



**City of Kingston  
Report to Council  
Report Number 18-046**

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**To:** Mayor and Members of Council  
**From:** Lanie Hurdle, Commissioner, Community Services  
**Resource Staff:** Luke Follwell, Director, Recreation & Leisure Services  
**Date of Meeting:** January 23, 2018  
**Subject:** 2020 Brier Canadian Men's Curling Championship Partnership

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**Executive Summary:**

In spring 2017, Greater Kingston Curling (GKC) advised Curling Canada that Kingston would be bidding to host the 2020 Brier, the Canadian Men's Curling Championships. Following this letter of intent, local stakeholders organized a meeting with Curling Canada to address the community's level of interest and to review the bid process. The Brier occurs annually in February/March for a period of approximately nine (9) competition days. The event typically has a budget of approximately \$2.5M and is projected to attract over 130,000 spectators with an economic impact estimated between \$11M and \$15M.

Staff have been working with Tourism Kingston and Greater Kingston Curling to identify facility and transportation needs of this event. The curling competition would take place at the Roger's K-Rock Centre with supporting events and attractions in the downtown area including, but not limited to, Springer Market Square. Staff are recommending a total city contribution of \$200,000 which includes \$60,000 in-kind for facility, equipment and staffing; \$40,000 in-kind for transportation; and \$100,000 in cash.

Tourism Kingston and Kingston Accommodation Partners (KAP) will each be contributing \$100,000 for a total cash commitment of \$200,000 towards the 2020 Brier. A grant application (Blockbuster hosting) will be submitted to the Province of Ontario next month to seek additional funding for this event.

Staff reviewed the facility needs related to the Rogers K-Rock Centre with SMG for this event. The greatest impact will be with the Kingston Frontenac Hockey Club. This is a critical time of their hockey season. City and SMG staff will work with Kingston Frontenacs to ensure their needs are met should Kingston be awarded The Brier. The Brier will leave a legacy of hosting more major curling and other prestigious national and international events in Kingston.

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Staff have also contacted the Kingston Public Market Vendors Association regarding possible events that could be taking place in Springer Market Square.

**Recommendation:**

**That** Council provide in-kind contributions equivalent to \$100,000 which partially offsets facility and equipment rentals, transit access and promotion, extended transit service and staffing costs, and approve a further \$100,000 cash contribution for a total of \$200,000 to the 2020 Brier should the City of Kingston be selected as the successful host; and

**That** a total of up to \$200,000 for the 2020 Brier be incorporated in the 2020 municipal operational budget funded from the Working Fund Reserve or other available funding sources as available; and

**That** the Mayor and Clerk be authorized to enter into the necessary agreements in a form satisfactory to the Director of Legal Services.



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**Options/Discussion:**

The Brier occurs annually in February and/or March for approximately nine (9) days of competition and attracts sixteen (16) teams representing each of the provinces and territories. The team would include the defending champion, one from each province and territory, a Northern Ontario representative and the highest-ranked non-qualified rink from the Canadian Team Ranking System standings. The Brier is regarded as the world's premier curling event and is by far the best supported curling competition in terms of paid attendance, attracting large crowds in-venue, along with a television audience through a national broadcast with TSN. The Brier is supported through the efforts of 500 volunteers. The event is projected to attract over 130,000 spectators with an economic impact estimated between \$11M and \$15M, as measured by the Canadian Sport Tourism Alliance STEAM Model. This type of significant spending in the city promotes businesses and the visitor economy. The event also features a cultural component, including opening and closing ceremonies, and a Brier Patch which is in development.

A bid committee formed later in the year and the 2020 Kingston Brier Bid was officially launched on November 28, 2017 at the Rogers K-Rock Centre. Local media and stakeholders were invited to the announcement. A deposit program was introduced at the launch, where citizens and businesses are encouraged to show their support by securing their seat with a \$50 deposit (refundable if Kingston is not awarded the event). This initiative was introduced at the 2017 St. John's Brier and is a key element of the Kingston bid.

Curling Canada is set to release bid documents summarizing all events to be bid upon, including the 2020 Brier. Tourism Kingston and Greater Kingston Curling plan to submit a formal Letter of Interest to host the 2020 Brier by April 30, 2018. A letter of support from the venue will also need to be prepared with the submission.

Staff have been working with Tourism Kingston and Greater Kingston Curling to identify facility and transportation needs of this event. The curling would take place at the Roger's K-Rock Centre with supporting events and attractions in the downtown area, including Springer Market Square. Staff are recommending that the city help offset some facility and equipment rentals, staffing and security costs valued at \$60,000.

