



Sub-item 1

Mayor Walter Sendzik and Members of City Council
PO Box 3012, 50 Church St.,
St. Catharines, ON
L2R 7C2

Dear Mr. Mayor and Members of Council:

The St. Catharines Golf & Country Club is preparing a bid to bring the National Women's Curling Championships, the "Scotties", to St. Catharines in February, 2017. Our bid is being considered by Curling Canada.

We are writing to request the support of the City of St. Catharines with our bid.

There has been a national women's curling championship in Canada for 50 years. It has never been in Niagara because we didn't have a proper arena. The Meridian Centre makes hosting this event a possibility.

The Scotties features 14 teams from each Canadian province and territory who have won the right to represent their province through a provincial championship. The travel and accommodation of the teams and coaches to the championship is covered by Curling Canada.

The games will take place over an eight-day period from February 18 – 26, 2017. All the games are broadcast nationally by TSN with an estimate of 60+ hours of coverage – all live from St. Catharines.

There are significant accommodation requirements for this championship: Curling Canada requires 100 rooms for 10 days, TSN requires 60 rooms for 10 days and the Kruger Paper Company (Scotties) requires 100 rooms for the Championship weekend when they bring their major clients to the host city. In addition to the players, coaches, officials and media, we anticipate a demand from families, supporters and fans that could be as high as another 300 to 500 hotel rooms.

The economic impact of these games has been estimated at \$12 million. With three games per day and 2,500 to 5,000 fans per game, the impact on St. Catharines as fans looks for meals, shopping and activities is considerable.

Curling Canada expects a bidding municipality to make a significant financial contribution to the cost of hosting the games. We have already made an application to the Tourism Partnership of Niagara for a grant and we are preparing an application to Celebrate Ontario for a grant.

Our request of City Council is for consideration of an investment to cover the fees associated with the rental and operational expenses of the Meridian Centre for the two weeks we would require the arena. We are told this cost would be \$140,000.



We will be making a presentation to City Council on Monday, November 16. We hope this letter will give you an introduction to our request and we would be pleased to answer any of your questions about the event at that time.

Yours truly,

A handwritten signature in blue ink that reads "Douglas Geddie". The signature is written in a cursive, flowing style.

Douglas Geddie

cc:

Brian York, Economic Development, City of St. Catharines
David Oakes, Recreation, City of St. Catharines
Ken Noakes, SMG, Meridian Centre
Keith Shaver, President, Board of Directors, St. Catharines Golf & Country Club
Jeff Germond, General Manager, St. Catharines Golf & Country Club

Friday, November 6, 15

PS – New to Curling?

With over one million active curlers, curling is one of the largest amateur sports in Canada. Over three million Canadians will watch the Scotties Tournament of Hearts final game and over ten million Canadians watch curling on television every year - more than one in three adult Canadians!