



THE CORPORATION OF THE TOWN OF COBOURG

RECREATION AND CULTURE DIVISION
COBOURG COMMUNITY CENTRE
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File No.

To: Mayor and Members of Council

From: Dean A. Hustwick, Director of Recreation and Culture

Re: 2017 Major Sport Tourism Events

Date: November 30, 2017

Recommendation

THAT Council receive this memo for information.

ORIGIN

During the last couple of years, Council officially endorsed and provided financial support to four major sporting events that took place within the Town in 2017. This support was to promote recreation, support the efforts of local groups and clubs and attract visitors to the town to promote tourism and economic development. During the year, several council members have expressed a desire for the division to report back to Council on the performance and success of these events.

BACKGROUND

According to Statistics Canada (2015), sport tourism represents \$6.5 billion in annual spending by domestic and international visitors in Canada, with \$2.4 billion of that spending occurring in Ontario. Sport Tourism is the fastest growing segment of Canada's tourism industry and was shown to remain stable throughout the last economic downturn.

As a means of tapping into that significant tourism sector, better utilizing Cobourg's recreational assets and promoting the Town as a significant sport tourism leader, the Recreation and Culture Division successfully hosted and supported four major sports events (and numerous smaller events) in 2017 through community collaboration and partnerships. This report provides highlights of each of these major events as well as their estimated impact on tourism and economic development.

SUMMARY OF EVENTS

Ontario Men's & Women's Curling Championship

The Ontario Curling Association (OCA) awarded West Northumberland Curling Club (WNCC) as hosts of the 2017 Ontario Men's Recharge with Milk Tankard and Women's Scotties Tournament of Hearts Curling Championships. The event ran from January 29 through February 05, 2017, featuring ten men's teams and eight women's teams from across Ontario.

Ontario 55+ Winter Games

The Town of Cobourg was selected as the event host for the 2017 Ontario 55+ Winter Games by the Ontario Ministry of Tourism, Culture & Sport and the Ontario Senior Games Association (OSGA). The event, which ran from February 21 through February 23, 2017, featured ten indoor and winter-based activities through partnering with neighbouring community facilities in Brighton, Oshawa, Peterborough and Port Hope. More than 800 participants were hosted from across Ontario.

RBC Cup

The RBC Cup, Canada's National Junior A Championship, was awarded to the Cobourg Cougars Junior A Hockey club for 2017. The event was hosted by the Cougar's from May 13 through May 21, 2017, at the Cobourg Community Centre. The championship featured four teams representing the Central, East, West #1 and West #2 regions, as well as the host Cougars.

Canadian U16 Boys Fast Pitch Championship

Softball Canada awarded Cobourg Legion Softball Association (CLMSO) as hosts of the Canadian U16 Boys Fast Pitch Championship. The event ran from August 09 through August 13, 2017, at Legion Fields and featured provincial team representation from across Canada.

SUMMARY OF EVENT BUDGETS

EVENT	TOTAL REVENUE	TOTAL EXPENSES	NET
ONTARIO MEN'S & WOMEN'S CURLING CHAMPIONSHIP	<i>*Not provided</i>	\$211,864	<i>*Not provided</i>
CANADIAN U16 BOYS FAST PITCH CHAMPIONSHIP	\$39,299	\$38,038	\$1,260
ONTARIO 55+ WINTER GAMES	\$432,197	\$417,150	\$15,047
RBC CUP	\$433,485	\$466,262	(\$32,777)

** Despite repeated requests, the WNCC did not provide the Town with a final financial statement for the event.*

ANALYSIS OF EVENTS

2017 ONTARIO MEN'S AND WOMEN'S CURLING CHAMPIONSHIP

Background

The OCA granted the hosting of the 2017 Ontario Men's Curling Championship early in 2015 to the WNCC. Later, the event was expanded to include the women's provincial championship due to the OCA's confidence in the organizing committee and the facility's ability to host the larger event.

An Executive Committee, a Steering Committee and sub-committees were developed that would be responsible for each area of the event including Team Hosting, Finance and Marketing. The Town of Cobourg had a representative on the Steering Committee who assisted primarily with facility related planning but also provided assistance and expertise in other areas of the event where required.

