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Date March 18, 2025 **Report No.** 2025-21
To Chair and Members
Committee of the Whole – Planning and Administration
From Nicole Wilmot, MCIP, RPP
Commissioner of Community Development

1.0 Type of Report

Consent Item [X]
Item For Consideration []

2.0 Topic **Sport Tourism Strategy (2019) Implementation Update** **[Financial Impact: None]**

3.0 Recommendation

A. THAT Staff Report 2025-21 regarding the Sport Tourism Strategy (2019-2029) Implementation Update BE RECEIVED.

4.0 Executive Summary

The [Sport Tourism Strategy \(2019\)](#)¹ enhances Brantford’s current sport tourism program by providing strategic direction for the City’s sport tourism efforts over the next 5 to 10 years. The implementation of the Sport Tourism Strategy and its Strategic Priorities were affected by the COVID-19 pandemic in 2020 and 2021, however, sport tourism began to regain momentum within the market in 2022, resuming normal operation by 2023. Notably, in 2024, Brantford welcomed over 46,000 visitors to the city as a result of sporting events and tournaments, which

¹ City of Brantford Sport Tourism Strategy 2019. <https://pub-brantford.escribemeetings.com/filestream.ashx?DocumentId=3685>

underscored a remarkable achievement for local sport tourism. The focus remains on foundational and operating strategies to ensure Brantford and its local sport organizations confidently move forward as one of the leading destinations in the sport tourism market.

5.0 Purpose and Overview

The purpose of this Report is to update Council on the progress of the implementation of the Sport Tourism Strategy (2019) and its Strategic Priorities. In 2019, Brantford City Council directed staff to report back annually on the implementation of the Sport Tourism Strategy. This Report is a result of that direction.

6.0 Background

The City of Brantford is an active community with a strong tradition of sport participation and achievements, and is home to many local and regional sport organizations. In 1998, Brantford was recognized as the Tournament Capital of Ontario and has become one of the leading sport destinations amongst small communities in Ontario.

In 2019, City Council adopted the Sport Tourism Strategy (STS) in order to enhance the City's current sport tourism program by providing strategic direction for the City's sport tourism efforts over the next 5 to 10 years. The STS identified recommended actions to be conducted as short-term (1-2 year), medium-term (3-4 year) and long-term (5+ years) objectives.

The Economic Development, Tourism and Cultural Initiatives Department – Tourism Division has focused on sport as one of its core markets since 2013. Since that time, the economic impact that sport tourism has on the community increases year over year. In 2024, Brantford saw over 46,000 attendees at sport tournaments and events throughout the year, resulting in an estimated economic impact of approximately \$6.1 million.

7.0 Corporate Policy Context

The implementation of the Sport Tourism Strategy is supported by:

7.1 Economic Development Strategy (2024)

The Economic Development Strategy sets Department priorities and guides Economic Development, Tourism & Cultural Initiatives Department

staff work plans. The updated Economic Development Strategy (2024) includes several Priority Actions and Goals that support the Sport Tourism Strategy (2019), specifically:

Goal #1 – Transform downtown into a “destination” that residents are proud of.

Goal #7 – Build tourism for the people of Brantford first.

7.2 Parks and Recreation Master Plan

Goal 3: To promote and provide access to recreation for health, wellness and active living.

Goal 5: To strengthen the City’s resources and profile as a sport tourism, recreation and special event destination.

7.3 Sport Bid, Hosting and Servicing Policy (Corporate 032)

The City of Brantford recognizes 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.

8.0 Input From Other Sources

Preparation of this Report included staff input from the Economic Development, Tourism & Cultural Initiatives Department and local sport organizations.

Achieving the recommendations in the Sport Tourism Strategy has been supported by several City departments, including Parks and Recreation Services, Community Programs and Recreation and Engineering Services.

9.0 Analysis

Brantford City Council unanimously approved the Sport Tourism Strategy at its meeting on September 24, 2019 with implementation set to commence in 2020.

The Strategic Priorities of the Sport Tourism Strategy have continued to adapt and progress since the sector was affected by the COVID-19 pandemic in 2020 and 2021. Local Sport Organizations (LSO) have returned to pre-pandemic

levels for existing sporting events and tournaments, while new tournaments and events continue to arise.

Moving forward, the focus remains on enhancing foundational and operational strategies to reinforce Brantford's status as a premier destination for sport tourism.

