SUBJECT: Feasibility of Bidding to Host the 2009/2010 Vanier Cup in Hamilton – (PED09126) (City Wide)

RECOMMENDATION:

a) That Report PED09126, respecting the Feasibility of Bidding to Host the 2009/2010 Vanier Cup in Hamilton, be received.

b) That any future bidding opportunities for the Vanier Cup, and others sport events, be referred to Tourism Hamilton’s Sport Tourism Advisory Committee.

c) That the item respecting the “the Feasibility of Bidding to Host the 2009/2010 Vanier Cup in Hamilton” be identified as completed and removed from the Emergency and Community Services Outstanding Business List.

EXECUTIVE SUMMARY:

The Vanier Cup is the Canadian Interuniversity Sports’ (CIS) national football championship. Hamilton has hosted the Vanier Cup three times: in 2004, 2005 and 2008. In the fall of 2008, the CIS had not yet awarded the 2009 and 2010 championship to a host city following its first bid round. However, subsequent to the 2008 Vanier Cup, a number of universities indicated interest and the CIS awarded the 2009 and 2010 Vanier Cup to Laval University in Quebec City. The bidding opportunity for the 2011 and 2012 Vanier Cup is expected for either late 2009 or early 2010.
BACKGROUND:

The Bid Process for the Vanier Cup:

- Canadian Interuniversity Sport (CIS) is the rights-holder for the Vanier Cup and administers the bid process
- A bid for the Vanier Cup must be endorsed by a member institution of the CIS (ex. McMaster University or Ontario University Athletics)
- Bids are assessed by an evaluation committee sanctioned by the CIS
- Typically bids for the Vanier Cup are awarded in two-year increments

Tourism Hamilton staff discussed the bidding opportunity for the 2009 and 2010 Vanier Cup games with both Ontario University Athletics and McMaster University. When Hamilton hosted the Vanier Cup in 2004, 2005, and 2008, Ontario University Athletics (OUA) was the sponsoring member of the CIS for the championships. Neither the OUA nor McMaster University indicated interest in supporting a bid for the 2009 and 2010 Vanier Cup championships. Supporting the Vanier Cup takes a significant amount of financial and human resources and the OUA wanted to take a break from hosting responsibilities. McMaster University had commitments to other priority projects. However, the OUA is interested in supporting future bidding opportunities.

ANALYSIS/RATIONALE:

The recommendation to refer future bidding opportunities to the Sport Tourism Advisory Committee is consistent with previous recommendations about sport events. Tourism Hamilton has a Sport Tourism Action Plan that has as its key goal to attract provincial, national, and international sport events and sport conferences to Hamilton. The Vanier Cup is an event that fits well with the Action Plan and an event that Tourism Hamilton would like to see Hamilton host again in the future. The Vanier Cup is one of the premier university championships, attracts significant national media coverage, supports sport, and provides positive economic impact. The new stadium proposed as part of Hamilton’s participation in the 2015 Pan Am Games would provide an ideal venue for the event.

ALTERNATIVES FOR CONSIDERATION:

N/A

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial: N/A
Staffing: N/A
Legal: N/A
POLICIES AFFECTING PROPOSAL:
N/A

RELEVANT CONSULTATION:
External:
Ontario University Athletics
McMaster University

CITY STRATEGIC COMMITMENT:
By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. X Yes □ No

Hosting sport events helps contribute to economic development, sport development and participation, and is a positive means to engage the community and increase civic pride.

Cultural Impact:
Demonstrates the City’s commitment to celebrating diversity and fostering an inclusive environment.

Environmental Well-Being is enhanced. X Yes □ No

N/A

Economic Well-Being is enhanced. □ Yes X No

Does the option you are recommending create value across all three bottom lines? X Yes □ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants? □ Yes X No

DA: mw