

March 25, 2019

To: His Worship the Mayor  
And Members of City Council

Re: Executive Committee: Support to Host the 2020 Grey Cup

---

**RECOMMENDATION**

**RECOMMENDATION OF THE EXECUTIVE COMMITTEE  
- SEPTEMBER 12, 2018**

- 1) The City of Regina (City) provide a total contribution of \$1 million, consisting of cash and City services in support, of the Saskatchewan Roughriders Football Club's (SRFC) bid to host the 2020 Grey Cup, subject to the following conditions:
  - a. That the bid to host the 2020 Grey Cup in Regina is successful;
  - b. That the SRFC is successful in securing financial support from the Province of Saskatchewan in the amount of \$3 million;
  - c. Demonstration of the ability of the SRFC to plan and execute the event through, but not limited to, a plan which outlines the proposed organizational structure, a human resource plan, an operations and financial plan, and a risk management plan;
  - d. Recognition by the SRFC host committee that the City accepts no obligation for deficits, loans or guarantees incurred by the SRFC in hosting the 2020 Grey Cup.
- 2) The Executive Director City Services be delegated the authority to negotiate and approve the terms of the Contribution Agreement between the City and the SRFC as outlined in this report including the mix of cash and City services making up the \$1 million contribution to be provided by the City.
- 3) The City Clerk be authorized to execute the Contribution Agreement in behalf of the City after review by the City Solicitor.
- 4) That the City of Regina enter into negotiations with the Saskatchewan Roughriders and REAL respecting a fair and reasonable return to the City of the profits from hosting the 2020 Grey Cup.

*EXECUTIVE COMMITTEE – SEPTEMBER 12, 2018*

The following addressed the Committee:

- Craig Reynolds and Kent Paul, representing Saskatchewan Roughriders Football Club
- Tim Reid, representing, Evraz and REAL
- Tracy Fahlman, representing, Regina Hotel Association

The Committee adopted a resolution to concur in the recommendation contained in the report after adding recommendation #4 as follows:

That the City of Regina enter into negotiations with the Saskatchewan Roughriders and REAL respecting a fair and reasonable return to the City of the profits from hosting the 2020 Grey Cup.

Recommendation #5 does not require City Council approval.

Mayor Michael Fougere, Councillors: Bob Hawkins (Chairperson), Lori Bresciani, Sharron Bryce, John Findura, Jerry Flegel, Jason Mancinelli, Joel Murray (teleconference) and Barbara Young were present during consideration of this report by the Executive Committee.

The Executive Committee, at the **PRIVATE** session of its meeting held on September 12, 2019, considered the following report from the Administration:

RECOMMENDATION

- 1) The City of Regina (City) provide a total contribution of \$1 million, consisting of cash and City services in support, of the Saskatchewan Roughriders Football Club's (SRFC) bid to host the 2020 Grey Cup, subject to the following conditions:
  - a. That the bid to host the 2020 Grey Cup in Regina is successful;
  - b. That the SRFC is successful in securing financial support from the Province of Saskatchewan in the amount of \$3 million;
  - c. Demonstration of the ability of the SRFC to plan and execute the event through, but not limited to, a plan which outlines the proposed organizational structure, a human resource plan, an operations and financial plan, and a risk management plan;
  - d. Recognition by the SRFC host committee that the City accepts no obligation for deficits, loans or guarantees incurred by the SRFC in hosting the 2020 Grey Cup.
- 2) The Executive Director City Services be delegated the authority to negotiate and approve the terms of the Contribution Agreement between the City and the SRFC as outlined in this report including the mix of cash and City services making up the \$1 million contribution to be provided by the City.

- 3) The City Clerk be authorized to execute the Contribution Agreement in behalf of the City after review by the City Solicitor.
- 4) That this report be forwarded to City Council for approval.

