EXECUTIVE SUMMARY:

In April 2010, City Council approved a contribution of $100,000 for the bid submission to host the 2012 Scotties Tournament of Hearts National Women's Championship (Scotties). This contribution included $65,000 in kind services and $35,000 in cash. City staff have recently been asked if the City would consider a bid submission for the 2013 Scotties should the 2012 submission not be successful. In light of the Canadian Curling Association (CCA) schedule and other competing municipalities, it is recommended that the City consider both 2012 and 2013 Scotties Tournament.

The 2013 Scotties Tournament of Hearts National Women's Championship will take place from February 16th to February 24th. The City's contribution is not impacted by this possible change in bid submission. The City's interest in hosting either the 2012 or the 2013 Scotties has to be provided to the Canadian Curling Association in October 2010.

RECOMMENDATION:

THAT Council provide staff with the authority to submit a bid for the 2013 Scotties Tournament of Hearts National Women's Championship event should the City not be successful in hosting the 2012 Scotties Tournament of Hearts National Women's Championship event.
AUTHORIZING SIGNATURES:

ORIGINAL SIGNED BY COMMISSIONER
Cynthia Beach, Commissioner, Sustainability & Growth

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER
Gerard Hunt, Chief Administrative Officer

CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

<table>
<thead>
<tr>
<th>Commissioner</th>
<th>N/R</th>
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<tr>
<td>Terry Willing, Community Services</td>
<td>N/R</td>
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<tr>
<td>Denis Leger, Transportation, Properties &amp; Emergency Services</td>
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<tr>
<td>Jim Keech, President and CEO, Utilities Kingston</td>
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(N/R indicates consultation not required)
OPTIONS/DISCUSSION:

The Scotties Tournaments of Hearts occurs annually in February for a period of about nine (9) days and attracts about 3,000 out of town spectators. The event typically has a budget that varies between $1.5M and $2M. The overall economic impact of this event is estimated to be between $8M and $12M. This type of significant spending in the City promotes business retention and sustainability of the industry.

Staff has reviewed the facility needs for this event. Considering that it is taking place in late February, it would require some changes to user groups’ schedules. Partner groups’ ice time will be accommodated at other City arenas during this event.

The Scotties is the Canadian Women’s Curling Championship and is sanctioned by the Canadian Curling Association. The Championship team represents Canada at the women’s world curling championship. The Scotties attracts 72 competitors and coaches from 13 Canadian provinces and territories, 400 officials, VIP and media as well as about 3,000 out of town spectators. The event also includes off ice activities such as opening and closing ceremonies.

The Scotties will have a lasting effect on the promotion of women in sport. The event would include increased participation in the sport and financial legacy for grass roots and high performance development for women in curling. It is anticipated that this event will promote women in the sport of curling in the following ways:

1. Face to face interaction with the athletes throughout the event.
2. Increase participation in curling locally.
3. A percentage of arena ticket revenue from the Scotties is allocated to the Canadian Curling Association (CCA) Athlete Assistance Fund (AAF). This program supports provincial/territorial teams at the Brier, Tournament of Hearts, and Canadian Curling Trials to assist with training and indirect expenses associated with their participation in the event.
4. The Development Fund, which is financed through a percentage profit from the Association's event-managed properties, is accessible by Member Associations and curling clubs to support locally-funded initiatives aimed at growing the sport.

Should Kingston be selected as the host municipality, the K-Rock Centre would be used as the main location with some complimentary uses in City operated recreation facilities, including the Memorial Centre. This main location was selected for its seating capacity which has to be a minimum of 3,500.

EXISTING POLICY/BY LAW:

By-Law No. 2005-10 “A By-Law to Establish Fees and Charges to be Collected by the Corporation of the City of Kingston”

NOTICE PROVISIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A
FINANCIAL CONSIDERATIONS:

N/A

CONTACTS:

Lanie Hurdle, Director, Recreation & Leisure Services Department 613-546-4291 ext. 1231

OTHER CITY OF KINGSTON STAFF CONSULTED:

Dave Flindall, Assistant Supervisor, Facility Bookings

Others Consulted

Gary Kelly, Manager Sports Tourism, KEDCO
Rob Carnegie, Director, Tourism Marketing & Development, KEDCO
Ken Noakes, SMG Canada

EXHIBITS ATTACHED:

None.