

Note revision: * year should be 2018

Report from Parks, Recreation and Culture Services, Director; and
Economic Development and Government Relations, Director

Date of Report: November 28, 2017 **Date of Meeting:** November 29, 2017

Report Number: PRCS/ECDev-B061-2017 **File:** 68.32.99 and 68.45.99

Subject: Partnership Investment Request – 2020 Brier Championship Bid

Recommendation

That the Budget Standing Committee (BSC) consider The St. Catharines Golf and Country Club's (The Club) request for financial support in the amount of \$225,000 (\$75,000 in each 2018, 2019 and 2020) for event marketing and promotion associated with the 2020 Brier Championships, as referred by Council; and

That the BSC approve 2018 funding sourced from the 2018 Operating Budget - Meridian Centre Reserve Fund in the amount of \$50,000; and

That the BSC approve 2019 and 2020 funding sourced from the 2019 and 2020 Operating Budgets – Civic Project Fund in the amount of \$87,500 each year; and

That the BSC request that a portion of The Club's proceeds be allocated for the development of a bid fund to support future significant curling events; and

Further, that any profit realized on this event by the Meridian Centre be directed back into the Meridian Centre Event Fund Reserve for future bidding of events.

FORTHWITH

Background

The St. Catharines Golf and Country Club (host committee) is seeking financial partnership support from the City of St. Catharines to submit a bid for the 2020 Brier Championship. The Brier is regarded as the world's premier curling event and by far the best supported curling competition in terms of paid attendance and attracting large crowds in-venue and television audience. The event is supported through the efforts of on average 500 volunteers. The economic impact assessment varies on location at a minimum \$11M to \$15M¹. Visitor expenditures, combined with the operational expenditures and revenues of the host committee, members of the media, and others, contribute to a net increase in economic activity throughout the host community.

¹Statistical data provided by the Canadian Sport Tourism Alliance (STEAM model)

Report

At its meeting of November 27, 2017, City Council endorsed Staff Report # PRCS-285-2017 regarding a Partnership Investment Opportunity: 2020 Brier Championship Bid (Appendix 1). The recommendation included the following amended referral;

“Further that Council refer The Club’s request for financial support in the amount of \$225,000 (\$75,000 in each 2018, 2019 and 2020) for event marketing and promotion associated with the 2020 Brier Championships to the Budget Standing Committee. FORTHWITH.”

Support Funding Requests

In addition to in-kind fee waiver support for the use of the Meridian Centre, approved by Council on November 27, 2017, Council has been asked to consider a financial request towards marketing and event promotion in the amount of \$225,000. An event of this magnitude has a significant reach in terms of economic benefit. As such, the host committee has/will be requesting financial and value-in-kind support from the following organizations and if realized, will represent a total local bid contribution in excess of \$1M.

Organization	Request
Tourism Partnership of Niagara	\$200,000
APPROVED City of St. Catharines – fee waiver for use of Meridian Centre + First Ontario Performing Arts Centre	\$202,660
Region of Niagara	\$150,000
City of St. Catharines	\$225,000
Destination Marketing Fund St. Catharines	\$75,000
Destination Marketing Fund Niagara Falls	\$75,000
Destination Marketing Fund NOTL	\$50,000
Destination Marketing Fund Glendale	\$50,000
St. Catharines Downtown Association	\$25,000
Celebrate Ontario – Blockbuster Grant Program	\$200,000
TOTAL ESTIMATED BID FUND	\$1,252,660

Revenue generation remains the most critical component of the bid analysis, hence the proposed partnership investment. Given the competitive nature of the bid process for a major event such as this, there is always the potential that the financial commitment made by the City of St. Catharines as part of the bid process becomes null and void because another community is selected to host the event. Curling Canada will announce the host community in the fall of * 2019.

Financial Implications

Staff recommend financial support in the amount of \$225,000 as per the host committee request with an annual allocation from the following sources;

2018 Operating Budget – Meridian Centre Event Fund Reserve - \$50,000

2019 Operating Budget – Civic Project Fund – \$87,500

2020 Operating Budget - Civic Project Fund – \$87,500

Any financial legacy will remain with the local curling community/host club (St. Catharines Golf and Country Club). Staff recommend BSC request that a portion of the host club's revenue proceeds be allocated for the development of a bid fund to support future significant curling events and further any profit realized on this event by the Meridian Centre be directed back into the Meridian Centre Event Fund Reserve for future bidding of events.

Relationship to Strategic Plan

If the bid is successful, the 2020 Brier supports many of Council's Strategic Plan Goal's including the development of partnerships to enhance the economic vitality of the community, connecting people, places and neighborhoods, supporting cultural festivals and events that build civic pride, encouraging local engagements and attracting people to the community

Notification

It is in order to notify Mr. Doug Geddie, Mr. Brent Pym and Mr. Peter Scott Jr. of the St. Catharines Golf and Country Club.

Prepared and Approved by:

Phil Cristi, Director of Parks, Recreation and Culture Services

Brian York, Director of Economic Development and Government Relations