



TORONTO STAFF REPORT

August 18, 2003

To: Economic Development and Parks Committee

From: Joe Halstead, Commissioner of Economic Development, Culture & Tourism

Subject: International and National Event Attraction Strategy Supplemental Report
(All Wards)

Purpose:

To provide further information on International and National Event Attraction Strategy and Toronto International Operational Structure as requested by the Economic Development and Parks Committee at its July 7, 2003 meeting.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report. The City of Toronto's financial commitment to these initiatives is included in the Tourism Division's 2003 approved operating budget.

As a result of establishing a relationship with both the public and private sectors, additional direct and indirect financial and in-kind resources will contribute towards the overall program on an annual basis. These funds will be accepted in the Tourism Event Development Reserve Fund, which is already established.

Recommendations:

It is recommended that:

- (1) authority be granted for Tourism Division/Toronto International (Bid Group) to negotiate and explore opportunities with public and private sector proponents to pursue and host international and national, sports, cultural, social and other events of significance and to recommend appropriate action;
- (2) the Commissioner of Economic Development, Culture and Tourism establish the Toronto International Advisory Board and recommend members to the Economic Development and Parks Committee and Council;

- (3) the Commissioner of Economic Development, Culture, and Tourism report to the Economic Development and Parks Committee on in-kind City services and work with the Facilities and Real Estate Division of Corporate Services to identify event support office space for international and national events that meet established criteria;
- (4) that the Tourism Event Development Loan Program Terms of Reference, adopted and approved by the former Metro, be amended as appropriate by removing all reference to Metro and replacing them with City of Toronto; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

The Economic Development and Parks Committee deferred consideration of the report (June 30, 2003) from the Commissioner of Economic Development, Culture and Tourism, until its meeting of September 8, 2003, and requested the Commissioner of Economic Development, Culture and Tourism to provide a further report at that time addressing the concerns raised at the Economic Development and Parks Committee meeting of July 7, 2003, including other agencies in the City contending for the same events.

The purpose of the report dated June 30, 2003 was to provide details on the strategy for attracting international and national events to Toronto by establishing a mandate for the Toronto International Section of the Tourism Division; defining the competitive landscape; providing details on a proposed structure for an Advisory Board; and obtaining authority to develop relationships with the public and private sectors.

In recent years Toronto has experienced a gradual decline in tourism while other North American regions have seen tourism visitation increase. Relative to the industry as a whole, and to competitive destinations such as Chicago, Montreal, New York and, Vancouver, Toronto is not fairing well.

City	2000 Visitation	Previous numbers	Percent Increase
Chicago	32.17 million	26.9 million (1996)	19.6%
Montreal	10.1 million	8.8 million (1997)	14.7%
New York	38.4 million	33 million (1998)	16.3%
Vancouver	8.4 million	7.76 million (1997)	8.2%
Toronto	16.15 million	15.5 million (1999)	4.5%
Source: Cameron Hawkins & Associates, Tourism Investment Study, December 2001			

The City of Toronto is a culturally diverse city, a leader in business and science, and one of the great sports centres of North America. Hosting more international and national events brings together talented athletes, artists, innovators, and academics from around the world to our City, adds to our reputation as a city of sport, culture and business and generates substantial impacts on the City's economy, especially in the tourism sector. (See Attachment No. 1 - Economic Impact of Various Events & Cities).

The City of Toronto's Economic Development Strategy acknowledges the vital role international and national events play in building and maintaining a strong economy. The hosting of these events in Toronto affords the City the opportunity to advance the achievement of economic benefits and are essential to the continued investment in the City's high quality of life. Such initiatives can stimulate reinvestment in social and physical infrastructures, create employment, promote the City's diversity and enhance its international and national image; all of which are central to the goals of economic competitiveness, social well being and civic pride.

As a result, the Economic Development, Culture and Tourism Department established the Tourism Division in March 2002 to strengthen the City's commitment to the tourism sector. Accordingly, the Tourism Division is charged with positioning Toronto as a dynamic and vibrant year-round destination. Fostering the development and rejuvenation of innovative attractions, marketing schemes, facilities and globally significant events and festivals increases the quality of life for Torontonians and visitors alike. International and National event attraction is a strategic component of the Tourism Division's program.

The 2003 Tourism Action Plan, adopted by City of Toronto Council on June 22, 2003, recommended actions to strengthen the Tourism sector and identified the significance of international and national events and the need for the City to take a leadership role and responsibility for their development. International and national events increase international profile, develop facilities, create media exposure, generate economic spin-offs, build community legacies, increase volunteerism and bring a sense of pride to a city.

