



Corporate Report

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DATE: June 11, 2009

TO: Chair and Members of Budget Committee
Meeting Date: June 16, 2009

FROM: Paul A. Mitcham P.Eng, MBA
Commissioner of Community Services

SUBJECT: **Mississauga/ Toronto West Tourism**

RECOMMENDATION: That the Corporate Report dated June 11, 2009 from the Commissioner of Community Services with respect to the outputs of the Mississauga/ Toronto West Tourism partnership be received as information.

BACKGROUND: At its meeting of June 9, 2009, Budget Committee considered a Budget Reduction Option, App 04-08, which identified the option of eliminating the Mississauga/ Toronto West Tourism funding. The reduction would save \$145,000 in the Recreation and Parks operating budget.

Budget Committee requested staff to prepare an overview of the services and outputs delivered through the Mississauga/ Toronto West Tourism funding. The information below provides an overview of the outputs.

The City of Mississauga/ Toronto West Tourism agreement provides the following benefits.

- Led to the establishment of the Mississauga /Toronto West Tourism office (Matheson Road) and the dedication of Robert

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Kawamoto as a key staff member responsible for tourism needs in Mississauga for Mississauga

- The Mississauga Toronto West Tourism office supports key tourism markets.
 - Hotels and Motels
 - Meetings and Conventions
 - Festivals and Events
 - Restaurant and Food
 - SMERF markets: Sports, Military, Education, Religious, Friends/ Relatives and Bus Tours

On February 18, 2009 Mississauga/ Toronto West Tourism outlined the benefits and impact of the agreement with City at General Committee. The highlights include the following.

- Direct financial support of \$46,600 to three targeted events in 2008, the Southside Shuffle, the South Asian Telus Mosaic Festival and the Jane Rogers Pro-Am Charity Golf Tournament. In 2009 direct funding will continue to support the Southside Shuffle, the South Asian Telus Mosaic Festival and one new event, the North American Roller Hockey Championships (NARCh) with direct financial support of \$120,000.
- Hotel and sport event room night consumption increased from 33,567 in 2007 to 47,427 in 2008, representing a 41% increase.
- Mississauga tourism membership has more than doubled from 41 members in 2007 to 85 member in 2008.
- The www.visitmississauga.ca web site attracted 108,560 page views in 2008, an increase of 22% over 2007 website visits.
- Mississauga Events and attractions are integrated with leading Tourism Toronto consumer marketing campaigns including; March Break newspaper inserts, City TV vignettes, holiday promotions and online advertisements.

Ongoing working meetings are scheduled with Hershey Centre, Parks and Recreation and Living Arts Centre. This approach has led to improved planning and the development of a proactive targeted approach to attract future events. The planning process has identified the following targets and will drive increased volume of business through the Living Arts Centre and the Hershey Centre.

- The North American Roller Hockey Championships (July 2009)
- The Canadian Indoor Rowing Championships
- The Memorial Cup

The ability to secure and host these events will attract tourism and spending within the City contributing to economic health. The economic spin-off of the spending benefits the hotels, restaurants and other small business/ private sector entities. A vibrant private sector in the City helps sustain and build a commercial tax base supporting a healthy City.

COMMENTS:

The City of Mississauga is in the midst of evolving from a suburban enclave into an urban form that will play a major role in positioning the Greater Toronto Area as a premier “global” destination in which to live, work, play and learn. In 2009 the provincial government Celebrate Ontario tourism funding provided an additional \$236,000 to support Mississauga based events such as the Mississauga Marathon, Carrassauga, Muslimfest and the Waterfront Festival. Into the future the event and tourism portfolio will have a significant role in helping the City achieve its vision of “**a place where people choose to be**”.

STRATEGIC PLAN:

The tourism agreement has links to three City of Mississauga strategic pillars;

- Ensuring Youth, Older Adult and New Immigrants Thrive
 - Nurture Diverse Cultures
- Completing Our Neighbourhoods
 - Build Vibrant Communities
 - Create Great Public Spaces
 - Create a Vibrant Downtown

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- Cultivating Creative and Innovative Businesses
 - Develop Talent
 - Strengthen Arts and Culture

FINANCIAL IMPACT: In 2008 the budget allocation for Tourism by the City was \$290,000. In 2009 the approved budget funding for Tourism was \$145,400.

CONCLUSION: This report provides an overview of Mississauga/ Toronto West Tourism efforts over the last few years.



Paul A. Mitcham P.Eng. MBA
Commissioner of Community Service

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