

Hamilton Tourism Development Corporation Project Funding Application

Applicant

Name of Organization	City of Hamilton
Requesting Funding As	<input type="checkbox"/> Non-profit organization (with defined tourism focus) <input type="checkbox"/> For-profit business (with defined tourism focus) <input checked="" type="checkbox"/> City of Hamilton division/department
Address	28 James Street North, 2nd Floor, Hamilton, ON, L8R 2K1
Canada Revenue Agency Business Number	88932 3218

Organization/City of Hamilton Staff Contact

Name of Contact	Ryan McHugh
Job Title	Manager, Tourism and Events
City of Hamilton Division/ Department	Tourism and Culture/Planning and Economic Development
Email	ryan.mchugh@hamilton.ca
Phone	905-546-2424 ext. 4123

Project/Event Details

Name	2026 Brier, Canadian Men’s Curling Championship
Dates	February 27 - March 8, 2026, 10 days of competition
Description (max 300 words)	<ul style="list-style-type: none"> • The Brier is the annual curling championship sanctioned by Curling Canada. The winner of the Brier goes on to represent Canada at the World Curling Championships. • The Brier is among the best attended curling competitions, often attracting crowds larger than the World Curling Championships. • It is estimated the Brier attendance in Hamilton will be 75,000-120,000 throughout the 10-day event, including 108 athletes and coaches, and 25 officials.

Tourism Strategy Alignment

Priority Alignment	Strengthen Hamilton’s Major Events & Festival Sector
Related Action (if applicable)	Utilize a portion of the Municipal Accommodation Tax and other non-levy funding sources for bid fees for securing and executing major events, in collaboration with industry MAT Advisory Group
Benefits the Project will deliver to Hamilton	<ul style="list-style-type: none"> • 200+ room nights required per day (11-12 days) for television crew, athletes, and staff (does not include fans/supporters). • Estimated attendance of 100,000-120,000 throughout the 10-day event. • Economic Impact approximately \$10 million.

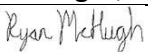
	<ul style="list-style-type: none"> • Boosts tourism, benefiting local businesses and hospitality sectors, leading to economic uplift within the city. • Reinforces Hamilton's reputation as a premier sporting destination in Canada through 70+ hours of live television coverage.
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Funding Request

Total Project Budget	\$1,000,000
HTDC Funding Request	\$300,000
Other Funding Sources, Please Describe	\$200,000 from Hamilton Tourism Development Investment Group (HTDIG), \$500,000 from CoH Tourism Reserve (Proposed in Council Report (PED23129(b)) on the GIC agenda June 19, 2024)
Single/Multi-Year Funding	Single
If Multi-Year, please detail what funding is required per year.	N/A
Deadline for Organization to know if this application is successful?	September 2024, Request for Proposal submission due to Curling Canada
If successful, what date is funding due to the Organization?	January 2026

Declaration and Signature

The applicant certifies that the above information is true to the best of the applicant's knowledge.

Name	Ryan McHugh
Job Title	Manager, Tourism & Events
Signature	
Date	May 22, 2024

HTDC - For Office Use Only

HTDC Officer Comments:

HTDC Officers' Reporting Requirements to the Board of Directors:

- Verbal interim progress reports at HTDC meetings, as applicable.
- Deliver a Final Project Report at the next scheduled HTDC meeting. For Multiple - Year Projects, a Project Report is due for each year of funding.

- Project Reports must be delivered in a written format and include:
 - how the Project successfully met its objectives (as described in the funding application question #8); and
 - the outcomes of the benefits the Project delivered to Hamilton (as described in the funding application question #10).