Among, the 2003 Tourism Action Plan recommendations is the implementation of a strategy to pursue "mega events" which endorsed the creation of a section called "Toronto International" to lead such a strategy. For consistency the Toronto International name will be used throughout this report when referring to the section responsible for international and national event attraction. This name could be changed and deciding on an appropriate name will be an exercise for the Toronto International Advisory Board.

The rationale for developing Toronto International is to build relationships with tourism industry stakeholders, city departments and all levels of government and to take an entrepreneurial approach to creating and implementing strategic initiatives and leading-edge integrated partnerships.

Comments:

Competitive Landscape

International and national bid exercises are intensely competitive, but the potential rewards to a successful community can be significant. On average the bid process can take from one to seven years or more. The process begins with research and identification of events, securing of proponents, the development of bid submissions, and leads up to the actual event.

Toronto has been host of several significant events in the past decades such as 1988 G7 World Economic Summit; 1991 Major League Baseball (MLB) All-Star Game; 1994 Breeders Cup World Thoroughbred Championship; 1995 Great French Paintings from the Barnes Foundation (Barnes Exhibit); 2000 National Hockey League (NHL) All-Star Game; and most recently the 2002 World Youth Day. Informal research, shows Toronto to date has only secured 3 major national and international events for this decade (2002 World Youth Day, 2004 Dalai Lama visit, and the 2004 World Cup of Hockey) compared to over 10 events for Montreal and over 10 events for major western cities (Calgary, Edmonton, Winnipeg, Vancouver & Victoria). Quite simply, Toronto has fallen behind.

A study conducted by Sportcal, a leading sports research and marketing organization, based in London, England, over a ten-year period from 1991 to 2001, reports that Toronto is absent from this top 10 list and suggests that Toronto is not a contender on the international scene for hosting sporting events.

Countries & City hosting International Sport Events		
Rank	Nation	Top Cities
1	Germany	Dusseldorf, Munich, Berlin, Frankfurt
2	France	Paris, Nice, Bordeaux, Aix En Provence
3	Italy	Milan, Rome, Turin, Rimini
4	USA	New York, Indianapolis, Miami, Atlanta
5	Australia	Melbourne, Sydney, Brisbane, Perth
6	Spain	Barcelona, Seville, Valencia, Madrid
7	Netherlands	The Hague, Heerenveen, Amsterdam, Rotterdam
8	Canada	Calgary, Edmonton, Montreal, Vancouver
9	Japan	Tokyo, Osaka, Nagano, Fukuoka
10	England	London, Sheffield, Birmingham, Manchester

Source: Sportcal 2001

The increase in events hosted by Canadian competitors can be attributed to dedicated organizations and business units that research, develop, bid for and conduct national and international events. In addition, other major Canadian cities have developed infrastructure and facilities through their successful hosting of international games (Olympics, Commonwealth, and Pan American) and World Fairs, which can assist in securing additional events.

Toronto International (Bid Group) will be a proactive, innovative alliance adopted from current models existing in cities and countries such as Chicago, Cleveland, Edmonton, Halifax, Hamilton, Indianapolis, Melbourne, Montreal, Perth, Denmark, and Ireland with a more encompassing and balanced scope. Whereas many like organizations focus on sports events only, Toronto International will include cultural, social and other events of significance.

City	Board Model
Chicago	<p>Chicago Sports Development Office</p> <ul style="list-style-type: none"> - established in 1994 to support existing sports programs and foster the development of new sports activity in the Chicago area - part of Mayor's Office, City of Chicago
	<p>Greater Cleveland Sport Commission</p> <ul style="list-style-type: none"> - not-for-profit charitable corporation originally formed in 1993, and re-founded in 1999 - attract, create, produce and support significant amateur and professional sporting events and activities.
Edmonton	<p>Edmonton Sport Council Society</p> <ul style="list-style-type: none"> - formed in 1997 as an alliance of sport organizations and individuals in Edmonton, the ESC will enhance the participants' experience by acting as a common voice for sport and by facilitating programs and services that address the needs of local sport organizations. - Separate corporation – though two City Councillors serve on Board
Halifax	<p>Events Halifax</p> <ul style="list-style-type: none"> - formed to meet the challenge of positioning Halifax as a National and International preferred city to host major sporting and cultural events. - Business Unit of World Trade & Convention Centre in Halifax
Hamilton	<p>Tourism Hamilton</p> <ul style="list-style-type: none"> - Hamilton City Council made the strategic decision to establish a not-for-profit corporation to provide tourism and convention services for the City in partnership with the local industry. - A new 19-member Board of Directors, comprising representatives from the various tourism and convention sectors was established in January 2002. Incorporated on July 26th 2002.
Indianapolis	<p>Indiana Sport Commission</p> <ul style="list-style-type: none"> - created in 1979, is a private, not-for-profit organization that represents Indianapolis in the national and international sports marketplace governed by a volunteer board of directors - first sport commission in USA, founded to stimulate the economy, improve Indianapolis' image nationally and internationally, enhance the city's quality of life, and provide opportunities for youth - since 1979 has hosted more than 400 national and international sporting events
Melbourne & Victoria, Australia	<p>Victorian Major Events Company</p> <ul style="list-style-type: none"> - actively targets and attracts events which can provide substantial economic impact and/or international profile for Melbourne and Victoria. - a non-profit company, fully funded by the State Government of Victoria - Seven person Board of Directors/6 staff

