



CITY OF KINGSTON

**REPORT TO ARTS, RECREATION AND COMMUNITY
POLICIES COMMITTEE**

Report No.: ARCP-11-004

TO: Chair and Members of Arts, Recreation and Community Policies Committee

FROM: Lanie Hurdle, Commissioner, Community Services

RESOURCE STAFF: Same

DATE OF MEETING: 2011-02-24

SUBJECT: Event Attraction Model – Partnership with KEDCO

EXECUTIVE SUMMARY:

In the past two years, the City of Kingston and KEDCO staff have been working together to improve processes to be able to attract events to the City of Kingston. Some of the successes in the past few years include the Winter ParaSport Games, Skate Canada and more recently the 2013 Scotties Tournament of Hearts. These events have brought and will bring thousands of people to Kingston which in turn generates significant investment in Kingston's local economy. The City also currently has a bid in consideration for the 2014 World Sailing Championship. The City has or intends to contribute to all of those events either through the use of facilities, investment in City facilities and/or cash contribution.

Recently built facilities such as the K-Rock Centre and the INVISTA Centre have enabled the City to attract some of these events. Other facilities currently in progress, such as the track and field complex, will provide the City with more opportunities to attract large scale events. Although much emphasis has recently been on attracting sporting events, both City and KEDCO staff recognize the need to attract visitors to Kingston for other events including conferences.

Staff reviewed best practices from other municipalities and have identified that some of the successful municipalities have established an event attraction fund. This type of fund provides municipalities with more flexibility to submit bids to host events. City Council approved an amount of \$100,000 in the 2011 operational budget to set up an event attraction fund as a pilot project. This project is funded through the Working Reserve Fund. The event attraction fund will enable the City and KEDCO to submit bids on events with tight deadlines and in some cases removing requirements to waive City fees and charges.

The purpose of this report is to obtain approval for the proposed Event Attraction Fund framework.

RECOMMENDATION:

THAT Council approves the Event Attraction Fund pilot project framework for 2011; and

THAT staff report back at the end of 2011 on the Event Attraction Fund's success to determine its success and future funding.

AUTHORIZING SIGNATURES:

ORIGINAL SIGNED BY COMMISSIONER <hr/> Lanie Hurdle, Commissioner, Community Services
ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER <hr/> Gerard Hunt, Chief Administrative Officer

CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

Cynthia Beach, <i>Sustainability & Growth</i>	N/R
Denis Leger, <i>Transportation, Properties & Emergency Services</i>	N/R
Jim Keech, <i>President and CEO, Utilities Kingston</i>	N/R

(N/R indicates consultation not required)

OPTIONS/DISCUSSION:

In the past few years, the City has typically been involved in supporting bids to host major events by waiving fees and charges on its facilities/amenities, upgrading its facilities and/or by providing a cash contribution. This process has required reports to council as no policy or guidelines were established to allocate resources for events. Time frames for bid submissions has been a concern in the past few years as some events have very tight deadlines.

This process has also been challenging for KEDCO to entertain discussions/negotiations to attract events to the City without any policy or guidelines to support the attraction of events. Some municipalities have established an event attraction fund. The following municipalities have established an event attraction fund and have also been successful in hosting major events:

1. Sault Ste Marie, Ontario
2. Saskatoon, Saskatchewan
3. Kelowna, British Columbia
4. Kamloops, British Columbia
5. Trois-Rivieres, Quebec
6. Charlottetown, Prince Edward Island
7. Halifax, Nova Scotia

Most municipalities listed above also provide municipal facilities at no cost or at reduced cost above and beyond the yearly event attraction fund. City Council approved \$100,000 in 2011 to establish an event attraction fund pilot project in Kingston.

Proposed Event Attraction Fund Model

City and KEDCO staff have reviewed best practices and are proposing that an event attraction fund be established for a trial of one year based on the following criteria:

1. Purpose: The event attraction fund will be used to submit bids and provide financial support to host special events in Kingston. Special events will include conferences, sport related events and others as applicable. The fund will support events being organized by local groups/associations which attracts a large number of visitors as long as it is not a yearly/reoccurring event in the community.
2. Process: The event attraction fund will be managed by a committee composed of City and KEDCO staff. The event attraction fund committee will meet on a regular basis to review event applications. All events will be required to submit a request for consideration. The Committee will use the following criteria to evaluate events:
 - a. Number of participants/attendees/visitors
 - b. Anticipated local economic impact
 - c. Event stability/reputation and scope
 - d. Event promotes tourism to Kingston
 - e. Supports Sustainable Kingston Plan

KEDCO staff will be the main point of contact as it relates to this event attraction fund considering their exposure and knowledge of the major events market.

3. Reporting: A quarterly report will be provided to both the KEDCO Board and to City Council with information on events for which the City has submitted a bid and has been successful in attracting. Reports will also include information on local economic impacts. Should a major special event require an investment greater than or support in addition to what can be provided through the event attraction fund, a recommendation report would be brought to council for consideration. An example of this type of investment would be the 2014 International Sailing Championship.

EXISTING POLICY/BY LAW:

N/A

NOTICE PROVISIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A

FINANCIAL CONSIDERATIONS:

The event attraction fund is funded through the Working Fund Reserve and does not have an impact on 2011 operational budget or tax rate.

CONTACTS:

Lanie Hurdle, Commissioner, Community Services

613-546-4291 ext. 1231

OTHER CITY OF KINGSTON STAFF CONSULTED:

Dave Flindall, Assistant Supervisor, Facility Bookings & Special Events, Recreation and Leisure Services

Rob Carnegie, Director of Tourism and Marketing Development, KEDCO

EXHIBITS ATTACHED:

N/A