

2023 Tourism Event Support Grant

Presented To:	Finance and Administration Committee
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Type:	Correspondence for Information Only
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Recommended by:	Chief Administrative Officer

Report Summary

This report provides information to supplement the By-law coming forward to authorize grants disbursed through the 2023 Greater Sudbury Tourism Event Support program. It outlines the disbursement of funds from January to December 2023 as well as the economic impact of these events.

Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

This report relates to the City's objectives under Economic Capacity and Investment Readiness as well as Community Vibrancy in the Strategic Plan 2019-2027. The conferences, meetings, conventions, special events, and sport tourism activities described here are an important part of Greater Sudbury's tourism economy.

Financial Implications

The annual budget for the Tourism Event Support grant is \$120,000. Funding is provided by the City of Greater Sudbury.

Between January - December 2023, the City supported 62 events through the City of Greater Sudbury Event Support Program with a combined contribution of \$120,637 as well as in-kind contributions such as marketing collateral. This program is coordinated by the Tourism & Culture section within Economic Development. Based on the information provided by the event organizers, these events attracted an estimated 18,600 non-local participants, delegates, and spectators to Greater Sudbury, resulting in local spending of approximately \$8.3 million.

This estimate reflects the total number of non-local participants, delegates, and spectators, reported by applicants to the Tourism Event Support Program, multiplied by the spending average (per person per overnight visit) reported by the Ontario Ministry of Tourism, Culture and Sport Tourism Profile for Census Metropolitan Area (CMA) 580 (Greater Sudbury) in 2019. This is the most recent available data.

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Background

In the 2002 Budget, CGS Council established the Tourism Event Support funding to assist event organizers staging events using city owned facilities and city services. This fund, along with the Tourism Event Support Policy, provides a framework for support that recognizes the importance of events to this city, while ensuring that our limited resources are focused on maximizing the impact of these types of events on our economy and growing our profile in external markets.

Support for events can be either direct (cash contribution or sponsorship) or indirect (staff time, promotional material, meeting rooms, and other assistance), and is provided to eligible organizations that demonstrate the value of their event to the city in terms of potential economic impact, profile, size and scope of the event. Successful applicants include local art groups, sporting associations, national and international industry associations, colleges, universities, Indigenous community groups, and other organizations that host relevant events within Sudbury.

This direct support helps to raise the city's profile while assisting organizers, particularly non-profits, with the very real costs of staging their activities. In addition, indirect support, including staff time, promotional material, meeting rooms, and other assistance, can assist organizers and help defray costs. Indirect support is provided using available resources as part of our routine service approach to event and meeting organizers to assist them in hosting events in Greater Sudbury.

Program Review

The Tourism Event Support program is undergoing a review and update, the first since its inception. Results are anticipated near the end of 2024 for implementation in 2025. The objective is to ensure the program reflects current priorities and objectives. The work includes a staff review of existing policies and procedures and targeted engagement with tourism industry stakeholders, cultural groups and event organizers, members of the Special Event Advisory Team and other City staff.

Staff are also analyzing the criteria and requirements of the Tourism Development Fund to ensure that the updated policies for the Tourism Event Support program are closely aligned, including review of eligibility criteria, adjustments to the application process, the evaluation criteria and reporting requirements.

A report describing results of this work will be presented to Council in Q4 2024. Communication updates will be implemented on the website and digital communications will be shared across tourism and City of Greater Sudbury digital channels.