City	Board Model
Montreal	<p>Internationaux du Sport de Montreal (ISM)</p> <ul style="list-style-type: none"> - an independent, privately owned, non-profit agency established in 1996 dedicated to prospecting and supporting amateur and professional international sporting events. - funded through a partnership between the Federal, Provincial, and Municipal governments and the private sector
Perth, Australia	<p>EventsCorp</p> <ul style="list-style-type: none"> - Western Australian government's major events agency, was established in 1986 to develop, attract and manage events of economic benefit to Western Australia
Country	Board Model
Denmark	<p>Sport Foundation Denmark (Idraesforden Danmark)</p> <ul style="list-style-type: none"> - A national organization formed in the mid-1990's to assist municipalities, counties, and other partners in the staging of international sports events, meetings & congress - work with and partially funded by the Denmark National Olympic Committee and Sports Confederation of Denmark - Goals include to strengthen Denmark's image at home and abroad; increase foreign tourism in Denmark; increase the employment rate and tourism turnover in Denmark; and offer the Danish population and tourists great sports and cultural experiences
Ireland	<p>Bord Fáilte (International Sports Tourism Unit)</p> <ul style="list-style-type: none"> - to support carefully selective initiatives to attract new major international sporting events, with tourism potential, to Ireland - 9 member advisory board appointed by the Minister - funded by the Irish Government – spent EURO 7.62 million in 2002 sponsoring and supporting international sports events

Complementary Tourism Partners

There are other tourism organizations engaged in complementary activities, such as the ones listed below, trying to bring tourism business to the City. The majority of organizations attract conventions and trade shows, market the City, solicit new business for the City, and provide site-specific venues. None of these organizations focus solely on national and international event attraction strategies, in particular when citywide events are being considered. Depending upon the nature and scale of the bid being sought, the bid process itself requires an organized framework potentially involving City Council endorsements and/or significant financial and in-kind support. Toronto International will provide an important proactive service in fulfilling the gap as a facilitator for single and multiple-venue bids, identification of new bid opportunities, coordination of city services, partnership development (public & private sectors), and relationship building amongst international and national federations, agencies, and organizations.

At the same time, Toronto International will work with these organizations towards the common goal of strengthening the tourism industry and Toronto's economy.

Canadian Sport Tourism Alliance

The Canadian Sport Tourism Alliance (CSTA) is a tourism industry driven organization supported by municipalities across Canada who recognize the significant economic benefits associated with the emerging sport tourism industry. Sport Tourism is any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings.

Programs include a Sport Event Database and the Sport Tourism Economic Assessment Model (STEAM). The Tourism Division is a member of CSTA and works with this organization to identify new sport event opportunities.

Facilities, Cultural Institutions and Attractions

World-class venues are vital in staging international and national events. As part of their core business, individual venues such as Exhibition Place, Ricoh Coliseum, National Trade Centre, Air Canada Centre, SkyDome, Metro Toronto Convention Centre, Royal Ontario Museum, Art Gallery of Ontario and many others all are actively promoting, selling, coordinating rentals and facilitating events. Toronto International through various new bid opportunities, will seek to strengthen active sales efforts and engage these venues on a timely basis during the pre-bid and operational stages of major bids coming to Toronto.

Toronto International can take a leadership role in identifying new venue needs and/or the expansion of existing venue infrastructure to host events for which facilities do not exist, and to provide long-term benefits for the City of Toronto.

Greater Toronto Marketing Alliance (GTMA)

The Greater Toronto Marketing Alliance (GTMA) is a key point of contact for exploring business opportunities in the Greater Toronto region. With the resources of its public and private sector partners, the GTMA provides essential business information, marketing and site selection services to help businesses invest in the Greater Toronto Area (GTA).