## CONCLUSION

The SRFC are submitting a bid to the Canadian Football League (CFL) for the right to host the 2020 Grey Cup. The bid must be submitted to the CFL by the end of October 2018. The winning bid will be announced in November 2018 during Grey Cup week

The City's support of the 2020 Grey Cup will provide short and long-term benefits to the community. In financial terms, the 2020 edition of the Grey Cup is expected to provide an injection of economic activity on par with the \$68 million created by hosting the 2013 edition of the Grey Cup. The city will also benefit from a Grey Cup legacy project, the details of which are still to be determined.

The 2020 Grey Cup Festival encompasses more than the game itself as there will be several days of festival and VIP events leading up to game day. The Evraz Place property is uniquely suited to host the festival activities leading up to game day in one central location by activating its many convention and hosting spaces such as the recently completed International Trade Centre.

An event of this scale will also activate public spaces throughout the Downtown, Warehouse District and North Central Community, and Administration will look for opportunities to showcase local artists and creators and highlight Regina's rich cultural assets.

Hosting the 2020 Grey Cup and the associated festival and VIP events in Regina promotes the values of sport and healthy living to the community and creates opportunities for inclusion of residents of varied origin, socio-economic status and ability to demonstrate their collective community pride in Rider Nation.

The Contribution Agreement to be negotiated by Administration will detail the terms and conditions of the City's total contribution of \$1 million, including but not limited to the proportion of cash and City services provided in-kind to the event.

## BACKGROUND

The SRFC was founded in 1910 and has a long and storied history in the Province of Saskatchewan and the City of Regina. The SRFC has become a leader across the CFL for its business models and in particular the creation of and connection to Rider Nation. The SRFC has hosted three Grey Cups over its history with the most recent being the 2013 Grey Cup. The 2013 Grey Cup was extremely successful and has been seen across the league as a benchmark to assess other Grey Cups against.

The Grey Cup is a premier Canadian sports championship. Originating during the 1860's, Canadian football gradually evolved from a modified version of rugby into a distinctively North American team sport. Reflecting the game's growing popularity, in 1909, Canada's ninth Governor General Earl Grey donated a silver trophy to establish a national amateur football championship. Community and collegiate teams from central Canada fought for the Grey Cup until 1921, when teams from Western Canada also began vying for the trophy. Igniting regional rivalries, the new East-West format transformed the championship game into an exciting, emotionally charged spectator experience.

The 2020 Grey Cup will bring together families and friends from across the country to celebrate Canadian football. 2020 will also mark the 110<sup>th</sup> anniversary of the SRFC providing them the opportunity to have a yearlong provincial celebration of their history culminating in hosting the 108<sup>th</sup> Grey Cup in Regina.

## DISCUSSION

The Grey Cup is one of Canada's largest and most well-known annual sports events attracting four million television viewers nationwide. Consequently, it provides an opportunity to showcase the community on a national level. The Grey Cup Festival encompasses more than the game itself as there will be several days of festival and VIP events leading up to the game. The festival includes several events such as the CFL Awards, Commissioner's State of the League, a Gala dinner, the All Star Skills challenge, CFL's Partner Party and the Commissioner's Game Day Brunch. The festival engages both the community and visitors to the community through street parties, family fun zones, a concert series, team parties and the Grey Cup parade.

The 2020 Grey Cup will be played in the month of November with the specific date yet to be determined by the CFL. Evraz Place will be the primary venue for hosting the festival activities leading up to game day. The Evraz Place property is uniquely suited to host these activities in one central location by activating its many convention and hosting spaces such as the recently completed International Trade Centre.

The Grey Cup will be the first professional championship game played in our iconic stadium, Mosaic Stadium. The stadium was designed to have a temporary capacity of 40,000 for major events like the Grey Cup. Temporary seating will be erected primarily in the south end of the stadium. The increase in temporary seating in 2020 will also lead to increased attendance for SRFC home games leading up to the Grey Cup. \$12 from each ticket sold for an SRFC home game goes towards the repayment of the City's outstanding debt related to the stadium. Increased ticket sales will make a positive contribution to the repayment of the City's outstanding debt.