Table 1: Tourism Event Support Program Activity

Event	Funding Provided	Purpose
Northern Ontario Farm Association Conference	\$1000	Onstage broadcast of RealAG podcast costs
Tournoi des Etoiles Hockey Tournament	\$1000	Arena rental
Walden Cross Country Run Event	\$800	Equipment rentals
Big Nickel Hockey Tournament	\$7000	Arena rental
Snowflake Challenge Tournament	\$2000	Arena rental
West end Bruins Hockey Tournament	\$1000	Arena Rental
Nickel District Kennel Club	\$800	Arena rental
Junction North Film Festival	\$1000	Marketing/Acquiring a variety of movies
Nyama Nyama Pat's Barbershop	\$700	Marketing/promotion
Copper Cliff Hockey Association Tournament	\$3500	Equipment
Nickel City Hockey Association Tournament	\$1500	Arena rental
Federation of Ontario Naturalists Conference	\$2500	Conference rental
Ken Creasey Hockey Tournament	\$1000	Arena rental
Sudbury Silver Stick Hockey Tournament	\$8000	Arena rental
Lasalle 60 th Anniversary Reunion	\$1250	Conference rental
Storytellers of Canada Conference	\$1500	Marketing/Promotion
Japan Festival Sudbury	\$800	Offset costs of festival
Northern Ontario Golf Championship	\$1000	Golf course rental
Le Galerie du Nouvel-Ontario	\$750	Marketing/promotion
Sudbury Classic Cruisers Club	\$1500	Event rentals
Great North Winter Classic Tournament	\$1500	Indoor soccer bubble rental
Crosscut 5 year anniversary celebration	\$1000	Marketing/promotion
Sudbury Graphic Con	\$1000	Marketing/promotion
Fierte Sudbury Pride	\$1000	Equipment rentals
Kivi park Summer Fest	\$750	Equipment rentals
Gem and Mineral Show	\$1000	Equipment rentals/promotion
Sudbury Downtown Independent Cinema	\$500	Marketing/promotion
The Best of Olympic Style Boxing event	\$800	Rental space costs
Jazz Sudbury	\$1000	Marketing/promotion
Downtown Sudbury – Winter Market	\$3000	Equipment Rentals
We Live Up Here – Urban Arts	\$1500	Marketing/equipment
Crosscut Distillery – Summer celebration	\$1000	Event rentals
Sudbury Indie Creature Kon	\$1000	Marketing/promotion
Pickelball tournament	\$1350	Marketing/promotion
Walden Mountain Bike Club – O-Cup Event	\$1000	Equipment rental
Levack Canada Day Celebrations	\$500	Canada Day celebration expansion

Federation Nationale Des Conseils Conference	\$2500	Rental space at the Holiday Inn
RAC U16/U18 Development, Combine & Prospects Camp	\$800	Arena Rental
Project X Wrestling	\$1600	Bring in larger name wrestlers
Sudbury Ribfest	\$4000	Marketing/promotion
Mountbatten Alumni Association Conference	\$750	Rental space
Sudbury Regional Competitive Soccer Tournament	\$1000	Indoor bubble rental
Apex Race	\$800	Off duty police officers
Chelmsford Valley District Reunion	\$700	Marketing/promotion/equipment rental
Big Nickel Hockey Tournament	\$7000	Arena rental
Northern Heart and Home – In Full Bloom Event	\$1000	Rental space costs
Cinefest Sudbury	\$10000	Marketing/promotion
Sudbury ROCKS!! Marathon	\$1500	Venue costs
Project X Wrestling	\$800	Bring in larger name wrestlers
Dead by Daylight Live Tag Halloween Event	\$2500	Purchase of extra lighting
Canada Day Celebrations – Cabin Media	\$1200	Parking lot rental
Easter Seals Dancing with the Stars	\$1000	Venue rentals
Sudbury Indie Creature KON	\$1000	Marketing/promotion
Sudbury Silver Stick Hockey Tournament	\$8000	Arena rental
Greater Sudbury Ringette Tournament	\$2500	Arena Rental
Greater Sudbury Pickleball Tournament	\$1350	Court rentals
Kivi Park Community Event	\$800	Off duty Police Officers
YMCA Of Northeastern Ontario Conference	\$1000	Equipment rentals
Provincial North Bowlers Tournament	\$1300	Lane rentals
CP Holiday Train event	\$387	Hot Chocolate for guests
Spinner Productions 3 Inc.	\$10000	Production costs
Nickel City Hockey Tournament	\$1000	Arena rental