International Alliance Program EDCT – Economic Development Division

In December 2002 City Council established a new criteria and focus for the International Alliance City to City Program, which has been in existence since amalgamation. The goal of the program is to help Toronto attract new jobs; investment, cultural benefits, as well as attract tourists through reciprocal partnerships with other major cities. The program lays out a set of specific criteria and a detailed process that the City uses for identifying new partnerships which present it with the best potential for fulfilling its goal. The key goals relate to the pursuit of business development, tourism and/or cultural opportunities. The Economic Development Division is the coordinator and facilitator for the City's international relations (city to city). Further Economic Development also plays a key role in attracting new business and investment to the City, and is often the facilitator in bringing sector-based conventions/trade shows to

Toronto such as BIO 2002 and Corenet. Economic Development will assist Toronto International (Bid Group) in advancing its goals through these business relationships.

Ontario Sport Alliance

The Sport Alliance of Ontario (OSA) is a not-for-profit sport organization that delivers and administers sport development programs and services, and provincial championships throughout Ontario in partnership with provincial and community organizations. OSA, is also the primary entity that liaises with national sport federations. Programs include: Ontario Games Program, Ontario Sport Awards Program, Sport First Aid, KidSport Ontario, 3M NCCP, Community Sport Network, Ontario Sport Development Fund, the Esteem Team.

Tourism Toronto

Tourism Toronto is the official destination marketing arm of the City of Toronto. As the City's sales and marketing agency, Tourism Toronto focuses on attracting and selling citywide conventions and congresses, promoting the City as a destination for tourists, convention delegates, and business travellers. Officially operating as a not-for-profit agency, Tourism Toronto has more than 800 members and is a partnership of public and private sectors.

TradeLink

Tradelink is a not-for-profit community development corporation. A permanent information centre on international trade, offering an extensive information service about exporting, importing, trade finance and foreign markets along with a Resource Centre is open to all exhibitors and visitors at The National Trade Centre. Tradelink also seeks to incubate new major annual trade shows during their first year of operations.

Organizational Structure and Mandate of Toronto International

The City is interested in supporting the hosting of a number of international sport, cultural, social and other events of significance, provided that they meet certain principles and conditions and respect City Council's goals. The City will participate in those events which will reap significant sport, economic, social and cultural benefits; ensure close partnerships between governments, private sector and proponents; and develop legacies for the benefit of residents for years to come.

In addition to standard due diligence and cost-benefit assessment, all events supported by the City will be subject to strict measurements of fiscal prudence and accountability, adherence to all City social policy requirements, and progressive environmental standards.

The mandate of Toronto International is to identify opportunities and create alliances with bid proponents to host international and national sports, cultural, social and other events of significance to enhance Toronto's profile and stimulate the Tourism sector.

Responsibilities will include but not be limited to:

- proactively seeking opportunities for the City of Toronto to bid to host, national and global-significant sporting, cultural, social and other events of significance
- researching and analysing hosting opportunities
- refocusing existing events to enhance tourism
- liaising with host organizations and/or federations
- developing and maintaining relationships with other levels of government and the private sector
- assisting bid proponents in the preparation of bid documentation
- establishing and administering a volunteer Advisory Board to include representatives from the public and private sector
- maximizing the use of existing facilities and infrastructure and identifying gaps in order to attract events
- identifying fundraising and partnership development opportunities

Toronto International has identified a list of over 100 potential international and national events of significance the City of Toronto along with proponents could bid on. Toronto International will work with the Advisory Board to develop a strategy to prioritize and pursue these potential events, as well as other initiatives.

Many of these potential events represent a cross-section of sport, culture and other events of significance. Some events, particularly in the sport discipline, are hosted annually or on a regular cycle and have set parameters for bidding. Other events, particularly in the culture discipline, are created, exist occasionally or arise due to certain circumstances and there are generally no regular bid opportunities or bid cycles.

Events designated as “games” usually include multiple sport activities in addition to exhibitions, educational programs, heritage celebrations, and presentations and trade aspects. Many single sport events contain or can be expanded to include cultural components. For example a Curling Championships can include an exhibition on the history of the sport in the community, sport clinics for youth, celebratory performances during the event, and a showplace for teams, equipment and organizations.

Events on a national and international scale also bring permanent legacies to a city. These legacies can exist in the form of new or revamped facilities, development of new programs at the community level, public art and renewed pride and spirit.

The organization of Toronto International has three components:

- A) Municipal
- B) Advisory Board
- C) Partnerships

A) Municipal

Toronto International is a key part of the new Tourism Division's program and forms an integral part to the City's tourism development activities. Staffing and office space in support of Toronto International's activities and programs will be drawn from the Tourism Division.

B) Toronto International Advisory Board

Through building strategic alliances, Toronto International will be able to capitalize on the wealth of knowledge, expertise, financial resources and formal and information networks within the community. A high profile proactive volunteer Advisory Board with representation from all levels of government and the private sector will enhance collaboration and position Toronto as a contender on the international and national scene heightening the international appeal of the City of Toronto.

