

City Council

Motion without Notice

MM50.30	ACTION			Ward:All
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Feasibility of 2026 World Cup Bid as Part of Toronto's Event Hosting Strategy - by Councillor Mark Grimes, seconded by Councillor Michael Thompson

- * Notice of this Motion has not been given. A two-thirds vote is required to waive notice.*
- * This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*
- * This Motion has been deemed urgent by the Chair.*

Recommendations

Councillor Mark Grimes, seconded by Councillor Michael Thompson, recommends that:

1. City Council direct the City Manager, the Deputy City Manager, Cluster A and the General Manager, Economic Development and Culture to undertake research, partnership development, and other measures as appropriate to:
 - a. incorporate in the City of Toronto's Event Hosting Strategy, to be completed by the third quarter of 2015, an inventory and assessment of opportunities to co-host major events with other cities in Canada and the US within one day's drive of Toronto, such as a joint bid to host the 2026 FIFA Men's World Cup;
 - b. liaise with relevant regional, national and international organizations with which the City of Toronto is affiliated regarding the economic importance of co-hosting major events and the benefits to host jurisdiction(s) and regions; and
 - c. if deemed feasible and adequate sponsorship can be secured, support a live broadcast at Nathan Phillips Square of the FIFA Men's World Cup finals match (played at Rio de Janeiro, Brazil) on Sunday, July 13, 2014 as an extension of the celebration to mark the one year countdown to the TORONTO 2015 Pan/Parapan American Games.

Summary

In consideration of:

1. the economic importance of Toronto and other large urban centres;
2. the 160 million people within one day's drive of the City of Toronto;
3. the Canadian Soccer Association's intention to facilitate a bid for the 2026 FIFA Men's World Cup; and
4. the potential to build on Toronto, Ontario and Canada's partnership and experience as host jurisdictions of the 2015 Pan/Parapan American Games.

This Motion is urgent as Recommendation 1.c. requests the City Manager, the Deputy City Manager, Cluster A and the General Manager, Economic Development and Culture to seek out sponsors for a broadcast of the World Cup Finals in Nathan Phillips Square on July 13, 2014. The likely success of these sponsorship requests is proportional to the time staff have available for outreach.

(Submitted to City Council on April 1 and 2, 2014 as MM50.30)

Background Information (City Council)

Member Motion MM50.30