

Presented To:	City Council
Presented:	Tuesday, Apr 07, 2020
Report Date	Saturday, Mar 14, 2020
Type:	By-Laws
By-Law:	2020-72

## For Information Only

### 2019 Tourism Event Support By-law

#### Resolution

For Information Only

#### Relationship to the Strategic Plan / Health Impact Assessment

The Tourism Event Support program aligns with Council's priorities of strengthening community vibrancy and growing economic capacity and market readiness. Specifically, the program relates to stimulating growth and increasing conferences, sporting events and tourism to the city.

#### Report Summary

In the January to December 2019 period, the Tourism & Culture section of Economic Development supported 62 events through the Greater Sudbury Event Support Program with a combined \$108,000.94 in funding, as well as in-kind contributions such as marketing collateral. Based on the information provided by the event organizers, these events attracted an estimated 68,735 non-local participants, delegates, and spectators to Greater Sudbury, resulting in local spending of approximately \$14,021,940.

#### Financial Implications

The funding for the 2019 Tourism Event Support program was included in the approved 2019 Operating Budget.

#### Signed By

**Report Prepared By**

Dana Jennings  
Acting Manager of Tourism & Culture  
*Digitally Signed Mar 14, 20*

**Division Review**

Meredith Armstrong  
Acting Director of Economic  
Development  
*Digitally Signed Mar 14, 20*

**Financial Implications**

Apryl Lukezic  
Co-ordinator of Budgets  
*Digitally Signed Mar 17, 20*

**Recommended by the C.A.O.**

Ed Archer  
Chief Administrative Officer  
*Digitally Signed Mar 25, 20*

## **Request for Decision**

### **2019 Tourism Event Support Grants Bylaw**

#### **Background**

In the 2002 Budget, CGS Council established a Tournament Fund 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 focussed on maximizing the impact of these types of events on our economy and our profile.

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 who 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 profile of the city 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 to defray costs. Indirect support is provided within available resources, as a matter of course, to event and meeting organizers to assist them in hosting events in Greater Sudbury.

#### **Summary**

In the January to December 2019 period, the Tourism & Culture section of Economic Development supported 62 events through the Greater Sudbury Event Support Program with a combined \$108,000.94 in funding, as well as in-kind contributions such as marketing collateral. Based on the information provided by the event organizers, these events attracted an estimated 68,735 non-local participants, delegates, and spectators to Greater Sudbury, resulting in local spending of approximately \$14,021,940\*.

\*Calculated based on 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 2017.

The attached table provides an outline of the Tourism Event Support grants that were disbursed as direct contributions in 2019.

Please refer to Schedule A Tourism Event Support Fund Allocations – 2019

#### **Program review in 2020**

A review of the Tourism Event Support program is starting in April 2020. The objectives are to align with best practices in both grant management within the City and in the tourism sector. The following outlines the key components of the review.

- Local research to include:
  - conducting a survey to previous grant recipients and applicants,
  - focus groups with key stakeholders, including the Greater Sudbury Development Corporation (GSDC) and its Tourism Development Committee, and
  - review of post event reports implemented in 2019.
- Sector research to include a review of a minimum of five other tourism support programs in Ontario and across Canada
- Draft updated program guidelines and online application process
- Consult with key stakeholders for additional input on guidelines and application process
- Communication strategy for implementation of updated program

Results from this process will be relayed back to Council in Q3 2020 with any resulting revisions to the program being proposed for a 2021 implementation.