The Toronto International Advisory Board (TIAB) will provide advice on policy and strategic direction to Toronto International. TIAB will also advise on ongoing issues related to future revenue generation, establishing agreements with additional funding organizations and partners, responding to new priority issues and opportunities, and developing the vision for Toronto International. This structure will provide ongoing input and participation from the community to ensure that event development, bid proposals and marketing is continually validated and adjusted to meet the markets needs as well as building relationships for the future. Board members will also act as 'champions' to help promote Toronto International's activities.

The TIAB shall be comprised of a minimum of 7 members as outlined in the attached Terms of Reference (See Attachment No. 2 – Advisory Board Terms of Reference).

The City will be the legal and binding authority for the purpose of revenues and expenditures and entering into contracts.

The 2003 Tourism Action Plan recommended that a representative from the Tourism Advisory Committee be represented on the Toronto International Advisory Board, to ensure alignment with the overall tourism development strategy.

C) Private and Public Sector Partnership

Toronto International will need to work with a number of public, private and not-for-profit institutions and organizations to develop and deliver a wide mix of programs. The leveraging of public and private sector relationships allows Toronto International to capitalize on the wealth of knowledge, expertise, financial resources and formal and informal business networks that are potentially available to add to the programs and services.

The potential partnership areas and opportunities include, but are not limited to:

Government:	Federal, Provincial, and Municipal
Federations:	National & International Sports Federations, IOC

Organizations:	Chambers of Commerce, Business Associations, Professional and Amateur Culture & Sports Organizations
Educational Institutions:	Universities, Colleges, etc.
International Bodies:	Embassies, Socio-Political Organizations
Private Sector:	Business, Corporations, & individuals

Toronto International will align itself to work closely with important tourism development and venue organizations such as: Air Canada Centre, Art Gallery of Ontario, Exhibition Place, Metro Toronto Convention Centre, National Trade Centre, Ricoh Coliseum, Skydome, Tourism Toronto and others.

Toronto International will build on existing relationships that have been developed with government agencies, arts, sports and business organizations and various other proponents. A range of potential partnership and sponsorship opportunities will be explored as a means of capitalizing on revenue generating opportunities and improving the long-term sustainability of Toronto International. Partners and sponsors will be able to contribute a combination of financial, technical and in-kind resources. Partnerships and sponsorships will be secured with agreements with targeted public and private sector partners.

Tourism Event Development Loan Program and Reserve Fund

City Council has provided loans, loan guarantees, and funding to support large-scale events produced by not-for-profit organizations in the past. The tools to provide this support are the Tourism Event Development Loan Program (TEDLP) (Please refer to Attachment No. 3 – TEDLP Terms of Reference) and the Tourism Event Development Reserve Fund (TEDRF) (Please refer to Attachment No. 4 – TEDRF By-Law), first developed in The Municipality of Metropolitan Toronto in 1995. This program was established to assist in the up-front financing of one-of-a-kind tourism events in support of Toronto's tourism strategy. The Program utilizes corporate funds that are not immediately required and that would otherwise have been invested. The loan, including interest charges and/or service charges, must be paid back to the Corporation. The current balance of the Tourism Event Development Reserve Fund as of July 28, 2003 is \$7,830.

Selected examples of applications of the Program:

Great French Paintings from the Barnes Foundation (Barnes Exhibit) – Approved 1994:

A \$1 million loan to finance out-of-town marketing costs in order to maximize the economic impact of the exhibition by generating increased tourism activity. The interest on the loan was waived in exchange for a portion of ticket revenues. The loan and the ticket surcharge revenue of \$49,506.65 were paid back. A surplus of \$4874.50 went into the Tourism Event Development Reserve Fund.

International AIDS Conference 2004 – Approved 1998:

The City of Toronto approved a \$1 million loan guarantee to the International AIDS Society. This loan guarantee was a prerequisite of the bid submission and required in order to secure the Conference.

World Youth Days 2002 – Approved 2000:

The City of Toronto provided a \$1 million interest-free loan to the Canadian Conference of Catholic Bishops and the Archdiocese of Toronto for the purpose of business operations, promotion of tourism, production of materials and fundraising activities. The City's cost of providing the loan interest free was approximately \$74,500.00. The World Youth Day Committee only drew \$375,000.00 from the loan, which was repaid in 2002.

Services and Tools for International and National Events

In addition to the Tourism Event Development Loan Program and Reserve Fund, the City has at its disposal a wide range of goods and services that can be offered in-kind or at cost to international and national event proponents that meet established criteria. These goods and services can provide a measurable competitive advantage and be a powerful tool in bidding for, securing and hosting an event.

