



CFL ENTERPRISES LP
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SUBMISSION

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ABOUT THE CANADIAN FOOTBALL LEAGUE

The Canadian Football League (CFL) is Canada's longest continuously operating sports league with roots extending back to 1907 in Eastern Canada and to 1936 in the West. Operating in nine of the country's largest cities, from Quebec to British Columbia, CFL clubs annually draw more than two million fans to stadiums and millions more to TV and radio broadcasts each week. Amalgamated from earlier amateur football leagues, the CFL oversaw the game's professionalization in Canada, culminating in its establishment in January 1958 as the governing body and steward of our unique brand of three-down football. The CFL remains closely linked to the college and junior game across the country and holds an annual draft, bringing young Canadian players into the professional game. In this way, it provides a platform for the elite development of players at all levels. Just as importantly, it can inspire all youth to be active and healthy. The CFL season runs from June to November each year concluding with the Grey Cup, the league's championship game, the country's largest single-day sporting event and a Canadian icon.

The CFL prides itself on its ability to create a sense of community through football while providing essential support to communities through outreach, fundraising, and advocacy activities. The CFL and its member clubs have extensive experience in carrying out national, regional, and community based projects through programming and policies designed to promote awareness and generate positive action on issues as diverse as respect for our veterans, violence against women, the scourge of bullying and the benefits of literacy.

Canadian football has been part of the fabric of Canada for more than a century. The CFL is proud to not only identify as a truly Canadian institution, but to provide opportunities for Canadians from coast-to-coast-to-coast to come together to celebrate their heritage while making a difference within their communities.





Introduction

The Canadian Football League (CFL) is pleased to have the opportunity to make recommendations for Budget 2017. Acting on the following recommendation will invest in our youth and contribute to the Government of Canada's commitment to promote healthier Canadians through sport and recreation, while renewing the relationship between Canada and Indigenous Peoples and creating a sense of inclusiveness and opportunities for our next generation.

Recommendation

The Canadian Football League (CFL) recommends a National Flag Football Program that will not only invest in the next generation of Canadians, but also complements the Government's mandate to promote healthier Canadians through sport and recreation. The National Flag Football Program will embrace the Government of Canada's work of reconciliation by targeting indigenous girls and boys along with youth in remote communities as well as inner cities, and new Canadians. The National Flag Football Program will focus on equipping participants with the necessary tools and skills, such as the ability to pursue a common goal and work together as a team, to contribute meaningfully to a robust social economy.

Economic and Social Impact of Football Programs

The Canadian Football League (CFL) has great success with stimulating economic growth both during the season and off-season, especially during the Grey Cup. During the 2012, 100th Grey Cup in Toronto, the total economic activity generated was more than \$133.1 million throughout the province, with \$94.7 million occurring in Toronto.¹ The nine-day, ten-night festival included more than 50 events and supported 795 jobs, of which 596 - including \$26.6 million in wages and salaries - occurred in Toronto. The net economic activity (GDP) generated by the event was \$70.2 million in the Province of Ontario, of which \$48.9 million occurred in Toronto.²

The tax revenues generated by the event were approximately \$25.3 million. The event supported federal government tax revenues of nearly \$11.6 million; with an additional \$9.3 million in taxes to the

¹Canadian Sport Tourism Alliance/ Alliance canadienne du tourisme sportif. [2012 Grey Cup Festival Toronto, Ontario – Economic Impact Assessment](#). February, 2013

²Canadian Sport Tourism Alliance/ Alliance canadienne du tourisme sportif. [2012 Grey Cup Festival Toronto, Ontario – Economic Impact Assessment](#). February 2013





province of Ontario, and more than \$4.3 million to municipalities in the province, of which \$3.4 million was in Toronto.³

The event attracted more than 199,400 spectators, including 86,400 out of town spectators to Toronto. Each out of town spectator spent an average of \$354.87 in the community over the course of their trip. The average day-trip visitor spent \$122.60 and the average overnight visitor spent \$646.98.⁴

Understanding the impact that football has across the nation, in the lead up to the 100th Grey Cup, the CFL used its extensive experience in carrying out national, regional, and community based projects to generate awareness and excitement to the upcoming event. The CFL promoted the 100th Grey Cup in several ways, including a cross-country tour with the iconic trophy. The 100th Grey Cup Train Tour, included three CFL-themed railway coaches, which were augmented with plane travel to ensure even those in remote communities could participate in the festivities, criss-crossed Canada for ten weeks. In total, the Grey Cup visited over 100 communities.