9.1 Sport Tourism: Key Performance Indicators

In 2024, Brantford hosted 81 sport tourism events (+575% from 2023) and welcomed over 46,000 attendees at sport tournaments and events throughout the year, resulting in an estimated economic impact of approximately \$6.1 million. This includes a reported 17 single-day events and 64 multi-day events.

In alignment with the strategic priorities of the Sport Tourism Strategy, staff prepared and submitted two bids to host major sporting events in Brantford. A bid was submitted to host the 2025 Hockey Canada National Women's Under-18 Championship, utilizing the Wayne Gretzky Sports Centre as the host facility – however, Brantford was ultimately not selected as the successful host. A bid was submitted to host the 2027 Ontario Parasport Winter Games, with a proposed date of February 2027. In December 2024, staff welcomed representatives from the Ontario Ministry of Sport to conduct a site visit to several city facilities. At this time, the result of the bid submission has not been finalized.

9.2 2024 Strategic Priorities Implementation Highlights

The STS identifies six strategic priority areas – Financial, Operational, Competitive Advantage, Marketing, Partnering and Infrastructure – with 51 recommended actions. These include 26 short-term (1-2 year), 16 medium-term (3-4 year) and 9 long-term (5+ years) objectives. The strategic priority areas are listed below and include initiatives that are ongoing or in progress.

9.2.1 Priority 1: Financial

Priority 1: Financial states, "Brantford will establish a revenue model that supports sport tourism as a market segment with dedicated professional resources, enabling both homegrown and attracted events to be hosted in a financially responsible manner." The recommended actions related to the Financial priority

included the investigation of a Municipal Accommodation Tax (MAT).

- Effective March 1, 2024, the City of Brantford implemented a Municipal Accommodation Tax. As per By-Law 213-2023, all hotels, motels and bed and breakfasts, including those sold online (Airbnb, VRBO, etc.) must pay a 4% Municipal Accommodation Tax to the City of Brantford. The taxes are added to the accommodations bill and the provider is then responsible for remitting to Ontario Restaurant Hotel Motel Association (ORHMA) on a monthly basis.
- The revenue from the Municipal Accommodation Tax is divided up in a 50/50 split between the City of Brantford and the Brantford Tourism Development Corporation, a municipal services corporation and non-profit tourism entity established in September 2024. The City of Brantford's portion has been allocated to funding the new Sport and Entertainment Centre, whereas the Municipal Services Corporation share will be used to support further enhancements or creation of tourism infrastructure, tourism product development and tourism marketing.
- The newly implemented Municipal Accommodation Tax is a new revenue stream for the City of Brantford and an opportunity to generate more revenue by leveraging existing assets, programming and marketing initiatives completed by City staff through the Tourism Operating budget as well as local tourism-oriented businesses. In its first year from March 1 to December 31, 2024, the Municipal Accommodation Tax grossed \$616,976, which will all be reinvested in the community to further enhance Brantford as a destination for visitors.

9.2.2 Priority 2: Operational

Priority 2: Operational states, "Brantford will make informed decisions and build operational excellence through responsible governance and policies that leverage existing sport hosting assets and talent in order to drive economic, social and

sustainability impacts.” The Operational actions of the strategy take into account the roles of the Parks and Recreation Services and Community Programs and Social Development Departments. Cross-departmental communication, division of responsibilities and best practices are incorporated into the research, planning and delivery of sporting events.

- CORPORATE-032 Sport Bid and Hosting Policy was updated and approved by Council on July 26, 2022 via report [#2022-344](#)² to [CORPORATE-32 Sport Bid, Hosting and Servicing Policy](#)³. This policy ensures that the municipality provides a collaborative approach to bidding and hosting responsibilities. It also recognizes the role of the municipality in the facilitation, when required, of these events.
- The relocation of Visitor Services to the Wayne Gretzky Sports Centre (WGSC) continues to increase the opportunity to reach visiting friends & family and connect visitors with local resources while attending events held at the WGSC.
- The Major Sports Team Liaison Committee was created with the mandate to create and maintain positive and ongoing business relationships with the city’s major sports teams and to provide an avenue to take advantage of future opportunities to attract new major sports teams to the community.
- Last year, the City of Brantford conducted a comprehensive engagement campaign to gather community input to inform a new Parks and Recreation Allocation Standard. This important initiative involved an online survey along with a series of in-person focus groups held at City venues with various sports and recreational user groups. As outlined in the Parks and Recreation

² Report #2022-344 Sports Bid and Hosting Policy (CORPORATE-32). <https://pub-brantford.escribemeetings.com/filestream.ashx?DocumentId=13981>

³ Corporate-032 Sport Bid, Hosting and Servicing Policy. <https://pub-brantford.escribemeetings.com/filestream.ashx?DocumentId=13982>

Master Plan Addendum presented to Council in the March 2025 cycle, the new Allocation Standard, shaped by valuable input including stakeholder interviews with members of Council, will be added to the City's current Corporate Customer Service Standard.

