



Subject: Canal Days Funding – Reconnect Ontario Grant

To: Council

From: Corporate Services Department

Report Number: 2022-193

Meeting Date: August 23, 2022

Recommendation:

That Corporate Services Department – Recreation Division Report 2022-193 be received; and

That the Chief Administrative Officer and Director of Corporate Services/Treasurer be authorized to execute the transfer payment agreement and any related documents for the Reconnect Ontario grant program.

Purpose:

The purpose of this report is to inform Council that Recreation staff completed a successful grant application for the Reconnect Ontario Grant Program, delivered by Ontario's Ministry of Tourism, Culture and Sport. Through this grant program the city will be provided with one-time funding of up to \$115,218, subject to the successful completion of a transfer payment agreement.

Background:

The Reconnect Ontario grant program was implemented to support festivals and events with a tourism economic impact to motivate visitors to rediscover the province of Ontario, reconnect people with local experiences, and generate increased tourism spending. Successful applicants of the program must demonstrate the following:

- Offer safe experiences and activations that encourage people to travel locally, participate and rediscover the beauty and diversity of all that Ontario communities have to offer.

- Draw tourists and local visitors, whether in-person or virtually, through innovative programming, and generate positive economic impact for the local community, the region, and the province.
 - Provide job opportunities for Ontarians, particularly in tourism, culture, and entertainment sectors.
 - Increase Ontario's profile through media and/or social media exposure to generate interest in future travel to the province.
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Discussion:

Recreation staff were notified of the successful grant application on Thursday, July 28, 2022. Staff are waiting for the provincial government to provide the transfer payment agreement.

Recreation staff will direct the funding from the Reconnect Ontario Grant Program to offset costs associated with the Canal Days Marine Heritage Festival. Eligible expenses include:

- Performance fees and related expenses paid to Canadian artists, musicians, other entertainers.
 - Programming costs, including interactive, experiential and/or accessible programming, including fireworks.
 - Ontario-based production costs, including audio and visual support.
 - Marketing and advertising costs.
 - Event security, medical, police services.
 - Contract services/infrastructure.
 - Volunteer training costs.
 - Health and safety measures.
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Internal Consultations:

Recreation staff have communicated this successful grant application with communications staff to ensure that the city provides proper recognition to the provincial government as outlined in the grant policy.

Financial Implications:

As a result of this successful grant application, the City will be receiving up to \$115,218, subject to the successful completion of a transfer payment agreement.

A costing of the 2022 Canal Days is currently underway and will be communicated to Council in the fall with a debrief report of the 2022 Canal Days event.

Strategic Plan Alignment:

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Attracting Business Investment and Tourists to Port Colborne
 - City-Wide Investments in Infrastructure and Recreational/Cultural Spaces
 - Value: Financial Management to Achieve Financial Sustainability
 - Governance: Communications, Engagement, and Decision-Making
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Conclusion:

In conclusion, Recreation staff completed a successful grant application for the Reconnect Ontario Provincial grant program. The city will be receiving up to \$115,218, subject to the successful completion of a transfer payment agreement. Staff are requesting council grant permission that once the transfer payment is received; the Chief Administrative Officer and Director of Corporate Services/Treasurer be approved to sign and execute the agreement and any related documents.

Appendices:

- a. Reconnect Ontario Program Letter

Respectfully submitted,

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Report Approval:

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.