Toronto International will explore the wide range of goods and services the City provides and develop criteria and guidelines for accessing these services on an in-kind or cost basis. Toronto International will work closely with the City's established Events Support Team and build on best practices from other international and national events such as World Youth Days.

Providing temporary office space for organizations bidding for or organizing events is a significant and frequently requested service. Toronto International will work with Facilities and Real Estate and other corporate divisions to identify office space that can be utilized by various proponents/organizations.

Conclusions:

The City of Toronto's Economic Development, Culture & Tourism Department is placing a high priority on attracting unique and innovative major events to stimulate the tourism sector. To achieve this goal Toronto International must leverage effective and committed public and private sector relationships, work with complementary tourism partners, venues and also grow the city's capacity to host major events.

Toronto International can provide a dynamic leadership role by facilitating public, private and not-for-profit alliances that will focus their combined resources for the benefit of the Tourism sector. Toronto International will develop and deliver programs and services to stimulate the development, growth and hosting opportunities for international and national events. As a result, the City of Toronto will benefit from an increased number of visitors, job creation, tax revenues, facility and programming legacies, international branding, and numerous indirect economic spin-offs.

Toronto International with the support of public and private sector relationships, in concert with the Advisory Board, will undoubtedly provide the City of Toronto with a leading and competitive edge in hosting national and international sports, culture, social and other events of

significance. Toronto International is a new program built on existing best practices and will continuously evolve to meet unique needs and opportunities.

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List of Attachments:

Attachment No. 1 - Economic Impact of Various Events & Cities
Attachment No. 2 - Advisory Board Terms of Reference
Attachment No. 3 - Tourism Event Development Loan Program – Terms of Reference
Attachment No. 4 - Tourism Event Development Reserve Fund – By-Law

Economic Impact of Past & Future National & International Events in Toronto

Event	Date	Economic Impact	Source/Notes
From Cezanne to Matisse: Great French Paintings from the Barnes Foundation (Barnes Exhibit) Art Gallery of Ontario	Sept 17, 1994 to Jan 1, 1995	\$137 million 600,000 visitors (1/2 local) \$75 million – expenditures 2000 jobs - \$98 million \$42 million – govt taxes \$38 million – direct spending \$12 million – food & bev 120,000 room nights	Research Resolutions, October 1999 – prepared for Ontario Ministry of Culture, Tourism & Recreation
13 th Annual Breeders' Cup Championship Races Woodbine Racetrack	October 26, 1996	\$16 million 37,493 spectators (1/3 local) 1200 media 2550 staff \$14.4 million – expenditures 340 jobs - \$5.3 million \$4.3 million taxes \$4 million - food & bev 24,000 room nights	Research Resolutions & Burak Jacobson Research Partners Inc., March 1997 – prepared for Ontario Jockey Club with assistance from Ontario Ministry of Culture, Tourism & Recreation
World Youth Day Conference and Papal Visit	July 22 to 28, 2002	\$152 million 187,000 reg participants (74% outside Canada) 2.9 million participants 3700 media (CBC - \$1.6 billion for event) \$87 – expenditures 1940 jobs \$35.8 million taxes 5000 room nights (118,000 stayed in homes or schools)	City of Toronto Council Report – October 21, 2002
Toronto International Film Festival	2002	\$89 million \$23 million tourism \$22.2 million film sales \$6.5 million food & bev \$1.6 million transportation \$7.8 million retail \$1.25 million enter/rec	Toronto International Film Festival Group - Press Release March 18, 2003
Dalai Lama visit	April 24 to May 6, 2004	ESTIMATED \$35 to 53 million	Canadian Tibetan Association of Ontario – presentation to Economic Development & Parks Committee May 5, 2003
World AIDS Conference	2006 (moved from 2004)	ESTIMATED \$17.29 million 15,000 delegates	City Council report October 1, 1998

Event	Date	Economic Impact	Source/Notes
Commonwealth Games 2010 (Hamilton)	Summer 2010	ESTIMATED \$1.4 billion 6000 athletes 250,000 visitors 2500 media (1 billion TV viewers) 10,000 jobs \$422 million in salaries	Presentation at Ontario Sport Leadership Conference – Jagoda Pike – May 2003

Economic Impact of Sport Events in Cities

Organization	City	Economic Impact	Source/Notes
Montreal Sports International	Montreal	by 2006: \$250 million 5 events 2400 jobs 34,000 participants/athletics 2 million spectators	Montreal Sports International website & brochure. Events: 2001 Grey Cup, 2003 World Football Tournament for the Press & Media, 2004 World Festival of Traditional Games and Sports, 2005 FINA World Championships, 2006 Gay Games
Nashville Sports Council	Nashville	from 1992 – 2006: \$105 million US 70 events 400, 650 hotel rooms	Presentation to SportAlliance of Ontario by Gary Karl Alexander – June 2002



TOURISM DIVISION

Toronto International Advisory Board (TIAB) Terms of Reference

Purpose

To be an advisory body to the City of Toronto, through Toronto International, on international and national tourism events and strategies.