- The updated Allocation Standard will ensure fair and transparent allocation of the City's sports and recreational facilities, including arenas, pools, fields, multi-use courts and gyms, while optimizing their use to accommodate the diverse needs of community groups, sports leagues, and professional athletic organizations. A comprehensive communications plan will launch in spring 2025 to educate the public on the updated guidelines for fair distribution of the City's sports and recreational facilities.

9.2.3 Priority 3: Competitive Advantage

Priority 3: Competitive Advantage states, "Brantford will capture the content that tells the story of the place, the people, sport readiness, and commitment to hosting." The Competitive Advantage priority incorporated the ongoing review and inventory of current facilities for their primary purpose and incorporating alternative uses. This priority also leveraged the unique story Brantford has in the people and places that it has to offer.

- A local media company has been retained to capture high-quality videography of various sporting events in Brantford throughout 2025. This ongoing project aims to create a compelling branded video that highlights Brantford's strong dedication to sport tourism and event hosting, while showcasing our talented athletes, prestigious tournaments, and state-of-the-art facilities. The expected completion date of this video is Q3 2025.
- Continued focus for the Brantford and Area Sports Hall of Recognition as a tourism attraction with digital marketing of the facility and highlighting the inducted members remains a priority. Sports Hall Highlight, a monthly feature that was reimplemented in 2024, highlights individual inductees and their connection to Brantford – generating significant online engagement and encourages the sharing of personal

anecdotes from readers' and their connection to the specific inductee(s).

9.2.4 Priority 4: Marketing

Priority 4: Marketing states, "Brantford will proactively market and develop the Brantford sport hosting brand through all available channels." The marketing initiatives relate to positioning Brantford as a key destination for major tournaments and special sport events, connecting both newcomers and sport tourists to other community attractions and amenities and highlighting key individuals and groups who contribute to Brantford's identity as a premier sport destination. Some of the key marketing initiatives undertaken in 2024 include:

- Photography was updated across five sporting events in 2024 to improve the marketing assets that tell the inspiring story of sport tourism in Brantford. Original, local sport organization images are used to welcome large tournaments and sporting events. Additionally, these photographs are utilized in bid packages to help demonstrate the capacity of Brantford's sport hosting abilities.

Figure 1 Brant Youth Volleyball Club player preparing for a serve during a summer beach volleyball practice.



Figure 2 Players competing at the 2025 Inaugural Connor McDavid OHL Top Prospects Game.



Figure 3 Brantford Harlequins players competing at the Bellwethers 7s tournament.



- In 2023 and 2024, City staff partnered with the Brantford Bulldogs to create a marketing campaign welcoming the Bulldogs to the Brantford community. The campaign included a series of four videos to highlight the integration of the Bulldogs organization into our community and the welcoming spirit of local businesses. Eight players from the 2023-2024 Bulldogs roster participated in this fun video series, including Nick Lardis, Florian Xhekaj, Noah Roberts, Jorian Donovan, Jake O'Brien, and more. The local businesses featured included Bell Homestead National Historic Site, Kardia Ninjas, Mercasa Little Italy Eatery, and SWEET Bakery.
- Ongoing social media posts welcome tournaments to promote the event, the local sport organization host, the location as well as the expected number of participants to

help provide context, importance and frequency of sport tournaments continually happening in Brantford.

- Discover Brantford continues to support the Tournament Welcome Bag program. Local sport organizations hosting sporting events are eligible to receive either team or individual participant bags containing information on local dining, shopping and attractions through the inclusion of a Discover Brantford Visitor Guide, map as well as a small gift for each participant branded with the Discover Brantford logo and website.
- Local Sport Organizations have been given content and website links to the Tourism Directory pages to place on their tournament registration pages. This content includes suggested dining, shopping and activities to do while in Brantford during sporting events. Tournament organizers are able to provide information to their participants to plan their stay before they arrive.
- Numerous blogs and social posts featuring local sport organizations, their events and milestones and individual athletes of recognition were prepared, shared on the Discover Brantford website and distributed through the Discover Brantford e-newsletter.

