




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

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	June 19, 2024
<b>SUBJECT/REPORT NO:</b>	Major Hosted Tourism Event Opportunities (PED23129(b)) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Ryan McHugh (905) 546-2424 Ext. 4132 Pam Mulholland (905) 546-2424 Ext. 4514
<b>SUBMITTED BY:</b>	Lisa Abbott Acting Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That a contribution to an upset limit of \$500 K from the Conventions/Sports/Events Reserve No. 112231 be authorized and allocated towards funding any hosting fees and City of Hamilton and/or or third-party in-kind goods and/or services associated with hosting the JUNO Awards in either 2026 or 2027;
- (b) That a contribution to an upset limit of \$500 K from the Conventions/Sports/Events Reserve No. 112231 be allocated towards funding any hosting fees and City of Hamilton and/or or third-party in-kind goods and/or services associated with hosting the 2026 Brier Canadian Men's Curling Championship;
- (c) That upon allocating the remaining balance of funds in the Conventions/Sports/Events Reserve No. 112231 towards hosting fees and City of Hamilton and/or or third-party in-kind goods and/or services associated with hosting the 2026 or 2027 JUNO Awards and the 2026 Brier Canadian Men's Curling Championship, Reserve No. 112231 be closed;

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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.

- (d) That upon closing the Conventions/Sports/Events Reserve No. 112231, staff be authorized and directed to allocate, on an annual basis, any unspent funds from the Tourism Operations DeptID 362238/Grant Account 58201 to the City of Hamilton's Municipal Accommodation Tax Reserve No. 108072;
- (e) That the Mayor and City Clerk, or their designates, be authorized and directed to execute all required agreements and associated documents, on behalf of the City of Hamilton, with the Canadian Academy of Recording Arts and Sciences to host the 2026 or 2027 JUNO Awards in Hamilton, contingent on Hamilton being selected as the host city, with content acceptable to the General Manager, Planning and Economic Development, and all in a form satisfactory to the City Solicitor;
- (f) That the Mayor and City Clerk, or their designates, be authorized and directed to execute all required agreements and associated documents, on behalf of the City of Hamilton, with Curling Canada to host the 2026 Brier Canadian Men's Curling Championship in Hamilton, contingent on Hamilton being selected as the host city, with content acceptable to the General Manager, Planning and Economic Development, and all in a form satisfactory to the City Solicitor;
- (g) That the Mayor and City Clerk, or their designates, be authorized and directed to execute all required agreements and associated documents, on behalf of the City of Hamilton, with Youth Science Canada to host the 2027 and 2029 Canada Wide Science Fairs in Hamilton, with content acceptable to the General Manager, Planning and Economic Development, and all in a form satisfactory to the City Solicitor.

## **EXECUTIVE SUMMARY**

In September 2023, Report PED23129 was brought forward to the General Issues Committee, outlining the pursuit of various major hosted tourism events to be held in Hamilton. Council was informed of ongoing efforts to pursue these opportunities and directed staff to report back with recommendations for how the City of Hamilton would fund any hosting fees or in-kind City of Hamilton or third-party goods and services required to successfully secure major hosted tourism events, using Municipal Accommodation Tax funds, private sector contributions, existing tourism reserves and provincial funding as applicable, for Council's consideration.

This report seeks the City of Hamilton funding and Council authorization required to formally bid on or secure the following events:

- **2026 or 2027 JUNO Awards:** The JUNO Awards is a 5-day series of music and cultural events across all genres of music, presented by the Canadian Academy

of Recording Arts and Sciences. JUNOS culminates in the live CBC Canada-wide broadcast of the Awards which recognizes outstanding achievements in Canada's music industry. The JUNOS is Canada's largest music & culture property, with a reach of over 16 million fans.

- The total direct economic impact to the host municipality for the event in 2026 is estimated to be \$12,000,000. The Canadian Academy of Recording Arts and Sciences has issued staff a Request for Partnership.
- If the City is to pursue this opportunity, staff must submit a fully funded bid by the end of August 2024.
- **2026 Brier, Canadian Men's Curling Championship:** 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.
  - The total direct economic impact to the host municipality for the event in 2026 is estimated to be \$10,000,000.
  - Curling Canada has issued a Request for Proposal for the 2026 Brier and if the City is to pursue this opportunity staff must submit a fully funded bid by the end of September 2024.
- **2027 and 2029 Canada Wide Science Fair:** Hosted annually by Youth Science Canada, this event brings together Canada's brightest young minds, celebrating their passion for science, technology, engineering, mathematics (STEM) and innovation.
  - The total direct economic impact to the host municipality for the event is estimated to be \$3,800,000 per year.
  - The City of Hamilton has successfully secured commitments for the 2027 and 2029 events and seeks Council authority to finalize an agreement to bring them to Hamilton.