There is an increasing economic footprint from the Grey Cup, evident by the 2015 Grey Cup hosts, the Winnipeg Football Club, who reported more than double the profit the football club made when it hosted the Grey Cup in 2006. The increasing fan base and participation in football programming and events provides the National Flag Football Program with an opportunity to impact a large portion of the public and garner significant support.

Each CFL game has a positive economic impact on the host Community. And the current stadium renaissance across the CFL – which has seen stadiums either built, refurbished or improved in Vancouver, Edmonton, Regina, Winnipeg, Hamilton, Ottawa, Toronto and Montreal – has created thousands of jobs and millions of dollars worth of construction and economic activity.

Football: A Part of Our Heritage

The Canadian Football League (CFL) is an organization that excites Canadians- young and old- and provides opportunities at each game for Canadians to take pride in their team, their community, and their heritage. Football is cemented in Canadian heritage as the modern game we know today was created in Canada. Football games bring communities together at their local stadiums, as teams become sources of local, regional and, in Manitoba, Saskatchewan and BC, provincial pride. Canadians everywhere unite around a single event during each November's Grey Cup, which features the CFL's championship game preceded by a massive festival of football, music, culture and celebration.

³*Ibid*

⁴*Ibid*





Thousands travel from every corner of the country to attend Grey Cup in person, while millions more join via television. One of every three Canadians typically watch at least part of the Grey Cup game, televised on TSN and RDS.

The presence of the CFL in our largest communities, and its important place in the history and culture of Canada, and the hearts and psyches of Canadians, present an unique opportunity to inspire, influence and engage Canadian youth. In the same way football has been a sort of glue, uniting Canadians, it can be an important tool, which can teach team work, communication, and leadership to our young people, while providing a forum for healthy exercise that can lead to life-long habits. For these reasons, the CFL proposes a National Flag Football Program. The National Flag Football Program will allow for communities to celebrate the game, encourage and strengthen our young people, and provide them with positive role models and mentors, from volunteer coaches to CFL players.

The National Flag Football Program

The National Flag Football Program targets youth with a particular focus on new Canadians in urban centres and indigenous youth in rural and remote communities. This program will encourage physical activity while unifying young Canadians through the national pastime of football, focusing on opportunities to teach valuable lessons about team work, social skills and the value of an active, healthy lifestyle that includes exercise.

This initiative is a unique opportunity to engage youth across Canada in sport with on-and-off the field participation through in-person and digital components that connects and engages players, coaches, and parents. Each community team will be connected to the closest CFL team, with approximately 50 co-ed teams per franchise, to allow for participants to interact with their favourite CFL players as role models. For provinces and territories without CFL teams, franchise boundaries will be extended to ensure that all Canadians have access to the National Flag Football Program. Teams of girls and boys will play in a tournament style from August to October, with a “team of the year” winning a trip to the annual Grey Cup.

The community engagement envisioned in this program includes a wide variety of involvement for all interest and abilities. Flag football teams will be assigned to a CFL franchise to which players and coaches will have a hands-on and interactive role in the program through a comprehensive mentorship program that will be tailored to the community and will focus on identifying opportunities for participants. The involvement of the CFL, its players, coaches and staff, is a unique mentorship opportunity for youth across Canada, which will not only have a lasting impact on the youth involved, but will enable participants to make their desired contribution to their team, their community, and their country.

Flag football provides an opportunity for girls and boys to come together and learn essential skills, such as team work and communication. The National Flag Football Program will engage the community





by organizing flag football teams comprised of girls and boys from the ages of six to eighteen, with ties to local professional football clubs, school boards, municipalities, and amateur sports organizations. Through the CFL's experience in community outreach, it is important that local organizations are a part of the National Flag Football Program as they are able to address local issues and areas of concern.

The applicants also envision a large digital component to the program, giving youth the opportunity to share their experiences on the field, or "cover" their local team, giving still more youth an opportunity to learn important skills for the future, at the same time they take pride in telling their story.

Conclusion

The CFL sees the value in harnessing Canadians passion for our brand of football, which results in economic growth in communities, and building on our experience in promoting Canadian heritage and sport, to benefit Canada's next generation. We understand that the skills taught on the field are applicable to all areas of life and are crucial to building a robust social economy. The National Flag Football Program will invest in the youth of Canada while creating a program that encourages Canadians to be physically active and socially engaged, in a way that strengthens their own communities, but connects them to other Canadians across the country, no matter how far away or how remote.

