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**Date** July 5, 2022 **Report No.** 2022-344

**To** Chair and Members  
Committee of the Whole - Operations

**From** Sara Munroe  
Acting Director, Economic Development & Tourism Services

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## 1.0 Type of Report

Consent Item	<input checked="" type="checkbox"/>
Item For Consideration	<input type="checkbox"/>

## 2.0 Topic Sport Bid and Hosting Policy (CORPORATE-032) Update [Financial Impact: None]

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## 3.0 Recommendation

- A.
- B. THAT Report 2022-344 regarding the Sports Bid and Hosting Policy (CORPORATE-32) Update BE RECEIVED and;
- C. THAT the necessary By-law to amend By-law 70-2010, being a By-law to adopt various City of Brantford Policies, by amending Corporate Policy – 32 (Sports Bid and Hosting), as reflected in Appendix A, BE PRESENTED to City Council for adoption;
- D. THAT all applicable staff BE DIRECTED, in consultation with the Economic Development and Tourism Department, to determine fees for the use of City owned and operated fields and facilities for City-led sport tournaments and events; and

- E. THAT the recommended changes to the Fees and Charges By-law BE INCORPORATED into the early approval of 2023 Fees and Charges report; and
- F. THAT the Clerk BE DIRECTED to update the Corporate Policy manual with the new Sport Bid, Hosting and Servicing Policy (CORPORATE-32).

## 4.0 Executive Summary

This report brings forward updates to the *Sports Bid and Hosting Policy* (CORPORATE-32), which highlights how the municipality will facilitate the bidding, hosting and servicing of sport tournaments. It also identifies the City of Brantford's role in these events. The policy further defines bidding, hosting and servicing as separate municipal roles and the respective staff responsibilities within those roles.

As the City recognizes the economic and cultural impact of local sport tourism, it has been proactively taking the lead of being the host organization for new tournaments and events. As a result, it is being recommended to add additional Fees and Charges for City-led sport tournament events to ensure cost-effective use of City-owned fields and facilities and to remove unnecessary barriers to hosting City-led sport tournaments that bring economic and social impact to the community.

## 5.0 Purpose and Overview

The purpose of this report is to seek Council approval for an update to the *Sports Bid and Hosting Policy* (CORPORATE-32), to be renamed the *Sport Bid, Hosting and Servicing Policy*, which further defines sport tourism event hosting and servicing as well as the roles of Economic Development and Tourism and Parks & Facilities Services Departments, as well as the Community Programs & Social Development Commission.

The policy highlights the key considerations of how the municipality will facilitate the bidding, hosting and servicing of sport tournaments and events that could involve regional, provincial, national, and international levels. The policy also identifies the City of Brantford's role with assisting local sports groups who may wish to take the lead in the bid process for these types of events.

## 6.0 Background

In 2008, City Council identified the need for a municipal sport hosting policy and protocol for hosting sporting events. In consultation with local stakeholders and

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comparator municipalities, the result was the approved Sports Bid and Hosting Policy (CORPORATE-32) in 2010. The Municipal Sport Tourism Strategy (2019) identified the need to update the policy as an operational strategic priority.

As a result of changes to department structures and staff duties since the policy was approved, as well as the increased experience gained in the process of hosting and servicing sport tourism events, an update to define aspects and roles within the policy was needed.

## **7.0 Corporate Policy Context**

### **7.1 2021-2022 Council Priorities**

This report aligns with Council Priority #6:

- Council Priority #6: A stronger, more diversified tax base and range of employment opportunities are created.
  - 2b) Provide support and liaison to local businesses that have been adversely affected by the COVID-19 pandemic, particularly small business in the retail, service, tourism and restaurant sectors.

### **7.2 Economic Development & Tourism Strategy (2016)**

This report is also supported by the Economic Development & Tourism Strategy (2016), specifically: to continue to support the growth of sport tourism through the strategic marketing of new municipal sports infrastructure and bid and hosting opportunities.

### **7.3 Municipal Sport Tourism Strategy (2019)**

The Municipal Sport Tourism Strategy supports this report, specifically the following Strategic Priorities:

#### **7.3.1 Operational**

Update Corporate-032: Sports Bid and Hosting Policy (2010) event policy based on the recommendations included in the Sport Tourism Strategy (2019).

Work with Parks and Recreation staff (Parks & Facilities Services and Community Programs & Social Development) and local user

groups to develop a policy and process to proactively manage the dislocation of regular users based on increased event activity.

Work with area sport organizations to facilitate bids for appropriate sport event opportunities.

### **7.3.2 Partnering**

Develop a roles and responsibility matrix with input and involvement of key stakeholder groups.

## **7.4 Economic Recovery Action Plan (2020)**

Finally, this report supports the Economic Recovery Action Plan (2020) developed by the Mayor's Economic Recovery Task Force, specifically Program/Initiative 5D to "create partnerships between the tourism, sport and cultural sectors to get audiences back into facilities/public spaces."

## **8.0 Input From Other Sources**

Input for this policy update was received from:

- Economic Development and Tourism Department.
- Parks and Facilities Services Department.
- Community Programs & Social Services Commission.
- Human Resources Department.
- Finance Department.
- Sport Tourism Canada.

## **9.0 Analysis**

The current Sport Bid and Hosting policy identifies two streams of activities: bidding and hosting. In order for the policy framework to be effectively implemented, the additional component of "servicing" warrants a separate and defined role within the updated *Sport Bid, Hosting and Servicing Policy*. It has also been identified to further sub-define the various levels of hosting as well as the City's role within each.

The following is the current definition of “Bidding”, the updated definition of “Hosting” with categories to further subdivided the responsibilities taken on by the City at that level and the renamed definition of “Servicing” (formally defined as “Hosting”) to better differentiate between the categories and clarify municipal roles and responsibilities.