Town of Cobourg's Contribution

After a presentation from the West Northumberland Curling Club requesting event funding, Council approved a contribution of \$10,000 from the Cobourg Community Centre's (CCC) Special Events budget for the marketing and promotion of the event and a financial guarantee if the event lost money to a maximum of the value of the CCC rental fees.

The \$10,000 in marketing funds were utilized for the following activities:

- Smart Marketing Radio advertising
- Metroland Media Online behavioural advertising
- Facebook advertising
- Various promotional posters, banners and event programs

Significant Town of Cobourg resources were also contributed to assist in the planning and implementation of this event. Primarily, three staff members (Sport & Event Coordinator, Events Assistant, Events Intern) assisted with ticket sales, food & beverage, planning meetings and facility setup. It can be estimated that each staff member spent approximately 50 work hours during the planning phase and an additional twelve hours per day for nine days during the event (approximately 474 hours).

Arena staff were assisting onsite throughout the event while full-time and part-time staff operated the main floor and upper Bowl canteens during each draw and assisted in the Lounge during meals and evening entertainment. Canteen staff costs are included in the financial report of the canteen provided later in this report.

The Town's Interim Communications Officer did assist with this event working approximately 52 hours leading up to the event and approximately 30 hours during the event (total 82 hours). However, she did become involved with the event initially as a volunteer and as such the rest of the time she spent on the event was on her own time.

This event required the use of a large portion of the Cobourg Community Centre, and as a result the Town realized rental revenue of \$25,597 (pre-tax):

Rental Item	Actual (pre-tax)
Bowl	\$ 21,847
Cameco	\$ 1,600
Whitelaw	\$ 600
Spoolon	\$ 900
Other (stage, lighting)	\$ 650
Total	\$ 25,597

Other rentals did have to be cancelled or relocated to accommodate this event. However, when comparing total CCC rental revenue between the same period in 2016 (\$40,071.25) and the same days during the curling event in 2017 (\$53,338), there's an increase of \$13,266.

Both canteens were open throughout the event selling food and beverages, including alcohol sales in the Bowl and the gym (called the 11th End Lounge – open from 11:00 a.m. – 12:00 a.m. each day). CCC canteen net revenue after expenses was \$25,376.

Marketing/Communications

The Town of Cobourg promoted the Ontario Curling Championships in partnership with the Event Executive Committee. The Town of Cobourg promotional efforts included a mixture of paid advertising placements, marketing initiatives and earned media coverage gained through Public Relations activities. The goal of the campaign was to target potential spectators within a one to four hour driving radius of Cobourg. These individuals would be more likely to visit Cobourg as a travel destination for the duration of the tournament. All media releases were issued by the Town of Cobourg and the Event Executive Committee. The event Executive Committee hosted the event website and social media pages and content was shared on the Town of Cobourg networks. The Town of Cobourg also posted original content on its Social Media pages and website.

Event Marketing Budget (Council approved)	\$10,000.00	
Radio Campaign		\$2,706.00
Metroland Online Campaign		\$750.00
Facebook Campaign		\$123.67
Posters & Tent Cards		\$1006.56
Spider Banners (Event)		\$220.00
Pageantry - Banners at CCC		\$2970.00
Program		\$2125.00
	NET	\$98.77

Key Statistics

Participants: 10 men’s teams, 8 women’s teams (72 participants)
Volunteers: Approximately 250
Tickets Sold: 100 Full Tournament Passes
157 Playoff Weekend Passes
195 Round Robin Day Passes
864 Single Draw Tickets

Event Financial Statement

Event Revenue	<i>Not provided</i>	
Event Expenses (WNCC)		\$211,864
	NET	<i>Not Provided</i>

Conclusion

The 2017 Ontario Men’s and Women’s Curling Championship was viewed by the OCA as a tremendous success and profiled the CCC’s versatility to host major sporting events beyond hockey. The volunteer and community support for this event was overwhelming and on display throughout the event.

