



## Committee Report

**To:** Councillor Steve Hammell, Chair and  
Members of the Planning and Development Committee

**From:** Claire Dodds  
Director of Planning and Development

**Date:** October 20, 2022

**Re:** Ontario Tankard and the Scotties - 2023

---

### Staff Recommendation:

That the request for the County to sponsor the 2023 Ontario Tankard/Scotties Event at the platinum level (\$6,000 in cash plus \$4,000 in-kind contribution), be approved and funded from the Tax Stabilization Reserve.

### Background:

At the August 4, 2022 Bruce County Council meeting a request was received from Port Elgin Chrysler 2023 Ontario Tankard/Scotties to once again support this event being hosted in Saugeen Shores.

The event, sponsored by Bruce Power, will see a field comprised of the province's twelve top men's teams and twelve top women's teams compete over the course of a week from January 23<sup>rd</sup> to 29<sup>th</sup>, 2023 at the Plex in Port Elgin. The winners represent Ontario at The Briar and The Scott Tournament of Hearts.

The economic stimulus to the local community is estimated at \$1.4 million. Revenue derives from three main sources: local sponsorship, ticket sales and food and beverage. The host committee and hence the community retains 80% of the sponsor dollars it raises and 40% of overall ticket revenue. The balance goes to CurlON to help fund its operations.

The proposal received from the organizing committee requests that Bruce County provide the Port Elgin Chrysler Tankard/Scotties cash of \$8,000 and provide in-kind sponsorship valued at \$2,000. In discussion with the organization this request was adjusted to \$6,000 cash and \$4,000 in Kind. As such, in-kind supports include:

- Event posters in County facilities;
- Event recognition, including provided graphics, in related social media posts;
- Advertising the event, including provided graphics, on the Bruce County Tourism website; and,
- Promoting the event where appropriate at Bruce County Tourism events

The assets associated with the Platinum level are:

- County's name and/or logo will be displayed in the ice near the hog line, on the bumpers on at least one sheet of ice, on the official PECC and CurlON websites, prominently on 12 large rink board (or 2 small ones); on 2 banners in the arena and 1 banner in the lounge; on the main sponsorship board and 3 Platinum thank you boards; and on the daily newsletter sponsor listing.
- County's name will be listed on the volunteer jackets and shirts
- A booth within the Plex during the event to promote the County to visitors
- The County will receive regular recognition in announcements throughout the event.
- The County will have the opportunity to add a 10 second tag line on a minimum of 32 radio commercials.
- The County will receive 4 complimentary weekly event passes.
- The County will receive 4 tickets to the Opening Reception and interact with players.
- At the County's request, the social media manager will create a video reel of on-site footage from the County to be shared as joint content on both of our social media pages.
- With the County's participation, we will include your company in our sponsored social media marketing campaigns.
- We will "Like" the content you share, and when appropriate we will share it to our pages.
- We will "Like" and "Follow" the County's Facebook and Instagram pages.
- The County can provide a 15 or 30 second commercial which will be shown regularly on the streamed broadcast to over 65,000 viewers.
- The County's name will be included on "table talk" tent cards distributed to curling clubs, restaurants, bars and retail stores throughout the area.
- Anytime the County engages with us on social media, we will reciprocate.

There were several options in consideration of the recommendation for council, as such three options were considered.

Option 1 - The County approve a funding request of \$6,000 and the \$4,000 in-kind contribution.

Option 2 - Support the in-kind request only

Option 3 - Do Nothing

#### **Financial/Staffing/Legal/IT Considerations:**

\$6,000 to be funded from the Tax Stabilization Reserve and \$4,000 in-kind to be provided through the Economic Development Division.

In comparison, the County contributed \$5,000 cash and \$5,000 in-kind to the 2022 Tankard.

### **Interdepartmental Consultation:**

The Corporate Service Department and Clerk provided comments on this report. A number of concerns were raised including:

- Bypassing of the community Grant process, though it is noted that this request would not meet the County's Community Grant program
- There is only a \$500 surplus from the previous Community Grant Program, meaning the funding would need to come from the Tax Stabilization reserve.
- Some of the funding provided in sponsorship will be provided to CurlOn (20%) which is not located in the community
- The event will likely generate a surplus/profit. The organizers did provide an update that most of the surplus will go to upgrading the infrastructure at the Port Elgin Curling Club and that twelve area curling clubs will receive 25% of the value of the tickets sold.

### **Link to Strategic Goals and Elements:**

#### **Report Author:**

Jeff Loney  
Economic Development Manager

#### **Departmental Approval:**

Claire Dodds  
Director of Planning and Development

#### **Approved for Submission:**

Derrick Thomson  
Chief Administrative Officer