Given that the Municipal Accommodation Tax will serve as the primary means to fund major hosted tourism event opportunities moving forward, the recommendations seek Council approval to allocate the remaining balance of the Conventions/Sports/Events Reserve No. 112231 and, subsequently, close this reserve fund.

Furthermore, staff have requested Municipal Accommodation Tax funds from the Hamilton Tourism Development Corporation and secured private sector contributions to contribute to the JUNO Awards and the Brier Canadian Men’s Curling Championship bids. As authorized and directed by Council in Report PED23129, staff are also seeking provincial funding to contribute to the 2026 or 2027 JUNO Awards bid. Should the City of Hamilton be unsuccessful in its bid to host the JUNO Awards and/or the Brier, there would be no financial commitment required of the City.

**Alternatives for Consideration – Not Applicable**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: **JUNO Awards Funding Model:** As a prospective host city for the 2026 or 2027 JUNO Awards, there is a required hosting fee which will be determined by the City of Hamilton and the Canadian Academy of Recording Arts and Sciences based on the specifications of Hamilton’s JUNO Awards broadcast venue (arena capacity and cost of the venue), other venue costs, hotel accommodation costs, and other geographical/logistical factors to be outlined in the City of Hamilton’s Request for Partnership proposal.

Typically, the host municipality’s contribution to the JUNO Awards hosting cost is 25-40% and the provincial contribution is 75-60%, as follows:

- 2019 (London): City of London \$400,000; Province of Ontario \$1,250,000
- 2024 (Halifax): City of Halifax \$750,000; Province of Nova Scotia \$1,000,000

**For JUNO economic impact data, refer to this report’s “Analysis and Rationale for Recommendations” section.**

<b>Revenue Source</b>	<b>Amount (\$)</b>	<b>Current Status</b>
City of Hamilton Conventions/Sports / Events Reserve	\$500,000	\$500,000 - Pending Council approval at its meeting on June 26, 2024
Hamilton Tourism Development Corporation	\$300,000	\$300,000 – Pending approval by the Hamilton Tourism Development Corporation at its meeting in June 2024.
Private Sector	\$150,000	\$150,000 – Confirmed April 30, 2024

<b>Revenue Source</b>	<b>Amount (\$)</b>	<b>Current Status</b>
Municipal and Private Sector Revenues	\$950,000*	

\*The City of Hamilton has formally notified the Province of Ontario of the City of Hamilton's proposal to host the JUNO Awards. Provincial funding will become part of the public record, contingent on Hamilton being selected as the host city.

The City of Hamilton's funding contribution will be attributed to hosting fees payable to the Canadian Academy of Recording Arts and Sciences, in-kind municipal or third-party goods and services (e.g., road closure, on and off-street parking expenses) and host committee responsibilities, including the JUNO volunteer program, economic impact reports, local marketing, transportation initiatives, and any events outside of the regular JUNO Awards events.

The Canadian Academy of Recording Arts and Sciences is a non-profit organization created to preserve and enhance the Canadian music industry and to contribute toward higher artistic and industry standards.

**Brier Funding Model:** The 2026 Brier Canadian Men's Curling Championship hosting fee is determined by the City of Hamilton and Curling Canada based on Hamilton's arena capacity and anticipated live television audience draw, hotel accommodation costs, and other logistical factors to be outlined in the City of Hamilton's Request for Proposal application.

**For Brier economic impact data, refer to this report's "Analysis and Rationale for Recommendations" section.**

<b>Revenue Source</b>	<b>Amount (\$)</b>	<b>Current Status</b>
City of Hamilton (Conventions/Sports/Events Reserve*)	\$500,000	\$500,000 - Pending Council approval at its meeting on June 26, 2024
Hamilton Tourism Development Corporation (Municipal Accommodation Tax)	\$300,000	\$300,000 – Pending approval by the Hamilton Tourism Development Corporation at its meeting in June 2024.
Private Sector	\$200,000	\$200,000 – Confirmed on February 13, 2024.
<b>Total Revenues</b>	<b>\$1,000,000</b>	

The City of Hamilton’s funding contribution will be attributed to hosting fees payable to Curling Canada, in-kind municipal or third-party goods and services (e.g., road closure, on and off-street parking expenses), and host committee responsibilities, including the Brier volunteer program, local marketing, events to introduce newcomers and diverse communities to the sport of curling, and initiatives that engage local Indigenous communities in a meaningful way leading up to and during the Brier.

Curling Canada is a non-profit sanctioning body for curling in Canada. It is associated with more than a dozen provincial and territorial curling associations across the country and organizes Canada's national championships.

