

**Community Services Report to
Combined Meeting of Council
2019 September 09**

**ISC: UNRESTRICTED
C2019-1043**

2019 Grey Cup Festival and 107th Grey Cup

EXECUTIVE SUMMARY

Calgary Stampede Grey Cup Inc. (the Organizer) is requesting financial support up to \$550,000 to offset costs of City services associated with hosting the 107th Grey Cup and Grey Cup Festival, taking place in Calgary from November 20 to 24, 2019. The Government of Alberta has committed \$1.5 million and Tourism Calgary has committed \$70,000 to support the successful and safe delivery of the events. In addition, a private sector contribution of \$2 million is forecasted.

The projected economic outcomes for the 2019 Grey Cup (projected from 2018 Grey Cup actuals, see Attachment 1) include: overall attendance at Grey Cup events of up to 500,000 people, an estimated television audience of 9 million Canadian viewers, 1,000 volunteer opportunities, \$29 million in local spending from an anticipated 30,000 out-of-region visitors, \$63 million in total economic activity in Calgary, and \$81 million in total economic activity in Canada.

The four-day event will provide community and visitor engagement opportunities with:

- 40+ events planned throughout the Grey Cup Festival and Grey Cup
- Unique, first of their kind events, including the first ever Grey Cup Rodeo and Business Summit
- Engagement with the arts and culture community to deliver interactive and educational programming to Calgarians and guests
- A sell-out crowd of 36,375 people at McMahon Stadium for the 107th Grey Cup

ADMINISTRATION RECOMMENDATION:

That Council approve up to \$550,000 from 2019 Corporate savings, to offset costs of approved City services as The City's contribution to the 2019 Grey Cup Festival and 107th Grey Cup to be held in Calgary in 2019 November.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2018 May 28, Council approved the Sport for Life Policy (CPS2018-0358), replacing the existing Civic Sport Policy. The policy emphasizes The City's ongoing commitment to support, collaborate and work with Calgary's vibrant sport sector and partners to design and deliver appropriate sports programming for all Calgarians through all stages of their life. The City acknowledges that sport is a fundamental human desire for all ages and stages of life.

On 2010 February 9, Council approved the Festival and Event Policy (CSPS047) acknowledging that festivals and events enhance the quality of life in Calgary and are an essential element in creating complete communities. These experiences are recognized to have significant value by citizens and visitors and are a vital ingredient in Calgary's on-going development as an active and creative city. City service support to events and festivals is part of core business for The City.

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BACKGROUND

The Grey Cup is the “Biggest One-Day Sporting Event in Canada” and a time-honoured cultural event. The Canadian Football League Grey Cup championship has existed for over 100 years. In 1948, a group of enthusiastic Calgary fans formed the Calgary Grey Cup Committee, transforming a football game into a national celebration. The Festival is as much a celebration of culture as it is a celebration of sport.

2019 marks the fifth time in Grey Cup history that the game will be hosted in Calgary. The last time it was in Calgary was in 2009. Prior events were held in 2000, 1993 and 1975. The Calgary Stampeders have been to the Grey Cup 15 times and won eight times, including in 1948, 1971, 1992, 1998, 2001, 2008, 2014 and most recently in 2018.

The Organizer is building upon the success of the 106th Grey Cup events hosted in Edmonton which recorded a total economic impact of over \$81 million, with a total of 381 accredited media in attendance publishing more than 9,100 stories about Grey Cup week (Attachment 1).

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The Organizer has been working with City Administration to determine what City services will be required to support the successful and safe execution of the 2019 Grey Cup Festival and 107th Grey Cup. The review of City services was completed by Administration’s Interdepartmental Event Team, led by Calgary Recreation, with representation by 11 business units involved in providing services and support to festivals and events, including Calgary Police Services. (Refer to Attachment 2 for list of City Business units and provincial partners supporting festival and events).

The requested funding of up to \$550,000 will be used to offset the cost of approved City services related to traffic control and road closures, Calgary Police Service pay duty officers, Calgary Transit service extensions and additional resources, permit fees, Event Technical Services equipment, pageantry support and other associated costs as outlined in the Service Standard Agreement developed through The City’s Festival and Event application process. Funding for these major one-time events would generally come from the Council Strategic Initiative Fund (CSIF); however, the amount required exceeds the annual CSIF budget of \$360,000 in 2019 which is now fully expended. The City’s Festivals and Events group has a subsidy budget to offset these kinds of costs for regularly scheduled annual events, but major one-time events such as this, that are acquired through Tourism Calgary’s Calgary Sport and Major Event (CSME) bid program, fall outside this subsidy pocket as they require a more significant amount of City services than that program is designed for.

Hosting the 2019 Grey Cup Festival and 107th Grey Cup provides an opportunity for Calgary to build upon our Ultimate Host destination branding, will enhance exposure to local artists and sports organizations and will generate economic activity for the region. From its hub on the Stampede grounds, the festival will showcase key features of our city including the Centre City District, Olympic Plaza, the National Music Centre and the new Central Public Library.