2017 ONTARIO 55+ WINTER GAMES

Background

In February of 2015 Council approved the submission of a bid to host the 2017 Ontario 55+ Winter Games and to act as the deficit guarantor for the event. It was agreed by Council that this event met several Strategic Plan objectives, including providing recreation opportunities for all citizens.

The Town of Cobourg was awarded the 2017 Ontario 55+ Winter Games in the spring of 2015. Staff then began assembling a Games Organizing Committee made up of 14 local volunteers, including two acting as the Committee Co-Chairs and the rest playing lead roles in areas such as administration, registration, sponsorship, food services, promotions, transportation, volunteers, language services, sport technical, special events, etc.

Town of Cobourg’s Contribution

The Town’s contribution to this event was predominantly the provision of facilities at no cost and municipal staff time.

A review of the total CCC rental revenue during the same time frame in 2016 (\$10,818.25) compared to the total CCC rental revenue during the 2017 55+ Games (\$5,835.25) suggests that the CCC may have realized a loss of revenue of approximately \$4,953, primarily due to the loss of warm side room rentals. Other municipal facilities utilized included the Market Building and the Memorial Arena.

An Events Assistant was hired to assist primarily with the Games and was funded through the 55+ Games budget until the event was completed. The Events Assistant began in October 2015 and worked full-time primarily on the Games until March 2017, although she also helped with other major sport tourism events. An Events Intern was also brought on late in December 2016, and from that time until March 2017, she split her full time hours between the curling event and the 55+ Games. An honorarium was paid to the intern out of the 55+ Games budget.

Additional Town staff also assisted in minor roles throughout the planning and implementation of the event. The Sport & Events Coordinator oversaw the work of the Events Assistant and Events Intern, but in the six weeks prior to the event spent approximately 60% of her work hours (approximately 126 hours) dedicated to the Games. Arena staff were also onsite supporting the event. The Interim Communications Officer was less involved with this event and worked approximately eight hours leading up to the event and six hours during the event for a total of approximately 14 hours.

The Town did have the canteen at the CCC open throughout this event, but as meals were provided for all participants as part of the Games, the canteen profit for this event was not significantly above typical operations.

Marketing/Communications

The focus of all marketing efforts for the 55+ Games was to attract local seniors to become participants and to inform the rest of the citizens about the event and to draw attention to the fact that people can remain active later in life.

The committee worked with the local 55+ Winter Games District to promote participation at the district games and to qualify for the provincial games. The local district had 72 participants registered in the Ontario 55+ Winter games, a significant increase over past winter games. The Middle Night Mingle event was a huge marketing and tourism success for the Town of Cobourg. In collaboration with the DBIA, downtown Cobourg was very busy on a Wednesday night in February with both games participants and local citizens. Activities included: downtown businesses stayed open late with sales and promotions; local restaurants and bars hosted live music; the Market Building and the Concert Hall hosted concerts; a movie played at the Loft; hay rides offered to view the Christmas Magic lights; and street performers mingled along King Street.

The Ontario 55+ Winter Games received tremendous support from the local media. Multiple articles appeared in the Northumberland News and Northumberland Today as well as coverage from the Peterborough Examiner. Media coverage was received during the lead up to the event and included athlete profiles throughout the week.

Key Statistics

Participants:	800
Volunteers:	Approximately 175
Hotel Rooms:	890 room nights
Meals:	Over 4,400 meals served (participants & volunteers)
Transportation:	Over 157 bus trips

Event Budget

Event Revenue	\$432,197	
Event Expenses		\$417,150
	NET (event legacy)	\$15,047

The financial legacy realized for this event will be utilized in the development of a Town volunteer database that can be accessed for future events and programs. The remainder of the funds is proposed to be used for a garden project with the Seniors Centre.

Conclusion

Hosting the 2017 Ontario 55+ Winter Games was a huge undertaking for a community the size of Cobourg but also a significant success from both sport hosting and tourism perspectives. Sport venues and accommodations for 800+ participants were utilized throughout the community and region. The Games also expanded Cobourg's volunteer base for use in future endeavours and promoted recreation and active lifestyles to hundreds of participants, volunteers and spectators.

