SUBJECT: 2007 Tim Hortons Brier - Hamilton Street Railway (HSR) Ridership Fees Waiving (PED07031/PW07023) (City Wide)

RECOMMENDATION:

a) That the Public Works Department - Transit Division - be directed to accept all 2007 Tim Hortons Brier spectator game day tickets and accredited participants as a valid fare on all regular transit services for the duration of the event, March 1 – 11, 2007.

b) That staff be directed to develop a policy for waiving fees for future requests for major events and report back to Committee and Council for consideration.
The City of Hamilton will be the official Host City for the 2007 Tim Hortons Brier, taking place at Copps Coliseum March 3-11, 2007. The City of Hamilton is providing a sponsorship as part of its contract with the Canadian Curling Association, and therefore has a substantial investment in the event. It is important that the whole “participant experience” is well planned and that Hamilton is viewed as a welcoming Host City for premier sport events. One of the important event logistics is transportation. Tourism Hamilton has been working with the local Host Committee to facilitate key transportation needs, including public transit. The Host Committee would like to encourage as many local volunteers and event participants to use existing public transit schedules and routes to mitigate any parking and congestion issues associated with hosting a large event. In addition, encouraging public transit use is a progressive part of event hosting, following environmentally friendly principles, while meeting visitor needs at the same time. The HSR rides would be a value-in-kind service to the event and that value will be reflected in a post-event report to Council.

An overall policy should be developed for future, large-scale events.

City of Hamilton support for the 2007 Brier (EC004004) report was approved at the Planning and Economic Development Committee on October 20, 2004.

The Brier is the premier curling event in Canada. It is a nine (9) day event that attracts the best amateur men’s curlers from each province and territory while providing national media exposure and thousands of visitors to the Host City.

The Event

- Highly recognized 9-day national sport event
- Nationally televised event
- Attracts best amateur men’s curlers from each province and territory
- Last hosted in Hamilton in 1991
- Last hosted in Ontario in 1999

Benefits and Impacts of Hamilton Hosting the Event

Hosting an event such as the Brier ties in well with Tourism Hamilton’s business plan to expand Hamilton’s capacity to host sport tourism events. Tourism Hamilton has implemented a Sport Tourism Action Plan, and events like this one are complementary of the direction in which the Action Plan is proceeding.

Additional benefits and impacts include:
- 12 Teams, 72 amateur athletes
- Anticipated over 180,000 spectators
- Anticipated 12-15,000 out of town visitors
• anticipated 7,000 room nights for local accommodation properties
• direct net revenue (profit) to HECFI in the amount of $300,000 to $350,000
• direct revenue to the Hamilton Parking Authority in the amount of approximately $10,000 to $20,000
• over 1,000 volunteers
• 100-150 out-of-town media
• exposure of sport events, and the sport of curling, increasing the opportunity for greater participation in the sport as well as the promotion of active lifestyles
• expansion of Hamilton’s capacity to host sport events
• hosting a premier sport event in downtown Hamilton
• business opportunities for Hamilton’s tourism industry, particularly accommodations, restaurants, retail and transportation services

**ANALYSIS/RATIONALE:**

HSR provides a high-level of daily service to the Downtown core, where the majority of the Brier activities are planned. By allowing event participants to use existing routes, the City can provide the event with quality customer service to fulfil its Host City role while providing an environmentally-friendly alternative to car use.

**ALTERNATIVES FOR CONSIDERATION:**

Council could decide not to accept the request for HSR ridership fees to be waived or could recommend that the local Host Committee out-source their transportation requirements.

**FINANCIAL/STAFFING/LEGAL IMPLICATIONS:**

**Financial:** There are no financial implications for the City as these HSR riders and revenues would not have existed if not for the 2007 Tim Hortons Brier and any associated revenues were not budgeted, nor are there any extra expenditures associated with this recommendation. However, providing rides on HSR constitutes a value-in-kind service to the event, and this value should be recognized. HSR staff will count the number of riders who use the service and Tourism Hamilton will reflect those numbers and the associated value-in-kind figure in a post-event report to Council.

**Staffing:** There are no identified staffing implications arising out of the staff recommendation

**Legal:** There are no legal implications arising out of the recommendation.

**POLICIES AFFECTING PROPOSAL:**

N/A
RELEVANT CONSULTATION:

Tourism Hamilton staff consulted with the Director of Transit and he is in agreement with the recommendations contained in Report PED07031/PW07023.

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.  ☑ Yes  ☐ No

Local residents and volunteers will have the opportunity to use transit thereby making the Brier more accessible to them.

Environmental Well-Being is enhanced.  ☑ Yes  ☐ No

Encouraging the use of public transit during a national sport event is consistent with Vision 2020 principles. Using public transit on existing routes and schedules will result in less car exhaust fumes being emitted into the environment and less air pollution resulting from 2007 Tim Hortons Brier participants.

Economic Well-Being is enhanced.  ☑ Yes  ☐ No

The staff recommendation results in no levy impact to ratepayers in the City of Hamilton.

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

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

N/A

DA:kd