Mandate

- To develop a strategy for international and national event attraction;
- To provide expert direction on international and national events, projects, funding, and strategies;
- To promote awareness and understanding of the importance of international and national events;
- To promote Toronto and its potential as a host city;
- To provide guidance and direction to City departments, agencies, boards and commissions, and partners at all stages of international and national projects;
- To provide advice to City staff on the management and promotion of national and international tourism projects;
- To assist in the development of sponsorship and fundraising initiatives;
- To work with bid proponents and key stakeholders in the establishment of Tourism policies for international and national events; and
- To assess and develop criteria for international and national tourism events.

Membership

The Toronto International Advisory Board shall be comprised of a minimum of 7 members. The Board will have the ability to add members as required following the Appointment Process.

Membership will include:

- 1 representative from the Economic Development & Parks Committee of Council, City of Toronto
- 1 member representing the Provincial Government (provincial staff, crown corporations, provincial agencies, facilities, etc.)
- 1 member representing the Federal Government (federal staff, crown corporations, federal agencies, facilities, etc.)
- 1 citizen member representing the Arts & Cultural sector (arts institutions, facilities, museums, etc.)
- 1 citizen member representing the Sport sector (sports federations, agencies, facilities, etc.)

- 1 citizen member representing the Business sector (boards of trade, chamber of commerce, business associations, BIAs)
- 1 citizen member representing the Tourism sector (destination marketing organization, attractions, etc.)
- Other members that are added if required can be drawn from categories above or others such as educational institutions (universities, colleges, etc.) and international bodies (embassies, consulates, etc.).
- The Commissioner of Economic Development, Culture & Tourism Department will be an ex-officio member of the Board.
- Members must be Canadian citizens, 18 years of age and older, and the majority of members should reside in or own a business in the City of Toronto

Sub-Committees

The Toronto International Advisory Board may establish sub-Committees to undertake ongoing or time-certain projects. Sub-Committees will be comprised of members of the Toronto International Advisory Board along with additional members of the community as appropriate.

Terms of Appointment

- Members will be appointed for a two year term and until their successors are appointed;
- Retirement and starting dates for members will be staggered and coincide with the calendar year;
- Any member who misses three meetings in succession, without prior written permission from the Toronto International Advisory Board, will be deemed to have resigned;
- City of Toronto Council members will be appointed in accordance with the procedural by-law and Council practice;
- The Chairperson and Vice-Chairperson will be citizen members and will be elected by the Toronto International Advisory Board for a term of one year;
- Any citizen member of the Toronto International Advisory Board can serve as a Chairperson or Vice-Chairperson for up to two years consecutively, if re-elected;

Conflict of Interest

- Citizen members of the TIAB are disqualified from directly or indirectly benefiting from their participation on the TIAB during their tenure;
- Citizen members of the TIAB are disqualified from submitting to projects that will be reviewed by the TIAB during their tenure;
- Citizen members may continue to participate in a project that was initiated prior to their appointment to the TIAB but shall declare a pecuniary interest if the project is under discussion by the TIAB and leave the room during the discussion.

Appointment Process

- Initially members will be recruited by the Commissioner of Economic Development, Culture & Tourism who will provide the list, (in camera if necessary), of potential candidates to the Economic Development & Parks Committee for endorsement and reported to City Council.
- Once the TIAB is in place, the Board will have the ability to recruit and appoint new members as needed, provided they are ratified by the Economic Development & Parks Committee and City Council.

Reporting

- Appropriate reports concerning Toronto International will be prepared by the Tourism Division for the Economic Development and Parks Committee;
- All City staff will seek the advice of the Toronto International Advisory Board prior to submitting reports dealing with national and international projects to Committee and Council.

Administration

- Meeting quorum is four Toronto International Advisory Board members and includes both citizen members and Government members;
- The Toronto International Advisory Board will meet a minimum of 4 times a year and will hold additional meetings at the call of the Chair.

Staff Support

- The Toronto International Section, Tourism Division of Economic Development, Culture and Tourism Department will provide primary administrative support for the Toronto International Advisory Board.

