SUBJECT: City of Hamilton Support for the Hamilton Sport Tourism Action Plan (EC005002) - (City Wide)

RECOMMENDATION:

a) That Council receive and endorse the “Hamilton Sport Tourism Action Plan”, attached as Appendix “A” to Report ECO05002;

b) That the City set up a reserve account for the Hamilton Sport Tourism Action Plan, to be funded initially from the City’s portion of its surplus funds from the Hamilton 2010 Commonwealth Games Bid Corporation, and augmented with private sector and grant funds, and that the fund be administered by Tourism Hamilton;

c) That an appropriate amount of funds be retained in the reserve account to off-set any costs and liabilities resulting from the possible termination of the Hamilton Sport Tourism Action Plan;

d) That a new staff position, Sport Tourism Coordinator, be created as part of the Tourism Hamilton staff complement, to implement and administer the Plan;

e) That Council appoint one member of Council to serve on the Sport Tourism Advisory Committee, as outlined in Appendix A, and;

f) That staff prepare a financial plan as part of Year I implementation of the Plan and report back to Council with details and implications for fiscal 2006.

Neil Everson, Executive Director

EXECUTIVE SUMMARY:

Sport tourism is one of the fastest growing segments of the tourism industry. Over 200,000 sport events are hosted in Canada each year, representing tremendous business, community and sport development opportunities. Sport tourism was identified
in the Tourism Hamilton 2003-2007 Business Plan as a key opportunity for growing the local tourism economy. Following the success of hosting the 2003 Bell Canadian Open, the 2003 Road World Cycling Championship and bidding for the 2010 Commonwealth Games, to name just a few opportunities, Tourism Hamilton recognized the need for establishing a coordinated approach to sport tourism.

With the financial assistance of the Ontario Ministry of Tourism and Recreation, Tourism Hamilton facilitated the creation of both the Hamilton Sport Tourism Action Plan (Appendix A) and, with the assistance of the Canadian Sport Tourism Alliance, a template planning document that can be used by other municipalities to establish sport tourism plans (Appendix B).

At its November 19, 2004 meeting, the Tourism Hamilton Board of Directors approved the Hamilton Sport Tourism Action Plan. The Plan outlines an implementation schedule, beginning with the year 2005. To assist with facilitating Year I implementation, Tourism Hamilton has submitted an Ontario Trillium Foundation grant request.

The Hamilton Sport Tourism Action Plan will also enable the City to be better positioned to assist event organizers to host their events in Hamilton. Examples of this include the 2006 Bell Canadian Open and the 2007 Tim Hortons’s Brier.

**Why a Sport Tourism Action Plan for Hamilton?**

- To bring provincial, national and international sport events, including sport and multi-sport conferences to Hamilton
- To work with existing sport competitions to expand them from competitions to events
- To build capacity to host future sport events in Hamilton
- To create legacies in Hamilton from sport events
- To create a coordinated approach to bidding and hosting sport events
- To provide opportunities to leverage sport events for social and economic benefits for Hamilton’s residents, organizations and businesses

**Strategic Objectives of the Hamilton Sport Tourism Action Plan**

- To raise the profile and image of Hamilton provincially, nationally, and internationally through bidding and hosting
- To position Hamilton as a desirable and capable host
- To support sport development and participation at all levels in Hamilton
- To support economic development and downtown renewal
- To engage residents through volunteerism
- To engage organizations and businesses through partnerships
- To build and improve sport facilities
BACKGROUND:

What has Tourism Hamilton to date

- Secured funding for the project from Ontario Ministry of Tourism and Recreation
- Engaged sport consultant Bob Yates to assist with developing the plan
- Held three sets of stakeholder sessions locally
- Conducted over 20 key informant interviews
- Presented draft template at the 2004 Canadian Sport Tourism Alliance Conference
- Discussion at Tourism Board meetings with final approval November 19, 2004

Key Elements of the Plan

- Partnership model, with Tourism Hamilton taking the leadership role
- Create a sport tourism budget and marketing plan
- Create a Sport Tourism Advisory Committee to provide strategic advice
- Complete facility inventory
- Begin to build target list of opportunities for next 20 years

Partners

- Hamilton’s tourism industry
- Sport Hamilton and Hamilton’s sport organizations
- McMaster University
- Mohawk College
- Redeemer University College
- HECFI
- City of Hamilton, including Culture and Recreation
- Tiger-Cats and Bulldogs
- Provincial and national organizations

Through the input of the Sport Tourism Advisory Committee, a list of sport event opportunities for the next 20 years will be developed, providing a roadmap to moving forward in a planned and coordinated fashion.

ANALYSIS OF ALTERNATIVES:

N/A
FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

2005 Financial Requirements:

The net 2005 Budget implications of the Action Plan are $65,000. This budget will cover the cost of the Sport Tourism Coordinator position, which will also be off-set by a contribution from the Ontario Trillium Foundation (decision pending). Other costs associated with Year I implementation will be covered by surplus funds from the 2010 Commonwealth Games Bid Corporation, private sector contributions and Ontario Trillium Foundation (decision pending on application from Tourism Hamilton Inc.).

Financial Requirements beyond 2005:

Beyond 2005, the Plan outlines a need for an annual operating budget ranging from $300,000 to $400,000 plus staffing costs to deliver on the Plan’s objectives. The City’s portion of the budget would be approximately $150,000 plus associated staff costs. The budget would cover costs associated with marketing, research, bidding, rights fees and event hosting. The intention is that the private sector will generate half of the operating budget, to be matched by the City of Hamilton, recognizing the broader impacts of the Plan on the City. As part of Year I implementation, a long-term financial plan will be developed, including identifying leveraging, grant and sponsorship opportunities.

Depending on the success of the Action Plan, there could be implications over time on the services required from departments including Police Services, Emergency Services, Public Works and Community and Public Health Services.

Staffing Requirements:

The Plan calls for the creation of two staff positions. Over the long term, two staff positions will be required to deliver all the implications of this report. However, in the short term, Tourism Hamilton recognizes the need for results to be shown and justification realized for the staff positions and the operating budget. Therefore, this report calls for the creation of one new staff position to be added to the Tourism Hamilton complement in 2005. The Sport Tourism Coordinator will work very closely with the Director of Tourism Hamilton and the Sport Tourism Advisory Committee to implement the Plan.

POLICIES AFFECTING PROPOSAL:

N/A
CONSULTATION WITH RELEVANT DEPARTMENTS/AGENCIES:

In the preparation of this report, the following have been contacted:

- Public Health and Community Services (Culture and Recreation)
- Finance
- Public Works
- Hamilton Police Services
- HECFI
- Private sector partners – businesses and not-for-profits, including sport and tourism organizations (ex. Hamilton Tiger-Cats)
- Sport Hamilton
- McMaster University
- Mohawk College
- Redeemer University College
- Ontario Ministry of Tourism and Recreation
- Canadian Sport Tourism Alliance

CITY STRATEGIC COMMITMENT:

A City that spends wisely and invests strategically: The Action Plan begins to deliver on the Tourism Cluster in the revised Economic Development strategy. The Action Plan also provides the opportunity for the City to gain provincial, national and international recognition that fosters visitor and business interest. The Action Plan also supports Hamilton’s position as a provincial and national sport hub, and will further strengthen efforts around sport development and sport tourism over the long-term.

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