

Date: 2023-02-03

Subject: **2023 Tourism Sponsorship Program**

Contact: Laura Lukasik, Manager, Tourism & Special Events
laura.lukasik@brampton.ca | 416.801.3623

Report Number: Corporate Support Services-2022-1003

Recommendations:

1. That the report from Laura Lukasik, Manager, Tourism & Special Events, dated December 8, 2022, to the Council meeting of February 8, 2023, titled **2023 Tourism Sponsorship Program** be received;
2. That an additional \$46,250 be drawn down from Reserve #16 – Community Grant Program to support increases made by Council to the 2022 slate of approved recipients for a total 2022 draw down of \$506,500;
3. That Council approves a drawdown of \$457,750 from Reserve Fund #16 – Community Grant Program to increase the base operating budget funding from \$354,750 to \$812,500 which is the total value of Option #1 of the 2023 program for Marquee Festivals, Sport Tourism Events, and road closure costs for Santa Claus Parade. This drawdown will reduce the reserve fund to a balance of \$12,000;
4. That Council directs staff to request an additional \$260,000 in the 2023 Operating Budget submission which would increase the total value of the funding program to \$1,072,500 with disbursements as outlined in Option #2 for Marquee Festivals, Sport Tourism Events, and road closure costs for Santa Claus Parade;
5. That the 11 applications for Marquee Festivals funding listed in Appendix A be approved for 2023 funding in the amounts listed under Option #2 if Council approves both Recommendations #3 and #4 and the related 2023 Operating Budget submission or in the amounts listed under Option #1 if Council approves Recommendation #3 but not Recommendation #4 and/or the related 2023 Operating Budget submission;
6. That the Chief Administrative Officer (or designate) be authorized to execute the necessary Marquee Festival 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);

7. That the Director, Strategic Communications, Culture and Events (or designate) be authorized to approve City funding of individual sport tourism events of \$50,000 or less each and up to a maximum cumulative total for any calendar year of the program budget allocated in that year to the Sport Tourism Sponsorship Program and be delegated authority to execute on behalf of the City funding agreements with non-profit or charitable organizations hosting sport tourism events pursuant to the City's Sport Tourism Sponsorship Program on such terms and conditions acceptable to the Director, Strategic Communications, Culture and Events and in a form satisfactory to the City Solicitor or designate.
8. That Council enact a by-law in the form and content attached as Appendix C to amend Administrative Authority By-law 216-2017;
9. 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
10. That Council approves measures permitting the cancellation or a revision to the term of approved funding or funding agreements pursuant to the Marquee Festivals and Events and the Sports Tourism Events streams in the event that government orders, public health directives or an applicant determine that it is 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.

Overview:

- Funding for Marquee Festivals and Sport Tourism Events provides organizers support to achieve their event objectives, contributes to community building and the cultural fabric of Brampton while delivering economic impact.
- Pending Council approval of the recommendations in this report for funding of Marquee Festivals and Sport Tourism Events, staff will follow up with all applicants regarding the status of their 2023 applications.

- The funding of 27 events represents an economic impact for the City of Brampton of over \$35,000,000 based on pre-event calculations using industry recognized calculators.
- A total of 11 Marquee Festivals and Events are recommended as noted in Appendix A, subject to Council approval of the program funding.
- As many as 12 (Option #1) or 16 (Option #2) Sport Tourism Events may be eligible for funding as noted in Appendix B.

Background:

Established in 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 Sport Tourism Events being transferred from the current Advance Brampton Fund to the Tourism and Special Events department and beyond that, with the council-approved Tourism Strategy recommended a transition from a granting program to a sponsorship program.

Separate reports were authored for each of Carabram, Rotary Rib 'n' Roll and Santa Claus Parade, until the November 17, 2021, report to Council for 2022 funding recommended that the three above noted events participate in the application-based sponsorship program for Marquee Festivals.

While the Sport Tourism Events program has used the Sport Tourism Economic Assessment Model (STEAM) from Sport Tourism Canada for many years, Destination International's Event Impact Calculator was not introduced as a funding tool until the 2022 funding year at the request of Council and as a recommendation of the Brampton Tourism Strategy. STEAM is recognized nationally and the Event Impact Calculator is used globally and a little closer to home, Destination Toronto. Both calculators are localized to ensure appropriate tax rates and other location specific data is used.

The implementation of the Event Impact Calculator was planned to be incremental for Marquee Festivals. The 2022 results were mostly quite low and were not used. The majority of applicants would have received approximately half of what they had previously awarded. Scores for 2023 showed improvement but, the scores were still not high enough to solely rely on the results to determine funding. Staff worked with

organizers to provide support for understanding the calculator and the importance of drawing attendees from outside of Brampton.

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. There is also a requirement that sponsorship of these events will result in an economic impact for the city.