2017 RBC CUP

Background

The Cobourg Cougars were awarded the 2017 RBC Cup early in 2015 while they were in the middle of the planning for the 2015 World Junior A Challenge (WJAC). The Organizing Committee was led by the owner of the Cobourg Cougars, Marc Mercier, and consisted of many of the same volunteers that were already engaged with the 2015 WJAC. The Town of Cobourg had three staff members sitting on that committee with a fourth added once the Events Intern started.

Town of Cobourg's Contribution

Hosting the 2017 RBC Cup was seen as another opportunity to meet Town objectives of recreation facility utilization and continued sport tourism efforts. Like the curling event, the Town of Cobourg provided the event with \$10,000 the CCC Special Events budget for marketing and promotion. Also like the curling event, Council provided a financial guarantee to a maximum of the value of the facility rental costs if the RBC Cup lost money. As the event did experience a loss, facility rental costs were waived and this is reflected in the budget numbers provided below. The total lost rental revenue for the CCC totalled \$15,355, which is well below the original facility rental fees of \$34,362 estimated in 2016, since actual facilities required was much fewer. The actual facility rental fees include:

Rental Item	Actual (pre-tax)
Bowl	\$ 11,786.25
Cameco	\$ 1,500.00
Whitelaw	\$ 660.00
Seniors	\$ 800.00
Conversion Costs	\$ 608.65
Total	\$ 15,354.90

Town of Cobourg staff hours were contributed to assist in the planning and implementation of this event. The Sport & Events Coordinator acted as the event coordinator for the event, working with the organizing committee on all aspects of the event. This work began once the World Junior A Challenge was over in December 2015 and took up a few hours a week until March 2017, at which time it was her main focus until the event in May (approx. 850 hours leading up to the event).

The Event Assistant and Event Intern began assisting with this event in earnest in March 2017 with approximately 80-100% spent on final planning, setup and implementation (approx. 750 hours). The Sport & Events Coordinator, Events Assistant and Events Intern were again onsite an average of 12 hours per day during the 10 day event (approximately 360 hours).

The Interim Communications Officer assisted with planning and implementation of marketing and communications activities leading up to the event, taking up approximately 40 hours of her time. During the event, as Hockey Canada communications staff took over all communications tasks, she was only required for approximately 18 hours. Other CCC staff were also involved in facility setup and conversion while full-time and part-time staff operated the two canteens, which had net revenue after expenses of \$17,852.

Marketing/Communications

The Town of Cobourg promoted the RBC Cup in partnership with Hockey Canada. Hockey Canada provides substantial marketing support for their national championships. The event website, social media and graphic design was all managed through their marketing and communications teams. All media releases were issued through Hockey Canada and shared with the local Northumberland media through the Town’s Communications Department.

Efforts were made to utilize the \$10,000 from the Town of Cobourg in the most cost-effective ways that would see positive return-on-investment. The Town of Cobourg promotional efforts included a mixture of paid advertising placements, marketing initiatives and earned media coverage gained through public relations activities. The goal of the campaign was to target potential spectators within a one to three hour driving radius of Cobourg with a heavier focus on the Central Ontario cities that housed participating teams.

Event Marketing Budget (Council approved)	\$10,000	
Rack cards		\$ 371.45
Radio Advertising		\$ 5,876.44
Bus logo		\$ 678.00
Online Advertising		\$ 1,706.30
Install bridge signs		\$ 552.65
Things To Do brochure		\$ 282.50
	NET	\$552.65

Prior to the event, earned media coverage was gained through media pitching and the distribution of media releases and public notices. During the event media coverage was gained through athlete interviews and live coverage from media who attended each draw:
 TV: CHEX TV interview (Peterborough).

