



The Corporation of the Town of Tecumseh

Community & Recreation Services

To: Mayor and Members of Council

From: Beth Gignac, Director Community & Recreation Services

Date to Council: September 12, 2023

Report Number: CRS-2023-15

Subject: Hobie World Fishing Championships 2024

Recommendations

It is recommended:

That the information as provided in Report CRS-2023-15 titled “Hobie World Fishing Championships 2024” **be received**;

And that Council **give favourable consideration and grant relief** from the Outdoor Special Events Policy to the request from the International Hobie Fishing Association to host a Signature Event, the Hobie World Fishing Championships, at Lakewood Park North and Lakewood Park South from Tuesday, June 25, 2024 – Sunday, June 30, 2024.

Background

The International Hobie Fishing Association has been hosting Hobie World Fishing Championships since 2011. Originally founded in Australia, the event has also been hosted in the United States of America, Holland, China, Sweden and now Canada, with Spain, Italy, Japan and Brazil set to join the communities on rotation. The Hobie World Fishing Championships intend to develop strong, local relationships and return to communities on a regular basis to grow the sport of kayak fishing.

Lake St. Clair is already an internationally renowned destination for anglers. For the 2024 event, The Hobie World Fishing Championships will bring approximately 50 top

kayak anglers to our shores for a catch and release competition designed to educate and sustain the sport of recreational fishing for generations to come.

The proposed event is public friendly and local anglers, community groups, children and families will all have opportunities to learn about the sport while highlighting the importance of looking after our waterways.

Comments

The Outdoor Special Events Policy requires Council approval for the use of Lakewood Park North and Lakewood Park South. Specifically, the Policy identifies both park sites as event locations for Special and/or Signature Events. Administration has determined that the Hobie World Fishing Championships should be considered a Signature Event which would support the growth of our local tourism industry subject to Council's consideration of the opportunity.

Recently, Hobie has established a larger commercial footprint in Windsor-Essex with the relocation of their global headquarters to the area. As such, The Hobie Company would like to host its next iteration of The Hobie World Fishing Championships in the area. Pending a successful event experience, Tecumseh would become one of the global locations as part of the regular event rotation, meaning that we could expect to host this event every 4-6 years which supports our interest in growing local tourism.

The event will bring 55 professional anglers to Tecumseh for a catch and release tournament for small mouth bass. The mouth of Lake St. Clair at the Detroit River is renowned for sport fishing and Tecumseh's unique geography provides an outstanding hosting opportunity.

Hobie will also be making an investment of over \$340,000 to produce the event in addition to utilizing local hotels, restaurants and other service providers to support the hosting requirements.

The event proposes to feature local talent for the Official Opening Ceremony on June 24, 2024. The organizers also have an interest to integrate Indigenous protocols and experiences throughout and are keen to work with local organizations as part of their Children's Day on Saturday, June 29, 2024. Throughout the week-long event, the community will be encouraged to visit Lakewood Park North to meet the competitors and to learn more about the sport of kayak fishing.

There will be 4 event areas:

Area 1 – the competitors will access Lake St. Clair via the beach area at Lakewood Park North.

Area 2 – the kayaks will be stored overnight on the green space adjacent to the washroom at Lakewood Park North Public with security provided by Hobie. Small display tents will also be set-up in this area as event stations to support competitors.

Area 3 – a “build/prep” space will be established in Lakewood Park South near the parking lot.

Area 4 – an event logistics trailer will be parked in 4 stalls at Lakewood Park South.

It is important to note that public access will be available during the event at both Lakewood Park North and Lakewood Park South, apart from the beach between 7:30 am – 8:30 am each morning and from 4:00 pm – 5:00 pm each afternoon, to support a safe launch and return for the competitors. The organizers will also utilize 4 parking stalls in Lakewood Park South for an event logistic trailer.

Consultations

Chief Administrative Officer
Community Safety

Financial Implications

The Town of Tecumseh is not required to provide any financial support and operational support will be minimal. CRS staff will be required to ensure that the parks are clean and clear of debris and will ensure that waste management is controlled. The group would be charged according to the 2023 Fees and Charges By-Law 2022-099 - Special Event – Lakewood 1 Day (Non-Paid Admission Event) fee set at \$500 per day and Special Event Set-up & Take down set at \$320 per day, totalling \$3,140.00 + HST.

Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
<input type="checkbox"/>	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
<input checked="" type="checkbox"/>	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
<input type="checkbox"/>	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

Communications

Not applicable

Website Social Media News Release Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Brett Palmer
Senior Manager Recreation Services

Reviewed by:

Beth Gignac, BA Hons
Director Community & Recreation Services

Reviewed by:

Wade Bondy
Director Community Safety & Fire Chief

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
None	None