

REPORT FROM THE MANAGER OF ECONOMIC DEVELOPMENT

Re: Memorandum of Understanding (MOU) with Mount Dufour Ski Area

RECOMMENDATION

THAT the report from the Manager of Economic Development be received;

AND THAT Council enter into an Memorandum of Understanding with Mt Dufour Ski Area for the rental and use of the ski facility on April 1, 2023 for the purpose of hosting the 2023 Mt Dufour Hill Climb;

AND THAT Staff be directed to rent the facility at a cost of \$1 to Mt. Dufour Ski Area

AND THAT the appropriate By-Law be passed.

BACKGROUND

Mount Dufour Ski Area in the past has hosted a hill climb with great success. This event brings in participants from across Ontario to climb Mount Dufour on snowmobiles in a race against the clock.

ANALYSIS

Mount Dufour Ski Area and the City of Eliot Lake have a history of working together to increase the attraction of visitors to the municipality. Facilitating a hill climb event on April 1st could generate additional revenue at the end of the season for the not-for-profit club and draw tourists into the community. This event draws in participants and spectators alike. The event would be hosted at the ski hill and would be completely run and managed by Mt Dufour. The event includes a licenced spectator area for which the Club has acquired all necessary permits. The club has also purchased a five million dollar special event policy which has the City named as an additional insured.

Staff have brought the MOU forward to further indemnify the municipality. This MOU includes the entire facility and grounds at 10 Ski Hill Road, including the parking lot. This will ensure that the City holds no liability for any incident regardless of location at the site.

This is an excellent example of a partnership between the Municipality and a private group to host an event. The City is supporting the event through in-kind work through the Economic Development office and advertising sponsorship and the club is handling operations and ultimately profiting from the event.

FINANCIAL IMPACT

The City will charge \$1 for the rental of the facility and will offer some advertising sponsorship through social media posts and the production and distribution of posters.

SUMMARY

Staff recommend that Council approve the MOU as written and support the 2023 Mount Dufour Hill Climb.