



CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION
GSDC Regular Meeting of August 11th, 2021
Motion 2021 - 059

Moved by: _____

Seconded by: _____

WHEREAS the Tourism Development Committee (TDC) provides advice and recommendations as a subcommittee of the Greater Sudbury Development Corporation (GSDC) Board for investments to strengthen and support the city's tourism sector and increase visitation and occupancy; and

WHEREAS the GSDC has prioritized the importance of targeted attraction of meetings, conventions and sport tourism hosting opportunities for the community as one of the objectives in *From the Ground Up and the Tourism Strategy 2019-2023*;

WHEREAS Curling Canada has announced that it has officially selected Greater Sudbury to host three consecutive national curling events in March 2022, including U-Sport/CCAA, U-15 and Canadian Mixed Doubles;

WHEREAS the 2022 Host committee, which consists of Curl Sudbury, Copper Cliff Curling Club and Coniston Curling Club with the participation and support of City of Greater Sudbury staff and SportLink Sport Council, has outlined a commitment to Curling Canada to host the Curling Canada Championship events to be held March 15 to 27, 2022;

WHEREAS hosting a national event such as the 2022 Curling Canada Mixed Doubles and U-Sport/CCAA Championships is of great value to Sudbury's event hosting resume and will further develop the community for future opportunities, and will bring a significant number of out of town guests to the community including athletes, coaches, family of athletes and spectators; and

THEREFORE BE IT RESOLVED that the Board of the Greater Sudbury Development Corporation support the 2022 Curling Canada events in coordination with the Host Committee with a contribution of \$40,000, from the 2021 Tourism Development Fund to assist with costs associated with the 2022 Curling Canada championships with particular focus on marketing and hospitality expenses; and

FURTHER, that a holdback of 10% be imposed, to be released upon receiving a report from the 2022 Curling Canada Host Committee satisfactory to the GSDC Board, regarding the economic impact of the event and the results of the marketing and promotion initiatives, before, during and after the event; and finally,

THAT the *Resourceful City* logo be supported and used on all communication materials in acknowledgement of this contribution.

Chair of the Meeting