
TO: GENERAL COMMITTEE

SUBJECT: CANADIAN SPORTS FISHING LEAGUE

WARD: ALL

PREPARED BY AND KEY CONTACT: L. BABCOCK, COMMUNITY EVENTS PROGRAMMER, EXT #4406

SUBMITTED BY: K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY DEPARTMENT

GENERAL MANAGER APPROVAL: Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the request for a Special Event Permit for the Canadian Pro Bass Tournament, be approved and that staff in the Creative Economy Department proceed with the standard Special Event Permitting process.

PURPOSE & BACKGROUND

Report Overview

2. On Thursday, December 14th, 2017, City Council adopted Motion 17-G-324:

“That Staff Report CE015-17 regarding the Canadian Sports Fishing League be referred back to staff in the Creative Economy Department for further consideration.”
3. The original proposal put forward by the Competitive Sports Fishing League (CSFL) requested that Barrie become host to an annual professional fishing tournament in 2018, with the first inaugural event taking place from Thursday September 6th to Saturday September 8th, with a proposed rain date of Sunday September 9th, 2018. The original proposal also included a request for both a financial contribution and in-kind support in the form of fee waivers.
4. The original report from staff recommended that the Special Event Permit be declined due to the following considerations:
 - a) The original event dates created a conflict with the use of Heritage Park on the proposed weekend;
 - b) The original event dates and location created a potential safety risk for an existing on-water event that would be taking place in the Bay during the same timeframe as the fishing event; and,
 - c) The Creative Economy Department does not have an assigned budget for providing event funding/sponsorship and in-kind support.

ANALYSIS

5. On Monday, December 11th, 2017 the Competitive Sports Fishing League provided new information to staff that addressed the reasons for the original recommendation.
6. The CSFL informed staff that an event partner has come forward and is willing to cover the associated costs of operating the event on City property including the rental of the transient docks slips and the Special Event Permit fee, and that no financial investment or in-kind support is now required.
7. In addition, the CSFL has agreed to proceed with the alternative dates of July 26-29th, 2018 where there are no conflicts with existing events either in Heritage Park or on Kempenfelt Bay.
8. With the change to the proposed date and removal of the request for financial support, the major concerns outlined in staff report CE015 have been addressed and staff can now proceed with the standard special event permit process.
9. Given the potential economic impact of this and other commercial events, and the need to balance the level of programming on the Waterfront between commercial and community-based events, a framework is needed that would allow staff to evaluate these events in a transparent and consistent manner, taking into consideration each event's benefit to the community and the positive impact to the economy amongst other predetermined criteria.
10. To that end, the Creative Economy Department is in the initial stages of developing an Events Strategy that would include a system for evaluating requests for commercial and/or ticketed events that limit access to the waterfront through ticketing mechanisms. This component of the framework is in response to Council Motion 17-G-118.

ENVIRONMENTAL MATTERS

11. There are no environmental matters related to the recommendation.

ALTERNATIVES

12. The following alternative is available for consideration by General Committee:

Alternative #1

General Committee could alter the proposed recommendation and direct staff to decline the Competitive Sports Fishing League's request for a Special Event Permit.

This alternative is not recommended as the previously existing concerns regarding the event's approval have now been addressed.

FINANCIAL

13. There are no financial implications for the Corporation resulting from the proposed recommendation.

LINKAGE TO 2014-2018 STRATEGIC PLAN

14. The recommendation included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:
 - Vibrant Business Environment

15. The Canadian Sports Fishing League event will attract 200+ professional anglers to Barrie for the competition, as well as attracting tourists to watch the event. This will result in economic benefits to the local hospitality industry. Through CSFL's marketing initiatives, the City of Barrie will be profiled as a destination for fishing and tourism.