

INFORMATION ITEMS

Week Ending May 17, 2013

REPORTS

1. Hamilton Tiger Cats – Update

CORRESPONDENCE

1. Guelph Municipal Holdings Inc. – May 14, 2013 Report to Council

ITEMS AVAILABLE IN THE CLERK'S OFFICE

1. Municipal Information Form, Liquor Licence Application – Fionn MacCools, 494 Edinburgh Road South

INFORMATION REPORT



TO City Council

SERVICE AREA Finance and Enterprise Services

DATE May 17, 2013

SUBJECT **Hamilton Tiger Cats – Update**

REPORT NUMBER FIN-ED-13-02

EXECUTIVE SUMMARY

SUMMARY OF REPORT

The report provides an update of the City's activities with respect to the Hamilton Tiger Cats 2013 game schedule and associated programs

KEY FINDINGS

N/A

FINANCIAL IMPLICATIONS

It should be noted that all City activities with the Tiger Cats are achieved through existing programs and budgets.

Costs associated with the logistics during game day around Alumni Stadium and the Downtown Street festival are to be paid by the applicant.

ACTION REQUIRED

Council receive the report FIN-ED-13-02 for information.

BACKGROUND

The Hamilton Tiger Cat Football Club will be playing its 2013 home game schedule at the University of Guelph. There will also be a number of community events that will support and celebrate this unique opportunity. City staff have been working with representatives of the Tiger Cats to address a number of matters relating to these activities.

The purpose of this report is to provide an update on the following activities:

- Stadium construction
- Downtown street festival
- Community connections
- Marketing and promotion
- Game day logistics.

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REPORT

1. Stadium Construction

Building Services staff have been working with the Tiger Cats on the issuance of building permits for the stadium construction.

A building permit application has been submitted and approved for the construction of the temporary stadium bleachers. Construction is currently under way.

As of the date of this report staff are waiting to receive the complete building permit applications for the temporary locker rooms and ticket structure. The Tiger Cats have indicated they are addressing this outstanding information.

2. Downtown Street Festival

The Hamilton Tiger Cats have submitted a special events application to hold pre-game tailgating street festivities on Carden Street for all nine (9) of their regular home games. The event concept includes closing all vehicle traffic and parking on Carden Street between Wilson and Wyndham, a family fun zone, cheerleader dance routine, merchandise sales and a licence beer garden. Community & Social Services is currently managing this application through the special events office and is in the process of managing logistics and providing costs estimates and contract requirements. All costs associated with these events are to be paid by the Tiger Cats and any potential sponsorship to help offset these costs are to be developed through the Chamber of Commerce and Guelph Downtown Business Association.

3. Community Connections

Staff of Community Engagement has assisted the Tiger Cats with introductions to various service clubs, the local school boards, and the Guelph Bears Amateur Football Club for the purpose of connecting them into the community. The Tiger Cats have successfully followed up with various outreach programs to these groups.

4. Marketing and Promotion

Guelph Tourism has been working on a number of fronts with the Tiger Cats to promote the games as well as their community events. The following summarizes the discussions/activities to date.

Every Tuesday from May 14th to June 18th Guelph Tourism will host a Ti-Cats booth out front of City Hall on Market Square at which they will be promoting their upcoming games. Staff are working with the Ti-Cats on other locations throughout the City for this booth, which may include St. George's Square (being coordinated through the Downtown Guelph Business Association), Riverside Park, and the Farmer's Market.

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Through its regular programs Guelph Tourism has also provided the following support to the Tiger Cats:

- Provide a presence on Tourism's website (including an individual page with Fan Education information, schedule, links, etc.) and a presence on the Tourism mobile app
- Provided a display in the Visitor Information Centre
- Integration into Visit Guelph tourism marketing campaign for 2013
- Support with Guelph Ambassador Program, starting with volunteer recruitment
- Providing photos, logos, videos, and map files for use in the publications and promotions they are creating
- Connection to staff from Regional Tourism Organization 4 regarding integration into their seasonal regional marketing campaign and online sales system/packaging
- Assisted with the Tiger Cats' recruitment of event staff

5. Game Day Logistic Matters

a) Guelph Transit

Guelph Transit is working with Tiger Cat staff on the terms and conditions of a services in-kind program similar to that used with the Guelph Storm, that on game days allows an individual to show a Tiger Cat ticket and get a free ride on Guelph Transit to and from the game

b) Public Works

Public Works Staff (PWS) have met with University of Guelph staff and staff from Guelph Police Services to review game day logistics surrounding traffic and parking activities and garbage/litter in the vicinity of Alumni Stadium. Although there are a still a few unknowns at this time i.e. campus parking lot utilization, assumptions have been made as to the main travel routes both inbound and outbound in order to establish the location(s) and type of traffic control required. Based upon the increased capacity of the stadium ranging between 12,000 to 13,000, and the normal traffic experienced in the area during game day times, the coordinated approach between PWS and GPS is to provide police control at the key intersections of Gordon/College, Stone/Gordon and areas where heavy turning movements dictate, such as the East and South Ring entrance points. Barricades will be made available by PWS at each location in case it is determined by GPS that lane and or road closure is required on a temporary basis. The only temporary road closer contemplated at this time is Gordon between Stone and College at the end of the game to allow the free flow of pedestrian back to parking lots located on the west side of Gordon. This will be monitored and only undertaken if necessary from a safety perspective. Steps will be taken by PWS to assess any excess in garbage and litter on roadways adjacent to the stadium after each event and will schedule the appropriate work to have it removed as a priority through specifically assigned cleanup activity following an event.

