger-Cats and the City of Hamilton will be signed and executed by the Mayor and the City Clerk, in a form satisfactory to the City Solicitor.

HISTORICAL BACKGROUND

The first Grey Cup game was in 1909. However, none were played from 1916 to 1919, so the 2012 Grey Cup was the 100th. Presently it is the CFL’s highest-profile game and Canada’s largest annual single-day sporting event. Over the years the Grey Cup has become a multi-day event, and in addition to the championship game, the event typically includes a Festival Kick-off, a 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.

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

The CFL has adopted a new model for the selection of the host city. The 2018 event in Edmonton was the first event awarded under the new approach. The new process replaces the League’s former non-competitive geographical rotation approach.
POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The terms of the 20-year License Agreement (2015-2035) between the City of Hamilton and the Tiger-Cats (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

Executive V.P, 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-Cats Football Club

Interim City Manager, City of Hamilton

General Manager, Planning and Economic Development Department

Director, Tourism and Culture, Planning and Economic Development Department

Manager, Tourism and Events, Tourism and Culture Division, Planning and Economic Development Department

Tourism Product Development Specialist, Sport Tourism, Tourism and Culture Division, Planning and Economic Development Department

Culture Projects Specialist, S.E.A.T (Special Events Advisory Team), Tourism and Culture Division, Planning and Economic Development Department

Project Manager, Off-Street Parking, Hamilton Municipal Parking, Planning, and Economic Development Department

Building Engineer, Building Engineering & Zoning, Planning, and Economic Development Department

Director, Energy, Fleet & Facilities Management, Public Works Department

Manager, Sports & Entertainment Facilities, Public Works Department

Project Manager, Corridor Management Section, Public Works Department
Major Event Planner, Hamilton Police Service

CEO & President of Planning and Economic Development, City of Winnipeg – 2015 Grey Cup

Tourism Industry Advisor, Ministry of Tourism, Culture, and Sport, Province of Ontario

Legal Services

Office of the City Clerk

CITY SERVICE REQUIREMENTS

Hosting such a major high visibility event with a significant public audience will require diligent planning to ensure public security as well as smooth event delivery. A City of Hamilton Logistics Team will be established in 2019 and will include representation from:

- Planning and Economic Development Department (Tourism and Culture and Economic Development Divisions);
- City Manager’s Office (Strategic Partnerships and Communications Division);
- Public Works Department (Energy, Fleet & Facilities Management Division);
- HSR;
- Waste Collections, Recycling, and Disposal;
- Healthy and Safe Communities Department (Hamilton Police Services, Emergency Services); and,
- other divisions and selections as required.

COMMUNITY PROFILE BENEFITS

Statistics of the digital and social media reach from the 2016-2018 events demonstrates that the Grey Cup secures significant paid and earned coverage for the event across multiple platforms. Such coverage, in turn, raises the profile of the host city.
## TELEVISION, DIGITAL AND SOCIAL MEDIA REACH 2016-2018

<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
<th>Platform</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto</td>
<td>2016</td>
<td>TSN/RDS</td>
<td>10M Unique Viewers</td>
</tr>
<tr>
<td>Ottawa</td>
<td>2017</td>
<td>TSN/RDS</td>
<td>10M Unique Viewers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CFL website (cfl.com)</td>
<td>Page views +42% Unique pageviews +43.5% Video views +23% Average time on site +6%</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td>Twitter results for #GreyCup surpassed 265,000+ on Grey Cup Sunday. Social video (including Twitter, Facebook, and Instagram) views were up 58%, and engagement was up 61%</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td>200,000+ total minutes viewed across all Grey Cup streams 1,000,000+ total people reached 160,000+ total unique viewers</td>
</tr>
<tr>
<td>Edmonton</td>
<td>2018</td>
<td>TSN/RDS</td>
<td>8.4M Unique Viewers</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td>288,204 reach - #1 trending hashtag #GreyCup for all of the Grey Cup Sunday</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td>114,364</td>
</tr>
</tbody>
</table>
CHALLENGES TO HOSTING

Hosting of an event of this scale brings challenges to the community including:

- traffic and parking congestion;
- noise from outdoor events;
- congestion in the Stipley neighbourhood and inconvenient to residents;
- wear and tear of venues and parks;
- public inebriation; and,
- demand on public services.

ALTERNATIVES FOR CONSIDERATION

N/A

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

Appendix “A” to Report PED18234(a) - Hamilton Tiger-Cats Football Club 2020 Grey Cup Championship and Festival Summary (Confidential).

Appendix “B” to Report PED18234(a)