

**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.

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

**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 100<sup>th</sup>. 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.

<b>TELEVISION, DIGITAL AND SOCIAL MEDIA REACH 2016-2018</b>			
<b>City</b>	<b>Year</b>	<b>Platform</b>	<b>Metrics</b>
Toronto	2016	TSN/RDS	10M Unique Viewers
Ottawa	2017	TSN/RDS	10M Unique Viewers
		CFL website (cfl.com)	Page views +42% Unique pageviews +43.5% Video views +23% Average time on site +6%
		Twitter	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%
		Facebook	200,000+ total minutes viewed across all Grey Cup streams  1,000,000+ total people reached  160,000+ total unique viewers
Edmonton	2018	TSN/RDS	8.4M Unique Viewers
		Twitter	288,204 reach - #1 trending hashtag #GreyCup for all of the Grey Cup Sunday
		Instagram	114,364

		Facebook	235,015 – 22.24% increase in engagement for the week of Grey Cup  10% increase in impressions for the week of Grey Cup 3.8M video views across social for the week of Grey Cup (a 70.57% increase year-over-year)
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**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)