**Canada Wide Science Fair Funding:** There is no funding request of the City of Hamilton associated with these events. Funding as follows:

<b>Revenue Source</b>	<b>Amount (\$)</b>	<b>Status</b>
Hamilton Tourism Development Corporation (Municipal Accommodation Tax - \$255,000 for 2027 and \$255,000 for 2029)	\$510,000	\$510,000 – Pending approval by the Hamilton Tourism Development Corporation at its meeting in June 2024

Hamilton Tourism Development Corporation's contribution will be applied to facility rental fees, transportation services for participants, and an awards event. The Canada Wide Science Fair is produced by Youth Science Canada, a non-profit that enables Canadian youth to investigate scientific questions and develop innovative solutions for current and future challenges.

The recommendations in this report do not request any City of Hamilton funding be allocated to these events. Instead, recommendation (g) seeks Council authority for staff to enter into a Sponsorship Agreement with Youth Science Canada to allocate the \$510,000 to be secured from the Hamilton Tourism Development Corporation, at its June 2024 meeting, towards hosting the 2027 and 2029 Canada-Wide Science Fairs.

**For Canada Wide Science Fair economic impact data, refer to this report’s “Analysis and Rationale for Recommendations” section.**

Given that the Municipal Accommodation Tax will serve as the primary means to fund major hosted tourism event opportunities moving forward, recommendation (d) seeks Council approval to allocate the remaining

balance of the Conventions/Sports/Events Reserve No. 112231 and, subsequently, close this reserve.

Currently, any unspent funds from the Tourism Operations DeptID 362238/Grant Account 58201 are transferred to the Conventions/Sports/Events Reserve No. 112231 on an annual basis. Once the Conventions/Sports/Events Reserve No. 112231 is closed, it is recommended that any unspent funds from the Tourism Operations DeptID 362238/Grant Account 58201 be allocated to the City of Hamilton's Municipal Accommodation Tax Reserve No. 108072 on an annual basis.

**Legal:** For any major hosted tourism events that the City of Hamilton secures, Legal Services staff will assist in developing and executing the necessary legal agreements outlining matters including but not limited to the costs, benefits, and commitments between the City of Hamilton and the event organizers.

**Staffing:** Not Applicable.

## **HISTORICAL BACKGROUND**

**JUNO Awards Overview:** Hamilton has hosted the JUNOS Awards 6 times, the last time in 2015.

The JUNO Awards is a 5-day series of music and cultural events across all genres presented by the Canadian Academy of Recording Arts and Sciences. It culminates in a live television broadcast on CBC (Canada-wide), which recognizes outstanding achievements in Canada's music industry. The JUNO Awards is Canada's largest music and culture property, with a reach of over 16 million fans.

### **Event Details:**

- March 25 - March 29, 2026, or March/April 2027 (2027 dates to be confirmed).
- Attendance – 20,000 unique attendees throughout the 5 days;
- JUNO Awards live television coverage on CBC;
- Additional JUNO events live streamed on CBC Gem digital video streaming service;
- 4,300 room nights required over 10 days for television and production crews, musicians/bands, other music industry professionals, media, and CARAS staff (does not include rooms booked by fans);
- Volunteers –1,500; and,
- The total direct economic impact to the host municipality for the event in 2026 is estimated to be \$12,000,000.

As part of the City of Hamilton's JUNO Awards proposal, there are plans to host additional concerts in Hamilton before the JUNO Awards featuring performances by the best musical talent from across Ontario. Recorded live and entitled "Road to the Junos", the concerts will both promote the JUNO Awards coming to Hamilton and provide content for CBC Gem (CBC's digital video streaming service) to be broadcast by CBC during the JUNO Awards. The "Road to the Junos" programming would be a collaboration between CBC, The Canadian Academy of Recording Arts and Sciences, and the host committee.

**Brier Canadian Men's Curling Championship Overview:** The City of Hamilton hosted the Brier in 1991 and 2007.

The Brier is the annual Canadian men's curling championship sanctioned by Curling Canada. It has been held since 1927, traditionally during the month of March. The winner of the Brier goes on to represent Canada at the World Curling Championships of the same year. The Brier is among the best attended curling competitions, often attracting crowds larger than the World Curling Championships.

**Event Details:**

- February 27 - March 8, 2026, 10 days of competition;
- 108 athletes and coaches, 25 officials, 70 television crew;
- 70 hours of live television coverage;
- 200 room nights required per day (11-12 days) for television crew, athletes, and staff (does not include rooms booked by fans/supporters);
- Attendance - 75,000-120,000 throughout the 10-day event;
- Volunteers – 375; and,
- The total direct economic impact to the host municipality for the event in 2026 is estimated to be \$10,000,000.

**Canada Wide Science Fair Overview:** 2027 will be the first time Hamilton has hosted the Canada Wide Science Fair.

Hosted annually by Youth Science Canada, this event brings together our nation's brightest young minds, celebrating their passion for science, technology, engineering, mathematics (STEM) and innovation. The fair is a vibrant display of elaborate presentations, engaging demonstrations, and thought-provoking discussions. Rooted in a rich history that dates back to the 1960s, the Canada-Wide Science Fair has evolved into a national platform for the next generation of scientists and innovators.