Additional information requested by Council is available in Appendices D and E. Appendix D provides historic funding amounts and attendance for Marquee Festivals dating back to 2019. Generally, Marquee Festivals have been able to maintain or grow attendance, both virtual and in-person, over the course of the pandemic. Appendix E outlines the support staff provides to Marquee Festivals funding recipients and ranges from promotional support to assistance with logistics.

Current Situation:

The City Council approved Brampton Tourism Strategy (CW193-2021) recommends a transition from a granting program to a sponsorship funding program for local Marquee Festivals and Sport Tourism Events. Applications for Marquee Festivals and Sport Tourism Events are assessed based on the results of a pre-event economic impact calculation and the level of recognition of the City of Brampton as a sponsor based on an established list of tactics.

The economic impact of Sport Tourism Events is calculated using Sport Tourism Canada's STEAM Calculator. Additional funding criteria includes a minimum number of hotel nights in Brampton-based accommodation as well as being a not-for-profit incorporated organization.

A total of 12 (Appendix B - Option #1) or 16 (Appendix B - Option #2) Sport Tourism Events may be eligible for funding for 2023 with approval from the Director, Strategic Communications, Culture and Events under their delegated authority. The total potential Sport Tourism award value is \$303,000 for 12 events under Option #1 or \$410,000 for 16 events under Option #2.

Destinations International's Economic Impact Calculator (EIC) is used to determine the economic impact of Marquee Festivals. A total of 11 Marquee Festivals are recommended for approval, subject to Council approval of program funding. The total Marquee Festivals award value would be \$489,500 under Option #1 or \$642,500 under Option #2. Both options will fund 11 Marquee Festivals.

The economic impact of funding 27 events in 2023 through the Tourism Event Sponsorship Program would be significant at over \$35,000,000.

A classification of Marquee Festivals might be beneficial at this time and could include:

- Legacy Marquee Festivals – Carabram, Rotary Rib ‘n’ Roll and Santa Claus Parade – 20+ years
- Established Marquee Festivals – 3+ years
- New Marquee Festivals

Funding amounts of \$60,000 for “Established” and \$55,000 for “New” Marquee Festivals could remain as recommended. Legacy Marquee Festivals could be reviewed for additional non-cash support from the City of Brampton.

Staff will continue to work with funding recipients to ensure recognition of the City’s support is adequate. Additionally, staff will engage with the Finance Team to explore options multi-year funding.

Corporate Implications:

Financial Implications:

Funding for Marquee Events and Sport Tourism includes a base operating budget of \$354,750.

Option #1 requests \$812,500 to support 11 Marquee Festivals, 12 Sport Tourism Events, and the Brampton Santa Claus Parade road closure. Additional top up funding of \$457,750 is required and is available from Reserve #16 – Community Grant Program. This draw down will reduce the fund to a balance of \$12,000.

Option #2 requests \$1,072,500 to support 11 Marquee Festivals, 16 Sport Tourism Events, and the Brampton Santa Claus Parade road closure. An additional budget of \$260,000 will be requested in the 2023 operating budget submission. Pending Council approval, this will bring the operating budget to a total of \$614,750. Additional top up funding of \$457,750 is required and is available from Reserve #16 – Community Grant Program. This draw down will reduce the fund to a balance of \$12,000.

2023 Brampton Tourism Event Funding		
	Option #1 - No Operating Budget Increase	Option #2 - Operating Budget Increase of \$260,000
2023 Commitments Pending Council Approval		
Marquee Festivals and Events	\$489,500	\$642,500
Sport Tourism Events	\$303,000	\$410,000
Santa Claus Parade - 3rd Party Road Closure Costs	\$20,000	\$20,000
Total Funding Required (A)	\$812,500	\$1,072,500
2023 Marquee Events Operating Budget Available	\$354,750	\$354,750
Additional Budget Request for 2023		\$260,000
Total Budget (B)	\$354,750	\$614,750
Draw Down Required from Reserve #16 (A – B)	\$457,750	\$457,750
Reserve #16 Balance After Draw Down	\$12,000	\$12,000

Reserve #16 - Community Grant Program	
Fund Balance as at Nov. 1, 2022	\$976,250
Council Approved Draw Down for 2022	(\$460,250)
Second Draw Down for 2022	(\$46,250)
Total 2022 Draw Down	(\$506,500)
Balance remaining	\$469,750
2023 Draw Down Required	(\$457,750)
Ending Balance	\$12,000

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 as well as 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 Festivals and Sport Tourism Events criteria in 2023. 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:

Reviewed by:

Laura Lukasik, Manager, Tourism & Special Events

Jason Tamming, Director, Corporate Communications, Culture & Events

Approved by:

Rick Conard, Interim Commissioner, Corporate Support Services

Attachments:

Appendix A – Recommended 2023 Marquee Festival Recipients

Appendix B – Recommended 2023 Sport Tourism Events Recipients

Appendix C – Delegated Authority Bylaw

Appendix D – Marquee Festivals Historic Funding and Attendance

Appendix E – Support for Marquee Festival Funding Recipients