

Date: July 15, 2020	Originator's files:
To: Mayor and Members of Council	
From: Shari Lichterman, CPA, Commissioner of Community Services	Meeting date: July 22, 2020

Subject

National Rowing Federation of Canada and the Federation Internationale des Societes D’Aviron Event and Rights Agreement

Recommendation

1. That the Commissioner of Community Services and the City Clerk be authorized, on behalf of The Corporation of the City of Mississauga, to enter into an Event and Rights Agreement with the National Rowing Federation of Canada and the Federation Internationale des Societes D’Aviron (FISA) for hosting the 2023 World Rowing Indoor Championships, and ancillary agreements related thereto, in a form satisfactory to the City Solicitor.
2. That all necessary by-laws be enacted.

Report Highlights

- The City and National Rowing Federation of Canada submitted a bid to host the 2023 World Rowing Indoor Championships. The bid was selected by the Federation Internationale des Societes D’Aviron (FISA).
- The City and the National Rowing Federation of Canada are required to sign an Event and Rights Agreement with FISA that governs the preparation, organization and staging of the event.
- The event will be held at Paramount Fine Foods Centre on February 25 – 26, 2023.

Background

The Federation Internationale des Societes D’Aviron (FISA) is the international governing body of rowing and is recognized as such by the International Olympic Committee. The City of Mississauga and the National Rowing Federation of Canada submitted a bid to host the 2023 World Rowing Indoor Championships. The bid was selected by FISA who also own and control the right to organize, stage and commercially exploit the event.

The Championships are a partnership with Rowing Canada Aviron and the Canadian Indoor Rowing Championships. The event will be two full days of race events combining the Canadian Indoor Rowing (CIRC) program alongside World Rowing Indoor events. The event will welcome between 2,500 to 3,500 participants. Athletes from as far as Asia, Europe and North America will compete in the international sports event.

Comments

At this time the City of Mississauga and the National Rowing Federation of Canada are required to sign an Event and Rights Agreement with FISA that will govern the preparation, organization and staging of the event. In addition to staging the event, the agreement will also provide the right to make full use and derive benefits from the local commercial rights, including local sponsorship rights and hospitality rights.

The National Rowing Federation of Canada will rent the Paramount Fine Foods Centre to host the event on February 25-26, 2023. They will also book hotels located in the City of Mississauga for their athletes, officials and visiting friends and family.

Strategic Plan

The Event and Rights Agreement with the National Rowing Federation of Canada and the Federation Internationale des Societes D’Aviron is aligned to our strategic pillars of Connect and Prosper. It supports building vibrant communities that offer commercial, social, and recreational experiences to all in addition to attracting innovative and creative opportunities for business.

Financial Impact

The fees and costs for the event will be the responsibility of the National Rowing Federation of Canada and the Organizing Committee. As such, there are no financial impacts from the recommendations in this report.

Conclusion

This report recommends that the City be authorized to enter into an Event Rights Agreement with the Federation Internationale des Societes D’Aviron and the National Rowing Federation of Canada to host the 2023 World Rowing Indoor Championships. The Recreation Division’s Tourism Unit is committed to hosting sport events that will offer direct and/or indirect economic, social, health and community development benefits to the city and help promote the City of Mississauga’s reputation as a preferred sport host.



Shari Lichterman, CPA, Commissioner of Community Services

Prepared by: Julia Giovinazzo, Business Advisor, Business Planning