TV: TV Cogeco media coverage (Cobourg, Port Hope)

Print/Online: The Belleville Intelligencer, Globalnews.ca, Inside Halton, The London Free Press, My Prince George Now, North Bay Nugget, Northumberland Today, Northumberland News, Peterborough Examiner, Quinte News, The Battleford-News Optimist, The Province (Vancouver), TSN.ca

Social Media: Ongoing social media posts through Facebook, Twitter and Instagram

Town of Cobourg Expenses

	Expense	In Kind
Marketing	\$ 8,914.69	\$ 552.65
Hockey Canada Conference	214.00	
Travel to 2016 RBC Cup	1,796.00	
Office Supplies	282.45	
Player Gifting	427.71	
Facility Rental Fees		15,354
Unrealized revenue – per Council resolution for 2017 RBC Cup	15,354	
Event Management Staff (approximate)		50,000
NET	(\$26,988.85)	(\$65,907.55)

Key Statistics

Participants: 170
Volunteers: Approximately 100
Hotels: 625 room nights
Transportation: 2 coach buses rented locally for the duration of the event
Tickets Sold: 368 Full Tournament Packages
362 Team Fan Passes
4,909 Single Game Passes
Average of 935 tickets per game

Event Financial Statement

Event Revenue (Cobourg Cougars)	\$433, 485	
Event Expenses (Cobourg Cougars)		\$466,262
NET		(\$32,777)

Conclusion

Building on the success of hosting the 2015 World Junior A Challenge, the Cobourg Community Centre showed once again that it is a top-notch hockey facility during the 2017 RBC Cup. The Cobourg Cougars winning the championship definitely added to the feeling of success after this event, but it was the staff, volunteers and a tremendous amount of support from hockey fans that truly made this event a success. Despite this success and the significant financial and staff support from the Town, the event ran a large deficit.

2017 CANADIAN U16 BOYS FAST PITCH CHAMPIONSHIP

Background

The Cobourg Legion Softball Association (CLMSO) was granted the 2017 Canadian U16 Fast Pitch Championship late in 2016 after a previously designated host withdrew. Therefore, this event had much less planning time than previous championships. CLMSO put together a small organizing committee made up of members from their club executive, some local volunteers and two members of Town of Cobourg staff.

Town of Cobourg's Contribution

To support a local recreation group and to meet municipal objectives of facility utilization and sport tourism, the Town of Cobourg granted this event \$2,000 to use toward marketing efforts as well as a \$4,000 promissory note to be used to assist with start-up costs, which has been repaid.

Staff contributions to event planning including approximately 20 hours by each of the Sport & Events Coordinator and the Events Assistant. During the event, these two CCC staff were onsite for approximately eight hours per day for each day of the event assisting wherever needed (approximately 80 hours). Parks staff were onsite for the duration of the event (approximately 160 hours), however this is typical for most tournaments at Legion Fields.

The Town received from the event \$2,525 in facility fees for the use of Legion Fields. The event was provided free use of dressing rooms at the CCC, which were not being used since the ice we just being re-installed. Legion Fields Canteen, operated by municipal staff, was open and busy throughout the event.

Regular maintenance of Legions Fields occurs by the Parks Department and a new priority by the Recreation and Culture Division is to maintain them in high quality. Improvements for the facility in 2017 were expedited for this event and included:

- All three playing surfaces were reconditioned with new clay and re-edging the diamonds
- Building renovations included new siding and windows
- Sun shelters were installed over the players' benches
- Turf maintenance was increased prior to the event including weed control and fertilization
- Field light testing and replacement
- Two wet weather field tarps from the Town of Ajax.

Marketing/Communications

This event had a very small marketing budget, so free or low cost options were explored and the local market was primarily targeted with the aim of increasing attendance. They utilized their budget to pay for online marketing, their program production, the printing of the "Stay Busy Between Games" brochure and signage. Free advertising included listings on electronic signage around Northumberland County, social media and welcome messages on business signs around town.

Event Marketing Budget (Council approved)	\$2,000	
Things To Do brochure		\$435
Cobourg Media - Live stream		\$700
Program		\$865
NET		\$0

The committee worked closely with local media outlets, resulting in some great support. Multiple articles appeared in the Northumberland News and Northumberland Today as well as coverage from South Western Ontario. Media coverage was received during the lead up to the event as well as updates on team standings during the tournament.

Cobourg Media live-streamed games online which allowed people unable to attend in-person to watch from remote locations. According to Cobourg Media's website, those videos have had a combined total of over 15.1k views.

