

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.