9.2.5 Priority 5: Partnering

Priority 5: Partnering states that, “Brantford will foster a hub of shared purpose that supports the future success of sport tourism and engages all residents of the community.” Ongoing communication with local sport organizations continues to assist in promoting tournaments and events as well as provide support when needed. Working relationships continued with the County of Brant on adapting joint projects.

- On Wednesday, January 15, 2025, The City of Brantford announced that a new 15-year lease agreement had been reached with the Brantford Bulldogs, including plans for a new sports and entertainment centre to be built. The agreement includes five separate five-year extension options, extending the terms to a total of 40 years. This

strong partnership between the City and the Bulldogs continues to support the growth and future success of sport tourism in Brantford.

- 2025 marks the first year that Discover Brantford has sponsored an award at the Brantford Sports Council Awards. The award was developed in 2024, nominations are currently being accepted, and the winner will be unveiled at the Sports Council's event in April 2025. The award includes a large trophy and honorarium. The Sport Event Excellence Award recognizes a sporting event, tournament, competition, or training camp that has exemplified exceptional dedication to enhancing its event and fostering growth. The recipient will have enhanced their current event or introduced a new and innovative one, demonstrating a strong dedication to creating an engaging and impactful experience for all participants and spectators. By actively encouraging attendees to explore and spend time in Brantford beyond the sporting event experience, this organization has demonstrated a profound impact on both participants and the local community, stimulating local businesses and enhancing tourism and economic growth in Brantford. The award acknowledges the dedication of event organizers, sponsors, and volunteers who contributed to a successful event that inspires athletes and spectators, enriches the sporting culture in Brantford, and leaves a lasting positive legacy.
- In 2024, Discover Brantford reinstated quarterly Sport Networking Meetings, marking their first return since 2019. These gatherings facilitate a platform for Local Sport Organizations and supporting businesses to connect, share information, and showcase upcoming events and initiatives within the city. This initiative continues to enhance the strong partnership between the City and Local Sport Organizations.
- The City of Brantford was the lead sponsor for the Brantford Sports Council's "Focus 2024 Conference: The Future of Community Sports." This single-day event included a diverse lineup of speakers including leading

experts in community sports and welcomed 70 delegates from communities throughout Ontario including Ottawa, Toronto, London, Kitchener, Waterloo, Hamilton, Six Nations of the Grand River, and more.

- In 2024, Discover Brantford sponsored Ignite Dance Convention, which welcomed 110 dancers and their families for two full days of competitive dance instruction at the Townplace Suites by Marriott Brantford and Conference Centre. Dance has a crucial role in the economic impact of sport tournaments in Brantford, most notably at the Sanderson Centre for the Performing Arts, which historically welcomes 7-10 dance competitions a year as well as numerous dance recitals by local studios. The competitive season typically runs from March to July. When dancers are not competing, they often participate in conventions to further develop their skills. Ignite Dance Convention is the **first** dance convention to come to Brantford, which fills a significant gap and will lead to future opportunities in this market as well. The convention included faculty members from Toronto, New York City, Vancouver, Los Angeles, and more. Most notably, this roster included Jazelle Torre (Project 21, Club Dance), Sophie Pittman (New York Knicks City Dancer), Josh Lamb (World of Dance), Jordan Clark (So You Think You Can Dance Canada Winner), Artur Adamski (Dancing With the Stars Pro), and many more. The estimated economic impact for this weekend of dance exceeded \$53,215 according to the Tourism Regional Economic Impact Model (TREIM).

Figure 4 Dancers from Ignite Dance Convention pose in front of the Ignite sign following two days of competitive dance training in Brantford.



- The City of Brantford successfully partnered with the County of Brant to co-host the Ontario 55+ Games from August 9 to August 11, 2023. The Games were a tremendous success, demonstrating the power of collaboration between the two municipalities, resulting in an estimated \$878,211 of economic activity in Brantford and County of Brant.
- In 2023, the City of Brantford was the lead sponsor for the Brantford Sports Council's 'Tournament Capital of Ontario 25th Anniversary Celebration.' Brantford City Council approved \$10,000 in sponsorship to support the planning and delivery of the event. The Brantford Sports Council organized a daytime community event that featured sport activities, entertainment, food, community organizations as well as meet and greets with local Olympians, Paralympians and Rising Star athletes. An evening celebration was also held to commemorate the anniversary with refreshments, local beverage samplings and was attended by more than 60 people which included greetings and presentations from local dignitaries. The sponsorship

dollars were used to deliver the event and to leverage additional community partnerships and in-kind donations.

