



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

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	June 16, 2021
SUBJECT/REPORT NO:	Potential for Major Event in 2024 (PED20071(c)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Pam Mulholland (905) 546-2424 Ext. 4514
SUBMITTED BY:	Carrie Brooks-Joiner Director Tourism and Culture Planning and Economic Development
SIGNATURE:	

RECOMMENDATIONS

- (a) That the City of Hamilton enter into the agreements necessary to facilitate the hosting of the June 10 to 16, 2024 RBC Canadian Open under terms and conditions substantially similar to those previously approved by Council for the hosting of the June 5 to 11, 2023 RBC Canadian Open; and
- (b) That the General Manager of the Planning and Economic Development Department be authorized, on behalf of the City of Hamilton, to approve and execute any required agreements and associated documents each in a form satisfactory to the City Solicitor.

EXECUTIVE SUMMARY

The RBC Canadian Open (the Open), produced by Golf Canada and the PGA TOUR, is an annual world-class sporting event that attracts over 100 K spectators and tens of thousands of tourists to the host city. The Open is televised and, when hosted in 2019 in Hamilton, had a North American broadcast audience of 17.1 M.

At the November 25, 2020 Council meeting, Council approved the staff Recommendation that the City of Hamilton (the City) host the 2023 RBC Canadian Open at the Hamilton Golf and Country Club, along with proposed contract terms and commitments negotiated between the City and Golf Canada to host the event.

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.

On April 20, 2021, the City of Hamilton received correspondence from Golf Canada formally requesting a change of the RBC Canadian Open hosting dates from June 2023 to June 2024, attached as Appendix “A” to Report PED20071(c). Correspondence confirming agreement with the proposed change in date was received by The Hamilton Golf and Country Club attached as Appendix “B” to Report PED20071(c). The primary reason for the hosting year change request is that the COVID-19 pandemic resulted in the cancellation of two consecutive RBC Canadian Opens and subsequent shifts in hosting venues. The host of the 2020 RBC Canadian Open will now host in 2022; the host of 2022 will now host in 2023; and, pending Council approval, the City of Hamilton would host in 2024.

The Recommendations would change the hosting date of the event from 2023 to 2024. The Recommendations would not change the agreed-upon terms and commitments associated with hosting the Open as approved by Council on November 25, 2020, as outlined in Report PED20071(a).

Tourism Hamilton staff have confirmed accommodation availability and hotel room block holds for the proposed RBC Canadian Open dates of June 10 to 16, 2024.

Alternatives for Consideration - Not Applicable

FINANCIAL - STAFFING - LEGAL IMPLICATIONS

Financial: If the staff Recommendations are approved, the commitments approved by Council on November 25, 2020 for hosting of the 2023 RBC Canadian Open would be applied to the hosting of the 2024 RBC Canadian Open.

Staffing: N/A

Legal: If the staff Recommendations are approved, a 2024 Open Host Contract between Golf Canada and the City of Hamilton would be signed and executed by the Mayor and the City Clerk, in a form satisfactory to the City Solicitor.

HISTORICAL BACKGROUND

The RBC Canadian Open is a professional PGA TOUR sporting event. It is the third oldest tournament on the PGA TOUR after the Open Championship (Britain) and the US Open. The Open has been held at the Hamilton Golf and Country Club six times, most recently in 2019. The 2019 event, with an attendance of 120,000 spectators, was highly successful. The Open surpassed targets for audience, revenue, tourist attraction and community volunteerism and engagement.

Terms and conditions for hosting in Hamilton in 2023 were approved by Council. Negotiations towards execution of a contract for the 2023 event were paused given the uncertainty of the pandemic.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The hosting of major events aligns with Council-approved plans and strategies, including the Hamilton Tourism Strategy and the Economic Development Action Plan.

RELEVANT CONSULTATION

External

- Chief Executive Officer, Golf Canada
- Tournament Director, RBC Canadian Open, Golf Canada
- Chief Financial Officer, Golf Canada
- Sales Departments, Hotels and Accommodation Sector

Internal

- Solicitor, Legal and Risk Management Services Division, Corporate Services Department
- Manager, Financial Planning, Administration, and Policy Division, Corporate Services Department
- Tourism Product Development Consultant - Sport, Tourism and Culture Division, Planning and Economic Development Department

ANALYSIS AND RATIONALE FOR RECOMMENDATIONS

General benefits of hosting the 2024 RBC Canadian Open include:

- Significant economic benefit and direct economic impact for Hamilton;
- Increase in local tourism visitation and overnight stays, thereby supporting a continued post-pandemic financial recovery of Hamilton's tourism industry;
- The creation of local jobs in the tourism and events sectors;
- Extensive national and international media exposure for Hamilton;
- Open global television distribution;

- Opportunity to leverage the vibrancy of the City's sports sector and build local amateur golf; and
- Enhance community engagement, volunteerism and boost civic pride.

ALTERNATIVES FOR CONSIDERATION

Not Applicable

ALIGNMENT TO THE 2016 - 2025 STRATEGIC PLAN

Community Engagement and 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.

Healthy and Safe Communities

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" - Letter from Bryan Crawford, Tournament Director - RBC Canadian Open, Golf Canada

Appendix "B" - Letter from David Short, Canadian Open Chair and Vice President, Hamilton Golf and Country Club Ltd.

PM:ac