

Date: 2022-01-25

Subject: **2022 Brampton Tourism Event Funding Program**

Contact: Jason Tamming, Director, Strategic Communications, Culture & Events

Report Number: Corporate Support Services-2022-109

Recommendations:

1. That the report from Jason Tamming, Director Strategic Communications, Culture and Events, dated January 25, 2022, to the Committee of Council meeting of February 16, 2022, titled **Brampton Tourism Event Funding Program** be received;
2. That the 10 applicants for Marquee Festivals and Events funding, a stream of the Brampton Tourism Event Funding Program, listed in Appendix A be approved for funding at a total dollar amount of \$515,000;
3. That the Chief Administrative Officer (or designate) be authorized to execute the necessary Marquee Festival and Event funding agreements to effect the recommendations in this report, subject to the content of such agreements being satisfactory to the Director, Strategic Communications, Culture and Events (or designate) and the form of such agreements being satisfactory to the City Solicitor (or designate);
4. That Administrative Authority By-Law 216-2017 be updated and approved to provide the Director, Strategic Communications, Culture and Events delegated authority to approve funding up to \$50,000 per non-profit and charitable Sport Tourism Events, a stream of the Brampton Tourism Event Funding Program, from an overall total of \$225,000 per calendar year to \$300,000 beginning in 2022;
5. That the Director, Strategic Communications, Culture and Events (or designate) be authorized on behalf of the City to exercise the City's rights and to execute any necessary documentation under any Funding Agreement executed pursuant to the Marquee Festivals and Events stream as well as the Sport Tourism Events stream, including, without limitation, those relating to the

cancellation, suspension or reduction of funds granted and/or termination of a funding agreement; and

6. That Council approves measures permitting the cancellation or a revision to the terms of the approved grant or agreement in the event that government orders, public health directives or the applicant determine it not feasible for the live event to proceed due to the pandemic and that the applicant be responsible for any expenses resulting from any cancellation or revision; and
7. That Council approve a draw-down of \$460,250 from Reserve Fund 16 in 2022 to be added to the annual budgeted amount of \$354,750 to fund the recommended Marquee Festivals and Events and approved Sport Tourism Events.

Overview:

- A community funding program plays a foundational role in building a city that residents can be proud of, that is attractive to employers seeking quality of life for their workers and has a positive impact on the city's economy.
- Funding for Marquee Festival and Events and Sport Tourism Events provides organizers support to achieve their event objectives, contribute to community building and the cultural fabric of Brampton while having a positive impact on the City's economy.
- Tourism and Community Events staff will continue to provide additional support to recipients, including marketing support to increase tourist attraction to these key events.
- Pending Council approval of the recommendations in this report, staff will follow-up with all applicants regarding the status of their 2022 applications.
- The funding of 23 events for a total of \$815,000 represents economic impact for the City of Brampton of \$54,722,034 based on pre-event calculations. Staff will undertake post-event calculations as well.

Background:

Established in 2015 (ED093-2015), the Community Grant Program demonstrates Council's commitment to the development of Brampton-based, non-profit and charitable organizations which advance the City's vision and goals and contribute to Brampton's quality of life. The program has provided municipal funds within budgetary limits to

eligible applicants in multiple grant-making streams: Festivals and Sports Events, Arts and Culture, Recreation, and Neighbourhood Initiatives.

The Community Grant program was reviewed as part of the Culture Master Plan work and resulted in the Marquee Festivals and Events and Sport Tourism Events being transferred from the current Advance Brampton Fund to the Tourism and Special Events department. These two grant streams are managed with an aim to promote events to residents and visitors, with visitors being defined as those travelling greater than 40km to attend an event, to increase the economic impact of these key large-scale events.

Current Situation:

The City Council approved Brampton Tourism Strategy (CW193-2021) recommends a transition from a granting program to a sponsorship funding program for Marquee and Sport Tourism events. This transition is being implemented incrementally and as a start, the 2022 application for Marquee Festivals and Events and Sport Tourism Events included only quantitative questions.

The economic impact of Sport Tourism Events was calculated using Sport Tourism Canada's STEAM calculator. This tool has been used to evaluate Sport Tourism Events for a number of years and is familiar to event organizers. Sport Tourism Events are also required to have a minimum number of hotel nights for the event in order to be eligible to apply for funding. A total of 13 Sport Tourism Events are recommended with a maximum funding level of \$40,000 each, as was the case in 2021, for a total of \$300,000.

Destinations International's Economic Impact Calculator (EIC) was used to determine the economic impact of Marquee Festivals and Events and is a new evaluation tool for this stream. 2022 is being considered as a pilot year for use of the EIC. A total of 10 Marquee Festivals and Events, up by two from 2021 and including funding for both Carabram and Rotary Rib 'n' Roll, are recommended with a maximum funding level of \$55,000 each, down from \$60,000 the previous year. Staff will continue to work with event organizers offering workshops throughout the year focusing on strategies and tactics to promote events to visitors and the elements that contribute positively to the economic impact of an event. It is anticipated that the pilot period will be in place for 2022 only.

The economic impact of funding 23 events in 2022 for a total of \$815,000 via the Tourism Event Sponsorship Program is significant at \$54,722,034 based on pre-event calculations. Post-event calculations will also be completed.

Corporate Implications:

Financial Implications:

The 2022 Budget submission for Strategic Communications, Culture, and Events includes \$354,750 of the \$515,000 required for the 10 marquee events. Sufficient funding is available through Reserve #16 – Community Grant to support the \$460,250 draw down request.

| 2022 Brampton Tourism Event Funding | |
|---|-------------------|
| 2022 Commitments Pending Council Approval | |
| Sports Tourism - 13 Events | \$ 300,000 |
| Marquee Events - 10 Events | \$ 515,000 |
| Total Funding Required (A) | \$ 815,000 |
| 2022 Marquee Events Operating Budget Available (B) | |
| | \$ 354,750 |
| Draw Down Required From Reserve #16 (A - B) | \$ 460,250 |

Legal Implications:

Legal Services will review and approve as to form the funding agreements to be executed by successful applicants.

Term of Council Priorities:

This report achieves the Strategic Plan priorities of Strong Communities and Smart Growth by celebrating citizens and creating partnerships through arts, culture and social interaction and practising proactive, effective and responsible management of municipal assets and services.

Conclusion:

Staff is seeking approval to provide municipal funds within budgetary limits and subject to contractual terms to successful applicants as defined by the Marquee and Sport Tourism Events criteria for approved events. Staff will continue to work with recipients to increase economic impact outcomes of these events and as a significant contributor to the Term of Council Priority of Brampton as a Mosaic.

Authored by:

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Attachments:

Appendix A – Recommended 2022 Marquee Festivals and Events Recipients