SUBJECT: Canada’s Sports Hall of Fame (PED08210) (City Wide)

RECOMMENDATION:

a) That Council respectfully decline to submit a proposal to host Canada’s Sports Hall of Fame.

b) That the item respecting the “Canada Sports Hall of Fame” be identified as completed and removed from the Committee of the Whole Outstanding Business List.

EXECUTIVE SUMMARY:

Canada’s Sports Hall of Fame has invited Canadian cities to consider submitting proposals to construct a new public exhibition and public programming facility for Canada’s Sports Hall of Fame. Council, at its meeting of June 11, 2008, referred the correspondence to the Planning and Economic Development Department for a report. Staff has reviewed the bid specifications, met with local stakeholders and canvassed interest about other Canadian cities that may be considering submitting a proposal.

The recommendation that the City decline submitting a proposal is based on the following rationale: Host city obligations are substantial in terms of financial commitments, interest from other cities is significant and while local stakeholders are intrigued by the bid opportunity, there is consensus that a focused effort should be
maintained to support other current key projects, including the Golden Horseshoe bid for the 2015 Pan Am Games bid. In addition, the timeline to submit a professional and well-considered bid is relatively short (September 30, 2008 deadline).

BACKGROUND:

Canada’s Sports Hall of Fame is looking to construct a new facility, including public exhibition and public programming space in a Canadian city. To facilitate that process, the organization issued a request for proposals document that Council received on June 11, 2008. The deadline to submit proposals is September 30, 2008. Council referred the opportunity to the Planning and Economic Development and Tourism Hamilton for review and recommendations and a report back to Committee of the Whole.

A new home for Canada’s Sports Hall of Fame would require approximately 25,000 square feet (in a new or existing facility) and meet the following needs:

- visitor services area;
- exhibition space (artifacts, trophies, photos, videos, etc.);
- program and activities space;
- collection management;
- administration/operations; and,
- access and parking.

Proposals must demonstrate private and community support including government involvement, capital contributions and ongoing support of the project. Bidding cities must also include the business case demonstrating financial capacity for the project (i.e. fundraising plan, endowment plan, operating costs plan, building costs). Where appropriate, submissions must be accompanied by signed copies of any Development/Lease/Agreement of Purchase and Sale Agreement and any Property Management Agreements.

ANALYSIS/RATIONALE:

The recommendation to not submit a proposal to become the new home for Canada’s Sports Hall of Fame is based on four (4) key factors. They are:

1) The RFP outlines the need for a significant commitment from the host community both financially and in human resources;
2) There are current projects which are a priority for the City (e.g. involvement in the Golden Horseshoe 2015 Pan Am Games Bid) and detracting from these priorities could be detrimental to their success;
3) There are existing Hamilton attractions that could benefit from enhanced support and investment (e.g. Canadian Football Hall of Fame); and,
4) Information gathering has indicated there are other Canadian cities in high contention for this opportunity thus “winnability” has been assessed as low.
ALTERNATIVES FOR CONSIDERATION:

Council could direct staff to create a proposal and submit for the September 30, 2008 deadline.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial: N/A
Staffing: N/A
Legal: N/A

POLICIES AFFECTING PROPOSAL:

N/A

RELEVANT CONSULTATION:

Internal:
Community Services, Culture Division

External:
Hamilton Tiger-Cats
National Cycling Centre – Hamilton
Canadian Football Hall of Fame and Museum

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

Hamilton is home to many attractions and cultural sites that welcome residents and visitors alike. By declining to pursue Canada’s Sports Hall of Fame, Council would be signalling to the City’s existing sites that they are important and that Council is committed to supporting their efforts to be successful.

Community Impact:

Declining to submit a proposal for the Canadian Sport Hall of Fame allows staff to stay focused on current City priorities (e.g. Pan Am 2015 bid) which if successful will have a significant positive impact on the City and its residents. The recommendation to decline is further supported by the measurement criteria outlined in the Sport Tourism Action
Plan as the Hall of Fame opportunity fails to meet a number of the Plan’s key priorities (e.g. sport development, winnability).

Cultural Impact:

Should Council choose to endorse the alternative recommendation, and have staff prepare a bid proposal there would be partnership opportunities with local sport groups and cultural communities in developing Canada’s Sports Hall of Fame that would reflect Hamilton’s, and the country’s, unique identity. If successful, the Hall of Fame would be a showcase for Hamilton’s strong sporting history.

Environmental Well-Being is enhanced. □ Yes □ No

N/A

Economic Well-Being is enhanced. □ Yes X No

Host communities would be expected to make significant financial contributions to the development and operation of a new Canadian Sport Hall of Fame, and currently there is no solid business case for this initiative. Also, an environmental scan has indicated Hamilton would have a low likelihood for success, thus investing time and resources into this opportunity would not be prudent.

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 □ No

N/A

DA: TC-S