2019 Grey Cup Festival and 107th Grey Cup

Stakeholder Engagement, Research and Communication

The Interdepartmental Event Team is responsible for providing a technical review of all festival and event applications, to determine the type and level of services and support required for each festival and event and provide schedules of those services for incorporation into the Service Standard Agreement.

The Organizer, drawing from the Calgary community, has formed a Steering Committee and Operations Committee (see Attachment 3) to engage with key stakeholders to ensure the successful delivery of the 2019 Grey Cup Festival and 107th Grey Cup.

Strategic Alignment

Hosting the 2019 Grey Cup Festival and 107th Grey Cup supports the Citizen Priority of a prosperous city, as well as the related Council Directive of driving the economy through the travel and tourism industry with an enhanced focus on arts, culture, festivals and winter activities.

It also aligns with the fundamental purpose of the Festival and Event Policy to foster increased vibrancy in Calgary. Through this policy, The City of Calgary is committed to supporting an exciting and vibrant range of festivals and events; our diverse cultural character and our living heritage; the growth of volunteerism; the growth of tourism; the attraction of businesses and workers interested in active communities and safe communities.

This event also aligns with the Sport for Life Policy, reaffirming The City's shared responsibility to provide Calgarians with the opportunity to freely participate in, experience and enjoy sport to the extent of their abilities and interests.

Social, Environmental, Economic (External)

Social

Hosting this event will provide over 1,000 volunteer opportunities and community-based programs including a welcome program at the Calgary International Airport, a "Paint the Town Red" program, and Downtown Calgary programming lead-up activities which will bring additional opportunities for participation throughout the year. The main Festival site located at Stampede Park will feature four days of free, family-friendly activities. A new school program will include a "Paint Your School Red" promotion, a Grey Cup in-school education program and onsite event field trips offered to all Calgary Public, Catholic and Tsuut'ina schools. First-time events will include a Grey Cup Business Summit and Grey Cup Rodeo. There will also be presentation opportunities at the National Music Centre to showcase the Canadian talent displayed during past halftime shows, and a focus on the sport of football at the new Central Public Library and Canada's Sports Hall of Fame.

Hosting the 2019 Grey Cup Festival and 107th Grey Cup provides the opportunity to promote and position Calgary as a burgeoning cultural epicentre in Canada, home to many of our nation's treasures, that engages community spirit involving both sport and art cultures, while providing significant economic benefit to the city.

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Environmental

All planned activities have been located conveniently along the C-train system and public transit will be heavily promoted throughout the four days. The primary hub to the 2019 Grey Cup Festival will be on the Calgary Stampede grounds. Supporting activities are within walking distance or through C-train access. Working with the Calgary Stampede grounds, a 'zero-waste' goal has been set for the Festival. Efforts are also being made to reduce the carbon footprint by locally sourcing as many components as possible to reduce transportation requirements.

Economic

Based on economic impact data from the 2018 Grey Cup Festival and 106th Grey Cup in Edmonton, the following economic outcomes are projected: overall attendance at Grey Cup events of up to 500,000 people, an estimated television audience of 9 million Canadian viewers, 1,000 volunteer opportunities, \$29 million in local spending from an anticipated 30,000 out-of-region visitors, \$63 million in total economic activity in Calgary, and \$81 million in total economic activity in Canada.

To enhance visitation, the Organizer will develop a marketing and communications strategy to promote the 2019 Grey Cup Festival and 107th Grey Cup to attract out-of-region visitors.

Financial Capacity

Current and Future Operating Budget:

The Organizer is seeking a financial commitment from The City of up to \$550,000 to offset costs of approved City services, to enable the safe and effective delivery of the 2019 Grey Cup Festival and 107th Grey Cup, to be funded from 2019 Corporate savings.

Current and Future Capital Budget:

No capital budget impacts are anticipated as a result of this report.

Risk Assessment

The City would not be responsible for any losses incurred by the Organizer. Any losses arising from the Organizer will be the responsibility of Calgary Stampede Grey Cup Inc.

Should only a portion of the requested \$550,000 be approved, a reduction in service offerings may be requested which could result in a negative impact on citizen and guest experiences.

REASON(S) FOR RECOMMENDATION(S):

The Grey Cup Festival and 107th Grey Cup serve to promote Canadian sport culture and showcase the community spirit of each host city to millions of people, while enlivening the host city with a four-day event attracting local attendees and out-of-region visitors. By allocating up to \$550,000 to offset the cost of City services to support this event in 2019, The City will be helping to share with Canadians all that Calgary has to offer by promoting and positioning Calgary as a burgeoning cultural epicentre in Canada.

ATTACHMENT(S)

1. 106th Grey Cup Economic Impact Results, Edmonton 2018
2. Interdepartmental Event Team Representation Roles/Services
3. Membership of Grey Cup Committees