




Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	June 15, 2022
SUBJECT/REPORT NO:	2021 Grey Cup Update (PED18234(g)) (City Wide)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY:	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

COUNCIL DIRECTION

At the January 30, 2019 Council meeting, Council approved the Recommendations of Confidential Report PED18234(a) to host the 108 Grey Cup in Hamilton in 2021. In addition, Council directed staff to report back, in a public format, on the outcomes of the Grey Cup, realized hosting benefits for Hamilton, and the extent of the City of Hamilton's contribution to the event. On December 8, 2021, a Communications Update went to the Mayor and Members of Council outlining the City of Hamilton's (City) financial contribution to the 2021 Grey Cup. The Communications Update was included on the public Council agenda of December 15, 2021. This Report fulfils the remaining outstanding Council directions related to the 2021 Grey Cup.

INFORMATION

The Grey Cup football game and Grey Cup Festival are one of Canada's marquis sporting events. The annual event attracts thousands of spectators and tourists to the host city from across the country and garners millions of spectators on television. This Report provides an overview of Grey Cup programming, the benefits realized by Hamilton as a result of hosting, and City of Hamilton services delivered to the Grey Cup.

108 Grey Cup in Hamilton:

The Grey Cup was held at Tim Hortons Field (Stadium) on December 12, 2021, to a sold-out crowd of 26,324, an all-time Stadium attendance record. The game was won

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.

by the defending champion Winnipeg Blue Bombers, in a 33-25 overtime victory over the Hamilton Tiger-Cats.

On October 28, 2021, the Province of Ontario lifted COVID-19 pandemic restrictions on indoor, non-seated events. However, the lifting of regulations did not allow enough time for Grey Cup Festival event plans to be fully realized. As a result, the Grey Cup Festival ran from December 9 to 12, 2021, in a modified format from previous years with large-scale public events like major concert series, family fun zone and educational events cancelled.

Other 2021 Festival traditional events proceeded, including the Grey Cup trophy's arrival; The Canadian Football League (CFL) Awards; team parties; head coaches conference; and the Commissioner's state of the league session, but with reduced attendance due to the requirement for the physical distancing of attendees.

The Grey Cup game half-time show headliners were Hamilton's Arkells. Grey Cup Festival events also showcased local and Canadian musicians to a national audience. Throughout the Grey Cup week leading up to game day, music events were held at both the Stadium and the Hamilton Convention Centre, hosting several musicians and artists to amplify the variety of events held during the festivities.

The Grey Cup Benefits for Hamilton:

The CFL commissioned an Economic Impact Assessment Report of the 108 Grey Cup, conducted by Sport Tourism Canada. The data included in the following realized benefits overview is contained within the Economic Impact Assessment, attached as Appendix "A" to Report PED18234(g).

- Increased tourism visitation to Hamilton. The majority of attendees were tourists as summarized below:
 - 39% were from Hamilton
 - 11% were from Toronto or other Greater Toronto Area communities
 - 19% were from other Ontario communities
 - 29% were from other provinces; and
 - 2% were from outside Canada

- Increase in overnight accommodation stays in local hotels as a direct result of the Grey Cup:
 - 82% of out-of-town attendees stayed overnight during their visit to Hamilton, resulting in 2,656 room nights sold at Hamilton hotels and gross earned revenue of \$693,511 (net of applicable rebates and discounts and excluding food and beverage sales and any incidental revenue such as parking, telephone charges and movie rental);
 - 73% of attendees indicated that Grey Cup was the sole reason for their

visit to Hamilton, and overall, the importance of this event in influencing visitation to Hamilton was 9.3 out of 10.

Note: The visitor statistics cited in this report were derived from an on-site survey conducted by Sport Tourism Canada over three days of the event.

- Generated millions of dollars in economic impact. The total net economic activity (Gross Domestic Product) generated by the Grey Cup was:
 - \$21.6 million for Canada
 - \$18.2 million for the Province of Ontario
 - \$14.5 million for Hamilton

Note: Economic Impact Assessment (EIA) studies measure the positive change in economic activity resulting from hosting an event in a specific city. Sport Tourism Canada developed the STEAMPRO EIA to generate the economic impact from actual spending data during the sports event. The STEAMPRO EIA was utilized to calculate the local economic impact of the Grey Cup.

- Increased operational expenditures in Hamilton. To ensure this event's successful operation and staging, the combined purchase of goods and services by the Canadian Football League and the Hamilton Tiger-Cats in Hamilton was \$7,878,474 million. These operational expenditures include but are not limited to fees and commissions; facility rental; marketing and advertising services; professional services; communications; food and beverage; accommodations; merchandise; travel; transportation and storage.
- Positive national and international television exposure for Hamilton with the game broadcast on television networks The Sports Network in Canada and Entertainment and Sports Programming Network in the United States with a viewership of 7.9 million excluding fans who watched on streaming services ESPN+ and CFL Game Pass.
- Showcased the City's premier stadium to support additional business attraction while developing Hamilton's sports fan base.

City of Hamilton Contributions to the Grey Cup:

The City partnered with The Hamilton Tiger Cats Football Club, the rights holder of the 2021 Grey Cup, to meet the hosting requirements. Municipal contributions included the provision of \$200,000 in City services, exclusive access to and use of the Stadium facility, including the stadium, equipment and infrastructure, and event marketing and promotion support.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report PED18234(g) - STEAMPRO Economic Impact Assessment
Final Report -108 Grey Cup - Hamilton, Ontario

PM:ac