In 2016, the CFL moved to a formal bid process for awarding the right to hold the Grey Cup. The bid is evaluated on several factors with the projected financial results of the event being a significant factor. Both Hamilton and Montreal are planning to submit a bid for the 2020 Grey Cup. The 2018 Grey Cup will be held in Edmonton and the 2019 Grey Cup will be held in Calgary. This makes it challenging for the SRFC to convince the CFL to award the 2020 Grey Cup to another western team. The SRFC feels that its key to a successful bid lies with the

financial results that can be achieved with hosting the 2020 Grey Cup in Regina. As part of its bid, the SRFC has budgeted \$24 million in revenues and \$16 million in expenses resulting in a net profit of \$8 million for the 2020 Grey Cup. The CFL's model for the Grey Cup mandates that this profit is shared between the host team and all other CFL teams with the SRFC estimated to receive \$4 million.

The financial support provided by the City will help deliver the Grey Cup Festival, including costs associated with planning, entertainment, facility rental, security accommodations, insurance and other costs. Of the budgeted expenses of \$16 million, \$5.2 million is the fee required by the CFL to cover its costs such as transportation and accommodation for the teams playing in the game, league tickets, game day production costs, half time entertainment, league hosted Grey Cup events, officials, media and other costs.

An economic analysis of the 2013 Grey Cup which was held in Regina identified the following benefits to the community:

- Total attendance for the four days of Grey Cup Festival leading up to the game and the Grey Cup game itself of 285,000, 107,200 were unique individual attendees, 35 per cent of which were from outside Regina.
- An economic impact of \$68 million in Regina with an additional \$25 million spread across the rest of the Province.
- The equivalent of 400 full-year jobs and \$21 million in wages was generated by the festival and the game itself.

It is anticipated that the 2020 Grey Cup will provide economic benefits to the community and Province that are on par with those created by hosting the 2013 Grey Cup game in Regina. The city will also benefit from a Grey Cup legacy project, the details of which are still to be determined. Hosting the 2020 Grey Cup and the associated festival and VIP events in Regina promotes the values of sport and healthy living to the community and creates opportunities for inclusion of residents of varied origin, socio-economic status and ability to demonstrate their collective community pride in Rider Nation. Consequently, the Administration believes that the 2020 Grey Cup will be beneficial to the community and recommends approval of the SRFC's request for a total contribution of \$1 million.

As a condition of the City's financial support of the 2020 Grey Cup, the City will negotiate and execute a Contribution Agreement with the SRFC. The Contribution Agreement will include terms and conditions such as but not limited to the following:

- The mix of cash and City services making up the \$1 million contribution to be provided by the City
- Demonstration of the ability of the SRFC to plan and execute the event by way of planning documents such as a proposed organizational structure, a human resource plan, an operations and financial plan, a risk management plan, etc.;
- Recognition by the SRFC that the City accepts no obligation for deficits, loans or guarantees incurred by the SRFC as host of the 2020 Grey Cup.

## RECOMMENDATION IMPLICATIONS

### Financial Implications

The proposed City contribution to support the 2020 Grey Cup is \$1 million. This amount should be added to and approved in the 2020 General Operating Budget as a onetime investment. Categorizing this support as a onetime investment ensures that the resulting \$1 million increase in budgeted expenditures will not inadvertently carry forward into the City's operating budgets for 2021 and beyond.

### Environmental Implications

None related to this report.

### Policy and/or Strategic Implications

This funding supports the City's vision and aligns with its Community Priority to embrace built heritage and invest in arts, culture, sport and recreation.

### Other Implications

None related to this report.

### Accessibility Implications

The venues used to host the 2020 Grey Cup Festival and Game will be accessible.

## COMMUNICATIONS

The decision of the Executive Committee and City Council will be communicated to the SRFC.

The Contribution Agreement will include a requirement for the SRFC to work closely with the Communications Department to ensure that the City of Regina receives the appropriate level of recognition for its contribution to the 2020 Grey Cup.

## DELEGATED AUTHORITY

The recommendations in this report require City Council approval.

Respectfully submitted,

EXECUTIVE COMMITTEE



---

Jim Nicol, Secretary