

Staff Report

Presented By: Kristan Shrider, Director, Community Services
Meeting Date: September 22, 2025
Subject: The Battle Event Delegation Follow Up
Attachment(s): Community Donation Application – Schedule A

Recommendation

That Council approve a \$18,025 allocation from the Community Donation fund (GL 115-67030) towards The Battle event and includes the revenue of \$18,025 in the Complex (GL 760-53100) budget in the 2026 Business Plan.

Report Summary

At the June 23, 2025, meeting, representatives from the Port Elgin Curling Club and the Southampton Curling Club presented a delegation to Council outlining the upcoming curling event “The Battle” taking place at the Community Complex from Friday, September 25 through Sunday, September 27, 2026. This report is a follow-up from the delegation and to provide Council with a recommendation to be included the 2026 Business Plan for consideration.

Background/Analysis

At the June 23, 2025, meeting, representatives from the Port Elgin Curling Club and the Southampton Curling Club presented a [delegation](#) to Council outlining the upcoming curling event “The Battle” taking place at the Community Complex (Plex) from Friday, September 25 through Sunday, September 27, 2026. This report is a follow-up from the delegation and to provide Council with a recommendation to be included the 2026 Business Plan for consideration.

The Battle Event

Building on the success of other high-profile tournaments hosted in Saugeen Shores, the Ontario Tankard and Scotties in 2022 and 2023, and the Canadian Senior Men’s Golf Championship in 2024, this group of volunteers is ready to show once again that the community of Saugeen Shores is an ideal host to professional athletes, large scale tournaments and an additional attraction for fans.

The two local Curling Clubs (Port Elgin and Southampton) have joined forces to plan and host the event and to promote the game of curling within the community. The Battle event will bring

the two most high-profile teams (Olympians Rachel Homan and Brad Jacobs) in curling to Saugeen Shores in a classic battle of the sexes.

In addition to the competition mentioned above, the professional athletes will host and participate in a training camp for new and existing curlers. The focus of the event is the engagement between professional curlers, local players and spectators, funding local charities and raising funds for critical capital projects at the Port Elgin and Southampton Curling Clubs.

Economic Impact

The Battle is a 3.5-day sporting event expecting to attract 750 participants from outside the community. The event will generate significant economic benefits for the host community through direct and indirect spending.

Community benefits include but are not limited to:

- Boost to local hospitality sector (hotels, restaurants)
- Short-term employment and vendor opportunities
- Enhanced visibility and community branding through regional tourism
- Potential long-term tourism growth from positive visitor experiences

The Battle presents an opportunity to generate over \$943,500 in local economic activity, while fostering community engagement, tourism development, and regional recognition. A [summary](#) of the estimated economic impact was included as an attachment to the June 23 delegation.

The Delegation Request

The request outlined in the delegation is for the Town of Saugeen Shores to provide the Plex venue for the duration of the setup and event (7 days) at no cost to the organizers, in return for a primary sponsorship recognition. The estimated advertising and promotional value of the sponsorship recognition program is \$30,000.

Benefits of the sponsorship recognition program include but are not limited to:

- A commercial on the nationwide live streamed broadcast.
- A sponsor tag on five regional radio stations.
- Logo and rotating banner on the Port Elgin Curling Club web site.
- Reference/follow/like on social media.
- Full event passes as required for Town staff and elected officials.
- Passes to VIP, player, sponsor, camper meet and greet.
- Town logo in ice and on boards beside the playing surface.
- A private rink side suite with service.
- A banner in the lounge (Rotary Hall) and in the arena.
- Reference in announcements during the event.
- Logo on the printed materials, including the official poster.
- Logo on camper apparel.

Facility Logistics

The preparation of the building and ice surface will begin at the Plex on Monday, September 21 and the facility will be ready to host regular ice users on Tuesday, September 29. In anticipation

of this event, plans have been arranged to install the ice at the Coliseum one week early to accommodate the Plex regular ice users for the duration of The Battle event.

Financial Impact

The Town can accommodate the regular Plex ice users at the Coliseum, therefore, there is no anticipated loss of revenue for the event taking place at the Plex for the 7-day duration.

An event of this size requires additional staff time and attention to ensure the Plex facility and amenities contribute towards the event's success. This includes but is not limited to pre-event meetings, contracts, setup, preparation, administration, cleaning, glass removal, ice maintenance before and after the event, event staff, and general customer service. Generally, staff time is not charged as an extra for events, however the revenue collected offsets the staffing costs incurred. The estimated staffing costs associated to host The Battle is \$9,200.

The fee to rent the Plex exclusively for the Battle event is \$2,575 per day. For the duration of the 7-day event the potential revenue of The Battle event is \$18,025.00.

Recommendation

\$25,000 annually is included in the Business Plan to support Community Donations Requests. The disbursement of funds is at Council's discretion. In 2026, \$5,000 of this fund is allocated to the Hospice, leaving \$20,000 still to be allocated.

It is recommended that The Battle event rental revenue be funded by the Community Donation 2026 allocation in the amount of \$18,025. If approved by Council, the described transfer will be included in the 2026 Business Plan. It should be noted that this would leave \$1975 available in 2026 for Council in the Community Donation fund.

Linkages

- Strategic Plan Alignment: Pillar 4: Fostering a Vibrant Place to Live and Visit
- Business Plan Alignment: Community Services Division Highlight

Financial Impacts/Source of Funding

The revenue of \$18,025 associated with The Battle event is contained within the Community Donation budget.

Prepared By: Kristan Shrider, Director, Community Services

Approved By: Kara Van Myall, Chief Administrative Officer