

Date: March 22, 2022	Originator's files:
To: Chair and Members of General Committee	
From: Jodi Robillos, Commissioner of Community Services	Meeting date: April 13, 2022

Subject

Agreement with Landmark Sports Group Inc. for the Mississauga Marathon 2022-2026

Recommendation

1. That the Commissioner of Community Services or designate, be authorized to negotiate and execute a 5 year agreement between The Corporation of the City of Mississauga and Landmark Sports Group Inc. for hosting the Mississauga Marathon during each of the years 2022-2026 inclusive, including authority to execute any necessary ancillary documents, amending or renewing agreements to the said agreement in subsequent years, all in a form satisfactory to Legal Services as outlined in the corporate report dated March 22, 2022 from the Commissioner of Community Services entitled "Agreement with Landmark Sports Groups Inc. for the Mississauga Marathon 2022-2026".
2. That all necessary by-laws be enacted.

Background

Landmark Sports Group Inc. is an event marketing company founded in 1987. Landmark Sports Group has hosted the Mississauga Marathon since 2004. The event attracts over 5000 participants annually including elite runners from around the world, Boston Marathon qualifiers, local athletes going after a personal best, and residents of all ages who are looking for a fun recreational opportunity in their community. Traditionally held annually on the first weekend of May, the Mississauga Marathon has events for a range of ages and experience including a full marathon, half marathon, 5 and 10 kilometre runs, a 2 kilometre fun run, school and corporate challenges, a Health and Wellness Expo and an Awards Ceremony. Details of the race location and route are outlined in Appendix 1.

Comments

A Relationship Agreement between the City and Landmark was put in place for the period of 2016-2020. This agreement expired at the end of December 2020. Due to the pandemic, the Mississauga Marathon shifted to a virtual run format in both 2020 and 2021 but are anticipating resuming in-person events in 2022.

Landmark Sports Group Inc. has requested to renew their relationship with the City and enter into a new agreement for an additional 5 year period 2022-2026 inclusive. A by-law is required to authorize the Commissioner of Community Services or designate, to execute a new agreement of this nature and any necessary ancillary documents, amending or renewal agreements in subsequent years.

The new agreement will outline roles and responsibilities of Landmark and the City for the execution of the annual events including the following:

- The agreed upon routes (Appendix 1) and City facilities will be reserved for the Mississauga Marathon on the agreed upon dates (i.e. first weekend of May) during each of the years 2022 to 2026 inclusive with necessary modifications made as required, and has been agreed to by the applicable facility directors, and as will be confirmed through permits on an annual basis as per the Use of City Facilities Policy (05-01-12).
- Key facilities include: Mississauga Celebration Square, Mississauga Civic Centre, Lakefront Promenade Park, A.E. Crookes Park, Jack Darling Park, Richards Memorial Park, J.C. Saddington Park, Ben McCree Park, Adamson Estate, S.t Lawrence Park, Credit Village Marina, Lakeside Park, Tall Oaks Park, RK McMillan Park, Douglas Kennedy Park, Marina Park, Carmen Corbasson Community Centre and Port Credit Arena.
- Landmark shall obtain and maintain all annual permits, licenses or approvals by dates specified by the City and other parties including Peel Regional Police required to hold each annual event and shall comply strictly with all term and conditions relating thereto.
- Landmark shall solely be responsible for all City fees and charges and additional costs associated with the administration and promotion of the Mississauga Marathon. Landmark will be charged the Community Group Rental Rate for the rental of City facilities.

The City is under no other obligation to provide financial or in-kind support to the Mississauga Marathon. The Mississauga Marathon has a track record and additional potential to attract tourism to the City. Landmark is encouraged to pursue additional support including marketing and funding opportunities through Tourism Mississauga.

Financial Impact

There are no financial impacts from the recommendations outlined in this report.

Conclusion

The Mississauga Marathon provides an opportunity for residents to be active, healthy and engaged in their community and has continued to build its reputation as a sport tourism attraction for the City. City support of the Marathon in the form of an agreement will assist Landmark Sports Group Inc. in attracting investment for the event and to support the continued growth of this event into the future.

Attachments

Appendix 1: Mississauga Marathon Route Maps



Jodi Robillos, Commissioner of Community Services

Prepared by: Jennifer Cowie Bonne, Manager, Community and Neighbourhood Development