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c) Downtown Street Festival

The proposed downtown street festival in Market Square is fully supported by PWS through the development and implementation of the road closure and detour signing plan. Garbage and litter removal will be coordinated with PWS and staff from Solid Waste.

CORPORATE STRATEGIC PLAN

1.2 Develop collaborative work team and apply whole systems thinking to deliver creative solutions

DEPARTMENTAL CONSULTATION

Economic Development
Downtown Renewal
Community Engagement
Culture & Tourism
Transit
Building Services
Public Works
Recreation and Parks

COMMUNICATIONS

N/A

ATTACHMENTS

N/A



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Guelph City Council
1 Carden Street
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May 14, 2013

Shareholder,

Guelph Municipal Holdings Inc. (GMHI) held its most recent Board meeting on April 25, 2013. The focus of the meeting was to allow for continued review and discussion of the multi-year Guelph Hydro Inc (GHI) Financial Plan and additional items raised at the April Joint Meeting of GHI and Guelph Hydro Electric Systems Inc (GHESI) boards. In accordance with the goal of regular communication sharing, highlights of both meetings include the following:

Joint Boards Meeting – April 2, 2013

A joint board meeting was held in early April to receive and review the 2013 GHI budget and 2014-2017 Consolidated Financial Plan. This scheduled 2012 submission had been delayed with approval of the Shareholder due to uncertainty around the Provincial position on the current utilities distribution model in Ontario. In addition to the financial and strategic information shared, the status of the Community Energy Initiative was presented as well as proposed action in relation to the Provincial Blue Ribbon Panel Review recommendations.

➤ *2013 GHI Budget and 2014-2017 Consolidated Financial Plan*

The financial and strategic directions of GHI are connected to five clear strategic imperatives. The organization will lead Ontario in powering community wellbeing and environmental stewardship with sustainable energy solutions by:

1. Delivering balanced financial and social returns by investing in quality energy production and distribution infrastructure;
2. Being a leader in the provision and implementation of an energy conservation and sustainable energy culture to our customers and employees that is consistent with the energy initiatives of our shareholder and the Province;
3. Being a leader in efficient, safe, reliable and economic distribution of energy;
4. Being a great place to work and communicating it to attract and retain employees; and
5. Ensuring that we enhance our position as an asset to our shareholder and the communities by engaging all stakeholders in our key initiatives and objectives.

The supporting consolidated financial information related to these imperatives will be provided to the Shareholder at the 2013 Annual General Meeting.

➤ *Community Energy Initiative (CEI)*

The Board members received an overview and update on the CEI goals and future directions. The presentation provided context to support continued discussion and introduced a new local long term (2031/2041) thermal energy concept for consideration. GMHI will report more fully on this matter at the upcoming Annual Meeting scheduled for June, 2013.

➤ *Utility Sector Review*

In April 2012, the Province of Ontario created a Blue Ribbon panel with a specific mandate “to provide advice and make recommendations to the Minister of Energy regarding issues related to the Ontario’s electricity distribution sector and distribution models, including opportunities for consolidating distributors”. To that end, the *Ontario Distribution Sector Review Panel* has put forward recommendations for reform of the utilities industry. As you may be aware, the Panel recommended that the current 73 Local Distribution Companies (LDCs) be consolidated into 8 to 12 larger regional distributors with a minimum of 400,000 customers each. The panel advocates that this should be ‘compelled’ by legislation. While the Association of Municipalities of Ontario (AMO) has expressed a number of concerns with the Panel’s recommendations, including that they are not focused on incenting innovation and efficiency, what the Provincial government may do with these recommendations is unknown. GMHI will report more fully on this matter at the upcoming Annual Meeting scheduled for June, 2013.

Further information on the AMO position with respect to this matter can be found at their website <http://www.amo.on.ca>.

GMHI Board Meeting, April 25, 2013

The April 25th Board meeting centred primarily on providing the opportunity for further information and discussion of the 2014-2017 GHI consolidated financial plan. The regular quarterly dividend was received and proposed amendments to the Shareholder Declaration were discussed for presentation at the upcoming Annual General Meeting that is scheduled for June, 2013. At that time, the 2012 GMHI Annual Report will also be provided and include results achieved and next steps.

Sincerely,



Karen Farbridge
Chair, Guelph Municipal Holdings Inc.