Event Financial Statement

Event Revenue	\$39,038	
Event Expenses		\$38,038
NET		\$1,260

Key Statistics

Participants: 157 (including coaches and umpires)
Volunteers: Approximately 85
Hotels: The committee was only responsible for booking rooms for some officials, but the participating teams did fill up local hotels
Tickets: 932 tickets sold, average of 340 tickets each day

Conclusion

The Cobourg Legion Minor Softball Association organized and implemented this successful event with very short lead-time, filling the void created when the previous host withdrew and providing the organization with valuable hosting experience and a small profit. Thanks to the Parks Department, Legion Fields received considerable praise, opening the door to future hosting opportunities.

ECONOMIC IMPACT ASSESSMENT

The Tourism Regional Economic Impact Model (TREIM), a tool of the Ontario Ministry of Tourism, Culture and Sport, was utilized to assess the economic impact of these major sport tourism events. This tool is capable of providing detailed economic impact analysis for various user-selected geographies. The TREIM can be used to distribute total direct tourist spending across Ontario Census Divisions (CDs), Census Metropolitan Areas (CMAs) or Ontario's Tourism Regions. The TREIM can also be used to estimate the economic impact of specific tourism events or impacts on the supply side by tourism industry sector or type of capital project at the CD, CMA or Tourism Region level of geography. Finally, the application can be used to review the impact at the provincial level of supply or demand side tourism sector activity. As Cobourg is not listed as a CMA in this model, Northumberland County was selected as the location for each event.

2017 ONTARIO MEN'S AND WOMEN'S CURLING CHAMPIONSHIP

As mentioned earlier in this report, the WNCC provided the Town with only the final expenditures but not the revenues. Though exact spending locations is not known, it is understood that this committee also focused on spending locally.

	Total
Hotels	\$ -
Meals	\$ 39,309
Transportation	\$ 9,462
Marketing/Media	\$ 26,782
Apparel	\$ 16,762
Entertainment & Special Events	\$ 6,829
Venue Rentals	\$ 5,597

**Participants had to pay for their own hotel accommodations*

The TREIM model requires total revenue to function properly. Therefore, the GDP estimates below are not complete estimates of GDP for the event as they are based only on the event's actual expenses along with an assumption that revenue equaled expenses (break-even). The table below lists just a few key economic categories as well as the overall total GDP and taxes.

	Northumberland County Total GDP	Rest of Ontario Total GDP	Total
Transportation	\$ 23,007	\$ 3,522	\$ 26,529
Accommodation	\$ 19,494	\$ 850	\$ 20,344
Food & Beverage	\$ 17,725	\$ 1,665	\$ 19,390
Retail	\$ 39,100	\$ 2,973	\$ 42,073
Total GDP	\$ 270,231	\$ 29,340	\$ 299,571
Total Taxes	\$ 138,867	\$ 33,777	\$ 172,644

**The TREIM model requires total revenue to generate accurate estimates of GDP. These figures are not accurate estimates because final revenue figures were not available for inputting.*

2017 ONTARIO 55+ WINTER GAMES

The goal of the 2017 Ontario 55+ Winter Games was to use local vendors whenever possible. The following chart outlines the key event expenses and locations of spending and impact:

	Cobourg	Northumberland County (exclusive of Cobourg)	Other
Hotels	\$ 34,485	\$ 33,312	\$ 38,360
Meals	\$ 8,377	\$ 1,286	\$ 1,037
Transportation	\$ -	\$ 44,248	\$ -
Marketing/Media	\$ 11,446	\$ -	\$ -
Apparel	\$ 2,950	\$ -	\$ -
Entertainment & Special Events	\$ 14,983	\$ 240	\$ 4,475
Venue Rentals	\$ 4,600	\$ 2,868	\$ 2,294

The bus company used to provide transportation for this event is based out of Port Hope/Peterborough and is the same supplier that the Town uses for its transit buses. Also important to note is that Cobourg accommodations were filled prior to utilizing venues outside of town. Based on these figures, the event had a significant spending impact on Cobourg, nearby municipalities and Northumberland County as a whole.