There will also be transportation costs to the City of Kingston for hosting the 2020 Brier. Staff recommends providing complimentary transit services to all Brier volunteers, ticket holders, officials and delegates valued at approximately \$40,000 in value in-kind. This also includes the extension of transit service during weekend times and transit staff providing assistance to passengers at the Kingston Transit downtown transfer point following each draw. Kingston Transit will also display Brier promotional messages on the electronic destination signs on buses during the pre-bid and post-bid periods to raise community awareness and promote the ticket deposit program.

A total city contribution of \$200,000 would include \$60,000 in-kind for facility, equipment and staffing; \$40,000 in-kind for transportation; and \$100,000 in cash contributions.

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Tourism Kingston and Kingston Accommodation Partners (KAP) will each be contributing \$100,000 for a total cash commitment of \$200,000 towards the 2020 Brier. A grant application (Blockbuster hosting) will be submitted to the Province of Ontario next month by the bid committee to seek additional funding for this event. Part of the host city evaluations for the 2020 Brier will depend on revenue sources.

Staff have reviewed the facility needs for this event. Considering that it is taking place in late February/early March, it would require some changes to user groups' schedules. Staff intends to work with user groups to minimize any impacts on their schedules and programs. The greatest impact will be with the Kingston Frontenac Hockey Club and staff will work with the organization to minimize impacts.

The last time the Brier came to Kingston was in 1957 and was referred to as the MacDonald Brier. The Brier will have a lasting effect on the promotion of youth in sport. It is anticipated that by hosting the Brier, this will increase youth participation in curling locally, as it did with the 2013 Scotties Tournament of Hearts. The Brier Bid Committee will be developing a legacy plan throughout the bid planning; staff will be consulted during this process. It should be noted that Greater Kingston Curling represents five (5) curling clubs in Kingston and area and was formed as a legacy of the 2013 Scotties Tournament of Hearts.

The application process for the 2020 Brier requires a formal bid submission. The following table outlines the application process.

<b>Deadline</b>	<b>Deliverable</b>	<b>Status</b>
January 1, 2018	Bid Documents Released by Curling Canada	In progress
April 30, 2018	Deadline for potential host cities to provide expression of interest (EOI)	Not Complete
April 30, 2018	Curling Canada to provide Application to Host one week after obtaining EOI	Not Complete
May 15, 2018	Questions to be provided to Curling Canada to potential host cities	Not Complete
June 15, 2018	Answers to be provided by Curling Canada to potential host cities	Not Complete
June 30, 2018	Final bid applications due to Curling Canada	Not Complete
July 1 - August 30, 2018	Site visits (if necessary)	Not Complete
September 30, 2018	Decisions and notifications	Not Complete
October 15, 2018	Press release announcing all Curling Canada events for 2020-2021 Season	Not Complete

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Tourism Kingston, Greater Kingston Curling and staff reviewed what other host municipalities and provinces have contributed to this event in the past and which municipalities have indicated they would be bidding on the 2020 Brier. A list is provided below:

1. Prince George, BC (2020 bid) - \$500K municipal
2. St. Catharines, ON (2020 bid) - \$428K municipal (\$203K in-kind, \$225K cash)
3. Moncton, NB (2020 bid) – unknown at this time

Past events and bids:

1. Moncton, NB (2019) - \$750K provincial (lost bid)
2. Brandon, MB (2019) - \$408K municipal (successful)
3. Regina, SK (2018) - \$150K municipal
4. St. Johns, NFLD (2017) - \$250K municipal
5. Ottawa, ON (2016) - \$300K provincial

**Existing Policy/By-Law:**

By-Law Number 2006-10 “A By-Law to Establish Fees and Charges to be Collected by the Corporation of the City of Kingston”

**Notice Provisions:**

Not applicable

**Accessibility Considerations:**

Not applicable

**Financial Considerations:**

Fees and costs associated with the event of \$100,000 and the cash contribution of \$100,000 would be incorporated in the City’s 2020 operational budget.

**Contacts:**

Lanie Hurdle, Commissioner, Community Services 613-546-4291 extension 1231

Luke Follwell, Director, Recreation & Leisure Services 613-546-4291 extension 1815

**Other City of Kingston Staff Consulted:**

Shelia Kidd, Director, Transportation Services

Jeremy DaCosta, General Manager, Transit, Transportation Services

Alan McLeod, Senior Legal Counsel, Legal Services

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Jaclyn Grimmon, Manager, Programming, Recreation & Leisure Services

Lana Foulds, Manager, Financial Planning, Financial Services

**Others Consulted:**

Lynn Carlotto, General Manager, Rogers K-Rock Centre

Rob Kawamoto, Executive Director, Tourism Kingston

Brooke Lenser, Sport Tourism Development Officer, Tourism Kingston

**Exhibits:**

Not applicable