- The City of Brantford partnered with the Hamilton Bulldogs of the Ontario Hockey League to relocate the team to the Brantford and District Civic Centre for a minimum of three years due to the renovations at the Bulldogs home arena. Brantford City Council fully supported the move with a unanimous 11-0 vote that approved a three-year term with the former Bulldogs owner Michael Andlauer, with the option to extend the agreement for three additional one-year terms beyond the 2025-2026 season.

9.2.6 Priority 6: Infrastructure

Priority 6: Infrastructure states, “Brantford will invest in the continued maintenance, development and supports required for its sport tourism infrastructure so that the City and Local Sport Organizations can host events with confidence.” With several new projects currently underway, there is renewed importance in sport tourism consideration during the consultation and design stages.

- The City is progressing ahead with the development of the Southwest Community Centre, in collaboration with the Grand Erie District School Board and the Brantford Public Library. Currently under construction, the facility will feature a triple gymnasium and various community spaces, with an anticipated completion date of mid-2025. The adjacent Southwest Community Park is also under construction, which will offer a large playground, a splash pad, a cricket pitch, an artificial turf soccer field, shade structures, and a paved and refrigerated multi-use court for year-round activities, including summer sports and winter skating. The entire project is expected to be completed by Summer 2026.
- The Brantford & District Civic Centre underwent a multi-million dollar renovation just in time for the Brantford Bulldogs’ highly anticipated 2023 season opener. This extensive upgrade included an exterior refresh, a revamped parking lot, and a brand new addition to the building. Enhancements also included a state-of-the-art

scoreboard, improved arena amenities such as modern concession areas, a fitness center for the Bulldogs, a revitalized Rinkside Lounge, and the addition of an HVAC system. These renovations have significantly transformed the Civic Centre, elevating the arena experience for fans and players.

- On October 8, 2024, Brantford City Council approved a proposal for a new Sport and Entertainment Centre (SEC). The proposal details the development of a multi-use venue that will be the new permanent home of the Brantford Bulldogs, as well as support other sports, concerts, trade shows, and cultural events. This proposed facility would significantly increase the sport tourism capacity in Brantford, attracting higher-profile sporting events that the City is currently unable to accommodate (i.e., Disney on Ice).
- Coordination of facility and field assessment data gathered to accurately gauge the sport inventory based on technical standards by sport for provincial, national and international standards.
- Tourism Division remains responsible for the Brantford & Area Sports Hall of Recognition, including maintenance and exhibits, and continues in-person customer service adjacent to the space through the Discover Brantford Information desk at the Wayne Gretzky Sports Centre.

9.3 Brantford and Area Sports Hall of Recognition

The Tourism Division continued the administration and marketing of the Brantford and Area Sports Hall of Recognition (Sports Hall) in 2024 with the day-to-day operations overseen by the Sport Tourism Coordinator.

Located in the Wayne Gretzky Sports Centre, the Sports Hall is a 3,000 square foot space which proudly recognizes hometown heroes through features such as Inductee artefact and memorabilia displays, an Honour Wall of Recognition, Interactive Inductee touch screen zone, Trivia Game, Broadcast Booth, Mini Theatre and Wayne Gretzky tribute area.

The realignment of the Sports Hall into the Tourism Division portfolio in 2020, along with relocation of Visitor Services in December 2021,

increased the opportunities for motor coach tours and on-site customer service for tournament participants, the Sports Hall Executive Committee, Sports Hall inductees and visitors interested in learning more about sport excellence in Brantford.

Tourism Division staff continued to incorporate the Sports Hall into their marketing efforts to increase its exposure online as well as through partnerships, events and recognition programs.