Since the event budget covered key direct costs for the participants such as accommodation, transportation and meals, the TREIM model was utilized to assess the operational spending of the event. The table below lists just a few key economic categories as well as the overall total GDP and taxes.

	Northumberland County Total GDP	Rest of Ontario Total GDP	Total
Transportation	\$ 79,757	\$ 6,545	\$ 86,302
Accommodation	\$ 34,521	\$ 1,230	\$ 35,571
Food & Beverage	\$ 19,130	\$ 3,438	\$ 22,568
Retail	\$ 37,819	\$ 9,327	\$ 47,146
Total GDP	\$ 486,945	\$ 106,072	\$ 593,017
Total Taxes	\$ 155,195	\$ 36,533	\$ 191,728

2017 RBC CUP

Once again, where possible, local businesses were utilized throughout the planning and implementation of the 2017 RBC Cup. The following chart outlines the key event expenses and locations of spending and impact:

	Cobourg	Northumberland County (exclusive of Cobourg)	Other
Hotels	\$ 94,737	\$ -	\$ -
Meals	\$ 77,271	\$ -	\$ -
Transportation	\$ 1,870	\$ -	\$ 45,368
Marketing/Media	\$ 6,915	\$ -	\$ 3,983
Emergency Services	\$ 6,281	\$ 6,585	\$ 5,481
Apparel	\$ 6,741	\$ -	\$ -

Since the RBC Cup event budget covered key direct costs for the participants such as accommodation, transportation and meals, the TREIM model was utilized to assess the operational spending of the event combined with an assessment of visitor spending based on ticket purchasers and their home towns. The table below lists just a few key economic categories as well as the overall total GDP and taxes.

	Northumberland County Total GDP	Rest of Ontario Total GDP	Total
Transportation	\$ 123,802	\$ 11,334	\$ 135,136
Accommodation	\$ 89,577	\$ 2,102	\$ 91,679
Food & Beverage	\$ 49,655	\$ 4,407	\$ 54,062
Retail	\$ 39,505	\$ 7,864	\$ 47,369
Total GDP	\$ 668,900	\$ 125,063	\$ 793,963
Total Taxes	\$ 307,757	\$ 42,966	\$ 350,723

2017 CANADIAN U16 BOYS FAST PITCH CHAMPIONSHIP

Almost all of the 2017 Canadian U16 Boys Fast Pitch Championship's key spending was done in Cobourg:

	Cobourg	Northumberland County (exclusive of Cobourg)	Other
Hotels	\$ 4,553	\$ -	\$ -
Meals	\$ 4,891	\$ -	\$ -
Transportation	\$ 319	\$ -	\$ -
Marketing/Media	\$ 2,433	\$ -	\$ -
Apparel	\$ 2,105	\$ -	\$ -
Venue Rentals	\$ 2,525	\$ -	\$ -

For this event, the TREIM model was utilized to assess the operational spending of the event combined with an assessment of visitor spending based on an estimation of the home towns of ticket purchasers. The table below lists just a few key economic categories as well as the overall total GDP and taxes.

	Northumberland County Total GDP	Rest of Ontario Total GDP	Total
Transportation	\$ 18,077	\$ 4,387	\$ 22,464
Accommodation	\$ 54,329	\$ 1,514	\$ 55,843
Food & Beverage	\$ 31,906	\$ 2,767	\$ 34,673
Retail	\$ 27,053	\$ 3,567	\$ 30,620
Total GDP	\$ 256,596	\$ 59,945	\$ 316,538
Total Taxes	\$ 126,233	\$ 20,636	\$ 146,869

CONCLUSION

Through these successes, the Town and its citizens have demonstrated their abilities and capacities to attract and host major sport tourism events. The Recreation and Culture Division will continue to analyze these events as well as our major community events to clarify roles and responsibilities, improve service delivery and efficiencies and to enhance recreational and cultural opportunities and the local economy.

Furthermore, as members of the Canadian Sport Tourism Alliance (CSTA), the Town of Cobourg has access to the variety of tools and resources that will help in the creation of a formal Sport Tourism Strategy for the Town.

Approved 