




# COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	August 16, 2023
<b>SUBJECT:</b>	2023 Grey Cup Festival Contribution (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Peter Fortune Acting Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

The purpose of this Communication Update is to provide the Mayor and Members of Council with information on the 2023 Grey Cup Festival which is being hosted in Hamilton from November 13 through November 19, 2023. Capped off by the 110th Grey Cup on Sunday, November 19, 2023, the festival promises to be a remarkable celebration of Canadian football and a significant opportunity to showcase Hamilton as a vibrant and attractive destination for sports enthusiasts and tourists alike. Below is information regarding the 2023 Grey Cup Festival event plans and the City of Hamilton's contribution to this prestigious sporting event.

The Grey Cup is the championship game of the Canadian Football League season, drawing fans, athletes, and media from across the country. As the host city for the 2023 Grey Cup Festival, Hamilton has the opportunity to be profiled on the national stage, increase local business activity, and foster community engagement through various festival events and the televised game. According to a study by Sport Tourism Canada, the 2022 Grey Cup and festival hosted in Regina generated \$67.8 million in economic activity across Canada and \$25.7 million in GDP for Saskatchewan.

The 2023 Grey Cup Festival will consist of over forty events at various locations throughout the city. Alongside traditional Grey Cup staples, such as team parties in unique Hamilton venues, partnerships with Supercrawl, Around the Bay and Hamilton Santa Claus Parade among others will deliver more unique events and experiences throughout the week. Many of these events are being hosted in privately owned venues and require no City involvement. However, the five "Signature Events" detailed below will be held on City property and require various municipal services.

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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.

**Overview of the Grey Cup Festival “Signature Events”:**

**1) Grey Cup Game Day**

**Location:** Tim Hortons Field, Stadium Precinct

**Date:** Sunday, November 19, 2023

**Time:** Kickoff: 6:00 pm

**2) Race to the Cup**

**Location:** Gage Park to the South Plaza of Tim Hortons Field

**Date:** Thursday, November 16, 2023

**Time:** Approximately 10:00 am to 12:00 pm

**3) Fan Central: James Street, Canadian Armed Forces Fan Zone and Telus Kick for Good Courtyard**

**Location:** Similar to the Supercrawl footprint - James Street North, between Wilson St./York Blvd. and Barton St.

**Date:** Thursday, November 16 – Saturday, November 18, 2023

**Time:** Approximately 11 am – 8 pm daily

**4) Grey Cup Santa Claus Parade**

**Location:** John St. N. (with floats entering via Barton and leaving via York Blvd).

**Date:** Saturday, November 18, 2023

**Time:** Approximately 11:00 am to 1:00 pm

**5) Concert Series**

**Location:** FirstOntario Centre

**Date:** Friday, November 17 - Saturday, November 18, 2023

**Time:** To be determined

**City of Hamilton's Financial Contribution:**

When the City funding support for the Grey Cup was approved, Council directed that staff publicly release the amount of the City of Hamilton's financial contribution to the 2023 Grey Cup Festival upon executing the Contribution Agreement with the Hamilton Sports Group Partnership (Tiger-Cats). The City of Hamilton's Council-approved contribution to the 2023 Grey Cup Festival is up to \$1.5 million to cover the costs of stadium preparation and any other in-kind municipal services required for hosting the 2023 Grey Cup Festival.

Under the terms and conditions outlined in the Agreement, the City is to provide its financial contribution towards Eligible Expenses related to the following categories:

- Category (A) Eligible Expenses – for City and/or Third-Party Goods & Services for the Grey Cup Game, including:

- Hamilton Police Service;
  - Private Security;
  - Public Transportation (for example, free HSR shuttles);
  - Permit and Inspection Fees;
  - Rental fees for City-owned venues, parks and/or parking lots;
  - Paramedic Services;
  - Street Parking Signage;
  - Parking Enforcement;
  - Parking Services;
  - Road Closure and Highway Signage;
  - Third-Party Traffic Control;
  - City-Owned Marketing Assets (for example street pole banners).
- Category (B) Eligible Expenses – for City Goods & Services expenses for the Festival Signature Events, including:
    - Hamilton Police Service;
    - Private Security;
    - Public Transportation;
    - Permit and Inspection Fees;
    - Rental fees for City-owned and/or managed venues/properties for Signature Events;
    - Paramedic Services;
    - Street Parking Signage;
    - Parking Enforcement;
    - Parking Services;
    - Road Closure and Highway Signage;
    - Third-Party Traffic Control;
    - City-Owned Marketing Assets.
- Category (C) Eligible Expenses – for Stadium temporary infrastructure improvements related to hosting the 2023 Grey Cup Game at the Stadium, including expenses associated with renting/installing/removing:
    - Temporary seating and/or platforms to increase Stadium capacity;
    - Temporary fencing and scrim;
    - Temporarily expanding Stadium footprint for Game Day;
    - Temporary club seating products, including outdoor lounges;
    - Tented structures related to increased temporary seating (e.g., portable washrooms); and
    - Temporary infrastructure for the Game Day half time performance.

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If you require further information on the above matter, please contact Ryan McHugh, Manager, Tourism & Events, by email at [Ryan.McHugh@hamilton.ca](mailto:Ryan.McHugh@hamilton.ca) or by phone at (905) 546-2424 Ext. 4132.

**APPENDICES AND SCHEDULES ATTACHED**

Not Applicable.