9.3.1 Marketing

- #SportHallHighlight is a monthly social media post that features an inducted member of the Sports Hall. These features share the stories of the people that helped to shape the culture of sport in Brantford and area and generates significant online engagement and positive comments from readers. A total of six #SportsHallHighlight posts reached 11,338 people and engaged 103 in 2024. (Facebook statistics: Reach (R): the number of people who saw the posts. Engagements (E): the number of people who liked, commented, shared or clicked on the post). Notable posts included:
 - Nick Kaczur (R:5,783 /E:60)
 - Lynne Andrew (R: 2,325/E: 6)
 - Mike Beres (Reach: 1,145/E: 9)
- The Sports Hall eNewsletter was launched by City Staff as a quarterly publication to provide direct news and content to the database of Sports Hall Inductees, members and supporters. The publication has been positively received. On average, a MailChimp email marketing campaign in the sports industry has an average open rate of 24.57% and an average click rate of 3.09%. By comparison, the Brantford and Area Sports Hall of Recognition's email newsletter in 2024 had an average open rate of 62% and an average click rate of 5%.
- The Sports Hall YouTube Channel features interviews with recent Sports Hall Inductees. Members of the Sports Hall Executive Committee have conducted these interviews

over the years after each Induction Ceremony. Since there are many Inductees who were not interviewed prior to the YouTube channel being launched eight years ago, a partnership was created with Rogers TV Brantford to help catch up on those not yet completed. These interviews capture the stories of the Inductees as a lasting legacy. The interviews are now part of the monthly social media schedule. In 2024, six new interviews were uploaded to the YouTube channel. A recently uploaded interview conducted with Garrett Riley was featured on October 3, 2024. The video interview had a 1,770 reach and 15 engagement on Facebook. It has since been viewed 47 times on the YouTube channel.

9.3.2 Partnerships

- The Sports Hall was successful in receiving a Young Canada Works grant to hire a summer student again in 2024. The Sports Hall Assistant wrote content for the eNewsletter and social media posts, input updates to the database and collections software, assisted with the planning and execution of the annual induction ceremony, assisted in the annual new inductee display updates, and assisted with the marketing efforts related to celebrating inducted individuals and attracting visitors and residents to the museum.
- The Sports Hall is an active member of the Brant Museum & Galleries Association (BMGA). The BMGA seeks to entertain, engage, educate and inspire people through the collective power of arts, culture and heritage to tell the stories of Brantford and area. The Discover Culture in Brantford brochure features all the BMGA members and is available at all participating sites as well at the Discover Brantford Information Desk located in the Wayne Gretzky Sports Centre.
- The Sports Hall continued its membership and active participation in the Canadian Association for Sports Heritage (CASH), having joined as a member in 2022. This is a national association of institutions, organizations and

individuals dedicated to the preservation of Canada's rich sports heritage. The association is committed to assisting members in achieving and maintaining excellence in the recognition, preservation and presentation of sports heritage.

9.3.3 Events and Recognition

- The 2024 Brantford and Area Sports Hall of Recognition Induction Ceremony took place on Wednesday, June 12, 2024 at the Best Western Hotel and Conference Centre. Over 200 people attended the event that honoured the following inductees and honourees:
 - Garrett Riley: Inductee – Athlete, Para Ice Hockey.
 - Patrick Murphy: Inductee – Builder, Professional Wrestling.
 - Rick Beedham: Honouree – Builder, Volleyball.
 - Sandy Beedham: Honouree – Builder, Volleyball.
 - Henry Brydges Yates: Honouree – Builder, Yates Cup (Football).
- Planning is underway for the 2025 Brantford and Area Sports Hall of Recognition ceremony, scheduled to take place Wednesday, June 11, 2025 at the Best Western Hotel and Conference Centre.

9.3.4 Sport Tourism Strategy: Next Steps

The Sport Tourism Strategy (STS), adopted by City Council in 2019, has provided strategic direction for Brantford's sport tourism efforts over the past five years and will continue to guide the work plan of the Sport Tourism Coordinator and enhance the City's sport tourism program for the next five years.

Moving forward with the implementation of the Sport Tourism Strategy, the focus will remain on reinforcing Brantford's status as a premier destination for sport tourism.

10.0 Financial Implications

There are no financial implications as a result of this Report.

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

The Sport Tourism Strategy provides strategic directions for the City of Brantford to pursue in order to continue to grow this market, balance the needs of tournament play with those of local user groups, and strengthen the economic and social benefits that sport tourism provides to the community. Economic Development, Tourism & Culture Initiatives staff will continue to position Brantford as a positive and proactive location for tournament play and other sport tourism events.



for

Nicole Wilmot, MCIP, RPP
Commissioner of Community Development

Prepared By:

Mike Mansfield, MA, Sport Tourism Coordinator
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Attachments (if applicable)

Appendix A – Sport Tourism Strategy (2019)

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