The updated policy also highlights new aspects to be incorporated into the policy to help facilitate a more effective, collaborative approach to City-Led Sport Tourism Events to ensure a successful and cost-effective delivery.

## **9.1 Bidding**

“Bidding” is the process of researching, marketing and submitting the application to host sport tourism events once facility allocation has been confirmed.

Tasks related to bidding include:

- Facility and/or park allocation and availability confirmation.
- Coordination of communication links within the municipality and community.
- Coordination, preparation, and filing of bid documents.
- Administration of bid security payments as required.
- Marketing and promoting the benefits of hosting the event.

The bidding process is not restricted to a municipal only service. Regional, provincial, national and international bids can be submitted by any local sports organization, however it is recognized that the practice of consultation with City staff, if the bidder plans to utilize City services, must continue to occur prior to any bid submissions being filed.

## **9.2 Hosting**

“Hosting” is the process of being the lead organization that undertakes the logistical planning and delivery of a sporting event.

Tasks related to hosting include, but are not limited to:

- Volunteer recruitment.

- Fundraising (sponsorships/grants/ticket sales).
- Communications lead – marketing, public relations, media.
- Registration.
- Event and competition scheduling.

### **9.2.1 City Led Sport Tourism Event**

A “City Led Sport Tourism Event” is an event where the City is the lead organization for the planning, logistics and delivery of the event. Specific tasks related to City-led sport tourism events include:

- Includes a new specific Fees and Charges line item for the use of City facilities, as outlined in recommendation clause C of this report.
- Relevant City staff are to be assigned to fill the roles of subcommittees as part of their regular work duties and, if approved by the staff member’s direct supervisor and bargaining unit approval (if applicable), the opportunity for City staff to be permitted to be seconded to support the successful onsite delivery of the event.
- A budget and business plan must be provided, and is subject to Council approval.
- There will be 3 years in between of hosting this type of event to not deplete staff resources.

These specific tasks are being recommended to add to the policy to help facilitate a successful event. As City-Led Sport Tourism Events may require the use of City-owned fields and facilities, it is recommended that a specific line item within the Fees and Charges By-law (210-2019) be included beginning in 2023. This ensures that the City is not unnecessarily depleting the budget of the City-Led Sport Tourism Event, while recognizing the need for the City to have the minimum fee charged to recover the cost for the field and facility rental.

Past City-Led Sport Tourism Events have proven effective when staff resources are utilized to organize and deliver the event. As large-scale Sport Tourism Events require many volunteers to fill various roles within them, it is being recommended to utilize the option for City staff to fill those roles, should the call out to the public result in low turnout for volunteers. Post-pandemic is showing a slow uptake for members of the public to step forward to fill roles and this recommendation is being made to help ensure the success of City-Led events. The opportunity for City staff to fill volunteer vacancies will work in partnership with applicable bargaining units to develop a Letter of Understanding.

### **9.2.2 City Co-Hosted Sport Tourism Event**

A “City Co-Hosted Sport Tourism Event” is a partnership with another organization, where both share in the planning, logistics and delivery of the sport event. Roles and responsibilities can also include, but are not limited to, the providing of cash, in-kind services or elimination of fees through administrative bookings. Co-Host organizations who request cash or in-kind support from the City of Brantford must provide a budget and business plan, and may be subject to Council approval if anticipated costs exceed Department budgets.

### **9.2.3 City Sponsored Sport Tourism Event**

A “City Sponsored Sport Tourism Event” is a third-party organized event the City supports through cash or in-kind services in exchange for recognition at the event. A formal sponsorship agreement is typically required.

### **9.2.4 City Supported Sport Tourism Event**

A “City Supported Sport Tourism Event” is an event where the City provides the regular services and service levels for the sport event and is not the lead organization in the planning, logistics or delivery of the sport event.

## **9.3 Servicing**

“Servicing” is the process of facilitating services, where required, and ensuring the City properties that are to be utilized meet the criteria of the event.

Tasks include:

- Coordination of communication links with the event organizers.
- Coordination of event scheduling.
- Management of sport event/tournament short and long-term calendar.
- Updating of facilities and parks amenities and features to central files.
- Facilitate permits.
- Identify and provide local city suppliers of services for events as required.
- Assist with marketing, public relations, and media communications where applicable.
- Provide liaison support in the coordination of welcome/hospitality services.

Servicing provisions will be dependent on the organizations operating the sporting event. The City’s function is that of a facilitator, where required, that works in conjunction with local sport organizations to respond to questions and concerns regarding the event logistics.

## **10.0 Financial Implications**

There are no financial implications associated with this policy update.

## **11.0 Climate and Environmental Implications**

There are no direct climate and environmental implication as a result of the recommendations in this report.

## **12.0 Conclusion**

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With the designation as the Tourism Capital of Ontario, the City of Brantford plays a leadership role in supporting the growth, develop and economic recovery of sport tourism, and encouraging and supporting special event organizers and partners across the sport hosting supply chain to contribute to the economic recovery of the tourism industry.

Sport Tourism Events have a significant economic, social and cultural impact to the local economy in which they are hosted. The Municipal Sport Tourism Strategy (2019) and the Sport Bid, Hosting and Servicing Policy provides Brantford with a strategic approach to sport tourism through marketing, procurement of bids as well as hosting and servicing these opportunities; and provides a pathway to being a leader in sport tourism pursuits.



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Sara Munroe  
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Attachments (if applicable)

Appendix A: Updated Sport Bid and Hosting Policy (CORPORATE-032)

Copy to:

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☒ yes ☐ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☒ yes ☐ no