<b>2019 Tourism Event Support Grant Fund Allocations</b>		
<b>Name of Organization</b>	<b>Support Amount</b>	<b>Purpose of Grant</b>
Afro-Heritage Association of Sudbury	\$ 250.00	Black History Month Celebration
Big Nickel Major AAA International Hockey Tournament	\$ 3,000.00	Big Nickel Hockey Tournament
Cambrian College of Applied Arts and Technology	\$ 1,000.00	Northern Ontario Brewing and Distilling Summit
Cinéfest: the Sudbury Film Festival, Inc.	\$ 10,000.00	Cinéfest Sudbury International Film Festival
CION	\$ 1,500.00	Northern Ontario Music and Film Awards Conference
City of Greater Sudbury	\$ 1,000.00	UNU Educational Forum
Conseil scolaire publique de Grand Nord de l'Ontario	\$ 7,020.00	26th Franco-Ontarien Games
Copper Cliff Skating Club	\$ 500.00	Northern Performance Plus Figure Skating Competition
Downtown Sudbury	\$ 1,500.00	Downtown Sudbury Ribfest
Downtown Sudbury	\$ 4,000.00	Up Here
Downtown Sudbury BIA	\$ 1,992.22	Downtown Sudbury Christmas Market
Dynamic Earth	\$ 3,000.00	Halloween at Dynamic Earth
École Cap sur l'Avenir	\$ 1,000.00	Tournoi des Étoiles
Ernabus Inc.	\$ 1,500.00	Sudbury Poutine Fest 2019
Fierté Sudbury Pride	\$ 1,000.00	Fierté Sudbury Pride Week
Girl Guides of Canada	\$ 2,000.00	2019 National Trefoil Guild Gathering
Greater Sudbury Police Services	\$ 3,000.00	21st Great Lake Police Motorcycle Training Seminar
Indigenous Students Circle of Sudbury	\$ 250.00	LU Pow Wow
Jazz Sudbury	\$ 1,000.00	Jazz Sudbury Festival
Kiwanis Club of Sudbury	\$ 750.00	Kiwanis Festival
Laurentian University	\$ 500.00	OUPMA Conference
Laurentian University	\$ 1,000.00	Building Environmental Strategies Workshop
Laurentian University	\$ 2,000.00	CAM Graduate Student Physics Conference
Laurentian University	\$ 2,500.00	2019 Mining and Environment Conference
Le Carrefour francophone du Sudbury	\$ 500.00	La Nuit émergente

Le Carrefour francophone du Sudbury	\$ 1,000.00	La grande St-Jean
Miss North Ontario Regional Canada Pageant	\$ 350.00	Miss North Ontario Regional Canada Pageant
MNRF Prov. Hockey Tournament Organizing Committee	\$ 2,000.00	MNRF Hockey Tournament
NEORA	\$ 1,200.00	Conference and Trade Show
Nickel Belt Budokan Judo Club	\$ 300.00	Northern Ontario Judo Tournaments
Nickel District Kennel Club	\$ 500.00	Nickel District Kennel Club Championship Dog Show
Northern Cancer Foundation	\$ 1,000.00	XTERRA Conquer the Crater
Northern Golf Association	\$ 1,000.00	Northern Ontario Golf Championships
Northern Lights Festival Boreal	\$ 1,000.00	Bloom 2019
Northern Lights Festival Boreal	\$ 6,000.00	Northern Lights Festival Boreal
Northern Masters Bonspiel	\$ 500.00	CTV Northern Masters Bonspiel
Northern Ontario Hockey League	\$ 1,000.00	Peewee and Bantam AAA Showcase
Northern Ontario Railroad Museum and Heritage Centre	\$ 750.00	Terror Train
Northern Ontario School of Medicine	\$ 1,250.00	Northern Ontario Constellations Conference
OFSAA	\$ 4,000.00	Provincial Cross Country Running Championship
PACE - Partners in Achieving Change Excellence	\$ 1,000.00	Beyond Digital Transformation
Professional Engineers of Ontario	\$ 250.00	Professional Engineers Annual Hockey Tournament
Public Service Information Community Connection	\$ 850.00	North Ontario Conference Connections
Rainbow Routes Association	\$ 500.00	Sudbury Camino 2019
Rock Town Promotions	\$ 500.00	Berio on the Sandbanks
Scouts Canada - Northern Shield	\$ 1,000.00	Rendezvous 2019
Stack Brewing Corporation	\$ 500.00	Northern Ontario Microbrew Festival
Sudbury District Girls Hockey Association	\$ 3,000.00	Snowflake Challenge
Sudbury District Girls Hockey Association	\$ 10,000.00	Esso Cup
Sudbury Downtown Independent Cinema Co-operative Corp.	\$ 500.00	Junction North International Documentary Film Festival

Sudbury Dragon Boat Festival	\$ 750.00	Sudbury Dragon Boat Festival
Sudbury Horticultural Society	\$ 500.00	Sudbury Gardening Festival
Sudbury Minor Hockey Association	\$ 5,000.00	Sudbury Silver Stick Hockey Tournament
Sudbury Multicultural and Folk Art Association	\$ 2,238.72	Canada Day
Sudbury Regional Competitive Soccer League	\$ 250.00	Sudbury Star cup
Sudbury Rock and Lapidary Society	\$ 1,000.00	37th Annual Sudbury Gem and Mineral Show
Sudbury Rocks!!! Marathon	\$ 1,300.00	Sudbury Rocks!!! Marathon
Théâtre Action	\$ 1,000.00	Festival Théâtre Action en Milieu Scolaire
Waterfront Regeneration Trust Corp.	\$ 1,500.00	The Great Waterfront Trail Adventure
Whitefish River First Nation	\$ 2,000.00	Nish Cup 2019
Workplace Safety North	\$ 750.00	Mining Health and Safety Conference
	<b>\$ 108,000.94</b>	