SUBJECT: City of Hamilton Support for the 2010 Can-Am Police Fire Games Bid (PED07184) (City Wide)

RECOMMENDATION:

a) That Council authorize staff to prepare a bid for the 2010 Can-Am Police Fire Games, including endorsement and support for the bid phase.

b) That staff be directed to prepare a letter of intent for the bid phase, to the Can-Am Police Fire Games Board of Directors, by the July 1, 2007 deadline, to be signed by the Mayor and Clerk.

c) That staff be directed to establish a 2010 Can-Am Police Fire Games Bid Committee, led by Tourism Hamilton, to prepare the bid submission due mid-September, 2007, and all necessary work to comply with the bid specifications as presented by the Can-Am Police Fire Games Board of Directors.

d) That prior to submitting the actual Bid, the Bid committee prepare a report to Council outlining all costs, other commitments and implications for Council approval.

Tim McCabe
General Manager
Planning and Economic Development Department
EXECUTIVE SUMMARY:

In April of 2007, Tourism Hamilton staff learned of an opportunity to bid for the 2010 Can-Am Police Fire Games. Follow-up discussions occurred with the Can-Am Police Fire Games organization with respect to bidding details and the size and scope of the event. The timeline for the bid phase includes:

- July 1, 2007: Submission of letter of intent by interested Canadian and U.S. cities
- Mid-September 2007: Submission of formal bids
- October/November 2007: Formal presentation by bidding cities to the Can-Am Police Fire Games Board of Directors
- November/December 2007: Decision on Host City

Tourism Hamilton staff has consulted with the Culture and Recreation Division, Hamilton Police Services and Hamilton Emergency Services, to assess their interest and support for bidding for this event. All parties are committed to proceeding with a bid, and have pledged their full support. Letters of support are forthcoming from both the Chief of Police and the General Manager/Chief of Emergency Services.

An analysis of the Can-Am Police Fire Games has shown that it is a good “fit” for Hamilton as it meets the three filters for evaluating sport opportunities set out in Tourism Hamilton’s Sport Tourism Action Plan:
- Economic – significant economic impact for the community, affordable, media exposure
- Social – volunteer engagement, impact on sport development
- Community – building hosting capacity, showcasing existing venues, creating awareness of Hamilton’s Police, Fire, and Emergency Medical Service (EMS) personnel

BACKGROUND:

The Can-Am Police Fire Games began in 1977 in Spokane, Washington, and have been a showcase for law enforcement and fire personnel from across North America to share in the camaraderie of testing their skills in athletic competition among their peers. The Games were first hosted in Canada in 2004 in London, Ontario.

THE OPPORTUNITY

Timing:
- The event is held in June, July or August (*if successful in bidding, it is our intent to host the Games in June)
- The games are held every two (2) years
- Saskatoon 2008, London 2004, Spokane 2002 (*2006 was scheduled for Baton Rouge, LA but was cancelled due to Hurricane Katrina)
The Event:

<table>
<thead>
<tr>
<th>Competitors</th>
<th>1,000</th>
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</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td>500</td>
</tr>
<tr>
<td>Family and Spectators</td>
<td>1,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,000</strong></td>
</tr>
</tbody>
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Participants:
Eligible Police, Fire Fighters, and Emergency Medical Service personnel. This is the only Games of this kind that includes Volunteer Fire Fighters and spouses. There are multiple age classifications and divisions so participants compete against athletes of similar skill.

Budget:
London’s budget for the 2004 Games was approximately $700,000. Participants pay a registration fee and the City of London contributed $400,000 (some through services in kind or sponsorship). London also received a Trillium grant of $141,000 for staffing. There is a $25,000 (USD) hosting fee to be paid by the successful bidding city upon selection as the Host City.

Venue Requirements:
- 35-40 assorted community venues such as university/college facilities, municipal facilities, high school and private facilities. There will be no new facilities constructed as part of the Games, or any needed Capital upgrades required.
- Minimum requirements include:
  - 25 metre pool
  - 3 softball fields
  - 2 gymnasium
  - 2 golf courses
  - 4 racquetball courts
  - tennis facilities
  - track and field facilities
  - archery, trap, pistol and skeet ranges
  - ice hockey pad(s)

Estimated Economic Impact (source: Can-Am Police Fire Games using accepted Tourism Bureau formulas):
- $5M to $10M
- Drive-in participants stay an average of three days while fly-in participants stay an average of five (5) to seven (7) days.

The Bid Competition:
After July 1st, the deadline for submission of letters of intent, bidding cities will be provided with more detailed information on the full bid proposal requirements from the
Can-Am Police Fire Games organization. At this time, we are not aware of any other cities, Canadian or U.S., who are planning to submit a bid.

Support from the Government of Canada and Province of Ontario:

Tourism Hamilton staff will liaise with both the Province of Ontario and the Government of Canada to determine whether they will support the hosting of the Can-Am Police Fire Games should Hamilton be the successful candidate city.

ANALYSIS OF ALTERNATIVES:

N/A.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial:

Bid Costs (Pre-Bid Submission) – Bidding costs for these Games will be minimal. Work will be done by Tourism Hamilton staff with expenses for printing of the bid document and potential travel for a small bid team to present to the Can-Am Police Fire Games Board of Directors. These costs will be absorbed within the overall 2007 Tourism Budget.

Bid Costs (Post-Bid Submission) - If successful in the bid phase, a $25,000 USD rights fee will be paid to the Can-Am Police Fire Games.

The Budget information we have received from the London 2004 Can-Am Police Fire Games shows an Operating Budget of approximately $400,000. The City of London donated $60,000 in cash, as well as services in-kind (no dollar amount is available for the in-kind services). Once the formal bid specifications are received from the Can-Am Police Fire Games organization, a detailed Budget will be developed and presented to Council in advance of the final bid submission for approval. All efforts will be made to secure grant funding and sponsorship dollars to help defray costs.

Facilities – There would be no Capital costs for facilities as part of hosting the Games as the operating model calls for the use of existing venues.

* All costs associated with the bid will be will be clarified for the approval of Council prior to the bid being submitted.

Staffing:

Staff is recommending that Tourism Hamilton lead the City’s bid team, supported where necessary by staff from Finance, Culture and Recreation, Legal Services, Risk Management, Hamilton Police Services and Hamilton Emergency Services (HES). Input and participation from these Departments will be required to comply with bid requirements as outlined in the bid specifications document.
Legal – N/A.

**POLICIES AFFECTING PROPOSAL:**

N/A.

**CONSULTATION WITH RELEVANT DEPARTMENTS/AGENCIES:**

Culture and Recreation  
Hamilton Police Services  
Hamilton Emergency Services  
Corporate Services (Finance)

**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

Hosting the Can-Am Police Fire Games will foster a sense of community pride through volunteerism and showcasing Hamilton’s hospitality, as well as promote active, healthy living to our citizens.

**Environmental Well-Being is enhanced.**  ☐ Yes  ☐ No

N/A

**Economic Well-Being is enhanced.**  ✔ Yes  ☐ No

Tourism Hamilton is in the business of bidding for conventions and sport events as per the City approved Sport Tourism Action Plan. Events such as the Can-Am Police Fire Games are a wonderful opportunity to bring thousands of visitors to our community and to showcase all that the Hamilton community has to offer. The projected economic impact is $5M to $10M for 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

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