




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	December 8, 2021
<b>SUBJECT:</b>	2021 Grey Cup Contribution Agreement (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

The Canadian Football League (CFL) is inviting fans from all over Canada to take part in the 2021 Grey Cup Festival being held in Hamilton from December 7-12, 2021. The Festival will include over a dozen events and will be capped off by Grey Cup Sunday with a sell out crowd of 25,000 at Tim Hortons Field.

The Grey Cup game will be broadcasted nationally and is expected to draw approximately 9M unique viewers. Hamilton's own Arkells and The Lumineers will take centre stage at the Twisted Tea Grey Cup Halftime Show and The Trews will headline the SiriusXM Grey Cup Tailgate prior to the game.

Council had directed staff to release the City's financial contribution towards the 2021 Grey Cup. The release of this information was to be triggered by the execution of the 2021 Grey Cup Contribution Agreement between the City of Hamilton and the Hamilton Tiger-Cats. The 2021 Grey Cup Contribution Agreement has now been executed and this Communication Update fulfils this Council direction.

The City of Hamilton's financial contribution towards the hosting of the 2021 Grey Cup is \$200,000. These funds are to be allocated to the following Grey Cup related expenses:

- In-kind City services (such as HSR Shuttles, road closures fees and permits);
- Stadium readiness and security; and,
- City of Hamilton operational and staffing requirements.

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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In addition, the following external contributions towards the hosting of the event in Hamilton were also leveraged:

- \$100,000 private sector; and,
- \$10,000 Hamilton Halton Brant Regional Tourism Association.

If you have any questions regarding this communication, please contact Carrie Brooks-Joiner, Director, Tourism and Culture Division by phone at Ext. 3967 or by e-mail at [Carrie.Brooks-Joiner@hamilton.ca](mailto:Carrie.Brooks-Joiner@hamilton.ca).

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