**Event Details:**

- May 29 – June 6, 2027 & May 26 - June 2, 2029, 7-day event;
- Attendance – 11,000 unique attendees throughout the 7 days;



- 548 Overnight attendees;
- 3,836 Estimated room nights;
- 3,595 Day Attendees; and,
- The total direct economic impact to the host municipality for the event is estimated to be \$3,800,000 per year.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

Not Applicable.

## **RELEVANT CONSULTATION**

- Canadian Academy of Recording Arts and Sciences;
- Curling Canada;
- Youth Science Canada;
- Hamilton Tourism Development Investment Group;
- Hamilton Tourism Development Corporation;
- Legal Services, Corporate Services Department; and,
- Finance and Administration, Corporate Services Department.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

### **JUNO Awards Economic Impact:**

Data from the Canadian Academy of Recording Arts and Sciences from the JUNO Awards 2026/2027 Request for Proposals:

- Attendance for JUNO Awards – 20,000 (unique attendees); and,
- Expected Economic Impact for JUNO Awards - \$12,000,000.

Data from London JUNO 2019 Economic Assessment (similar size destination):

- Direct economic impact - \$7,700,000;
- Attendees - 26,000 (unique attendees);
- Tourism spending attributable to the JUNOS - \$2,600,000;
- Wages & salaries supported in London - \$1,700,000;
- Increase to provincial GDP - \$4,700,000; and,
- Taxes supported across Canada - \$1,400,000.

Data from Toronto JUNO 2022 Economic Assessment:

- Direct economic impact - \$15,000,000;
- Attendees - 20,000 (unique attendees);
- Tourism spending attributable to the JUNOS - \$2,700,000;
- Increase to provincial GDP - \$7,900,000; and,

- Taxes supported across Canada - \$2,300,000.

Pursuing the JUNO Awards in 2026 or 2027 aligns with the completion of the Hamilton Urban Precinct Entertainment Group's new enhancements at the FirstOntario Centre and Hamilton Convention Centre by Carmens, and builds on the City of Hamilton's investments in the creation, development, and promotion of the local music industry. As well as aligning with economic and tourism priorities, the Canadian Academy of Recording Arts and Sciences makes a direct investment in local schools and educational institutions through the program MusiCounts. Since 1997, the MusiCounts Band Aid Program has invested nearly \$13 million to support 1,363 school music programs to sustain existing programs or build entirely new ones. In 2023, the MusiCounts Band Aid Program funded 20 music programs in Ontario schools including at Dundas Valley Secondary School and Viola Desmond Elementary School in Hamilton.

**Brier Canadian Men's Curling Championship Economic Impact:**

Data from Lethbridge Brier 2022 Economic Assessment:

- Tourism spending attributable to Brier - \$13,200,000;
- 18,500 out-of-town visitors, with the average stay being 5.4 nights in Lethbridge during the event;
- Wages & salaries supported in Lethbridge - \$5,800,000;
- Overall economic activity in Alberta - \$19,700,000;
- Increase to provincial GDP - \$10,300,000; and,
- Taxes supported across Canada - \$3,900,000.

**Canada Wide Science Fair Economic Impact:**

Data from Edmonton Canada Wide Science Fair 2023 Economic Assessment:

- Direct economic impact - \$3,831,400;
- Tourism spending attributable to the Science Fair - \$2,309,000;
- Total hotel room nights sold - 3,153; and,
- Attendees - 11,393 unique attendees throughout the 7 days.

**Next Steps:**

Staff will submit the City of Hamilton's JUNO Awards bid proposal by the August 30, 2024 deadline. The Board of CARAS's decision regarding the host city for 2026 and 2027 is expected in October 2024.

Staff to submit the City of Hamilton's Brier Canadian Men's Curling Championship bid proposal by the September 30, 2024 deadline. Curling Canada's decision regarding the 2026 host city is expected in October 2024.

The successful host city of the 2026 and 2027 JUNO Awards and the 2026 Brier Canadian Men's Curling Championship are expected to be announced in late 2024. When made aware of whether Hamilton's bid to host the JUNO Awards and/or the Brier Canadian Men's Curling Championship was successful, staff will provide a Communication Update to the Council.

The City of Hamilton will enter into agreements with Youth Science Canada to host the 2027 and 2029 Canada Wide Science Fairs and, contingent upon Hamilton being selected as the host city, into agreements with the Canadian Academy of Recording Arts and Sciences to host the 2026 or 2027 JUNO Awards and Curling Canada to host the 2026 Brier, Canadian Men's Curling Championship.

**ALTERNATIVES FOR CONSIDERATION**

Not Applicable.

**APPENDICES AND SCHEDULES ATTACHED**

Not Applicable.