Tourism Event Development Loan Program Terms of Reference

Adopted by Metropolitan Council on July 5 and 6, 1995, from the recommendation by Financial Priorities Committee June 19, 1995 Report No. 12 and Financial Priority Committee February 22-24, 1995 Report No. 6(4).

Purpose:

To support incorporated not-for profit organizations to create, expand and solicit major exhibitions and events capable of generating incremental tourism to the community, in turn generating economic benefits to Metropolitan Toronto.

Eligible Activity:

Loans can be made to support one of a kind "blockbuster" sporting, cultural, entertainment and multi cultural events that can demonstrate increased ability to attract a significant percentage of attendees from outside of Metropolitan Toronto by participating in the local program.

Priorities:

- 1) Events that have a high probability of attracting overnight visitors to Metropolitan Toronto;
- 2) Events that take place throughout Metropolitan Toronto resulting in economic benefits throughout the entire region; and,
- 3) Events that allocate at least 35 percent of their marketing budget to out-of-town markets.

Limits:

Loans will not exceed \$1 million. Applicants will be expected to repay the Corporation the full amount of the loan plus interest and/or service charges to be negotiated on a case-by-case basis. Disbursements and repayment schedules and use of funds will be negotiated as part of the terms and conditions of the loan agreement.

Evaluation Criteria:

The following criteria will be used to evaluate applications. The event should:

- a) provide unique programming capable of attracting new and repeat out of town visitors to the region;
- b) help build Metro's reputation as a leading leisure/pleasure destination in North America and create an urgency to visit;
- c) demonstrate direct economic benefits and support for jobs in accommodation, food and beverage, transportation, retail, travel trade and tourism services;
- d) induce overnight travel in paid accommodation and increase the length of time that a visitor spends in Metro;
- e) generate positive media exposure - creating greater awareness of Metro and further enhance the community's image as a leisure destination;

- f) create opportunities for leveraging the event media coverage to assist in marketing Metro as a good place to live and conduct business;
- g) create awareness of the value of tourism for local residents, businesses and governments, leading to greater long term commitment and support for the industry by the community;
- h) serve not only the visitor market but impact positively on residents enjoyment of, and pride in, their community;
- i) capitalize on opportunities to package the event with other local businesses;
- j) provide opportunities for complementary programming throughout Metro, thereby enhancing the benefits of tourism across the region;
- k) demonstrate international appeal; and
- l) not be available in nearby markets.

Preference will be given to events lasting more than one (1) month in duration.

Out of town marketing plans will be evaluated in cooperation with the MTCVA management and reviewed for completeness and adequate budget allocation.

Administrative Capability and Financial Management:

- 1) proven track record of management team, Board of Directors and/or Advisory Boards to fundraise and produce similar events;
- 2) feasibility of budgets and business plans;
- 3) financial resources to repay Toronto's loan; and
- 4) demonstrated commitment of revenues from other public and private sources

Approvals:

Each proposal will be evaluated by the Economic Development Division and submitted to Metropolitan Council for Consideration. Legal and financial matters will be acceptable to the Metropolitan Solicitor and the Metropolitan Treasurer.

Communications:

Staff will ensure that event organizers, local attractions, MTCVA and appropriate government officials are advised of the availability of the loan program.

The Municipality of Metropolitan Toronto
By-Law No. 107-95
to establish a Tourism Event Development Reserve Fund

By Authority of Financial Priorities Committee Report No. 6(4) February 22, 23, 24, 1995 and Financial Priorities Committee Report No. 12(4) June 19, 1995. Adopted by Metropolitan Council July 6, 1995.

WHEREAS pursuant to the provision of the Municipal Act the Metropolitan Corporation may make grants, make grants by way of loans and to charge interest thereon and may guarantee loans for any purpose that in the opinion of the Metropolitan Council, is in the interest of the Metropolitan Corporation;

WHEREAS the Metropolitan Council is of the opinion that holding of special tourism events from time to time of exceptional merit or of public interest is in the interest of the Metropolitan Corporation;

WHEREAS the Municipality of Metropolitan Toronto Act provides that Metropolitan Council may establish and maintain a reserve fund for any purpose for which it has authority to expend funds; and

WHEREAS it is desirable to establish a reserve fund to assist in the holding of special tourism events from time to time;

Now, therefore, the Council of The Municipality of Metropolitan Toronto HEREBY ENACTS as follows:

- 1) The establishment of a reserve fund to be known as the "Tourism Event Development Reserve Fund" is hereby authorized.
- 2) The Tourism Event Development Reserve Fund shall be used for the purposed of assisting in the holding of special tourism events of exceptional merit of public interest as may be approved by the Metropolitan Council from time to time.
- 3) The Tourism Event Development Reserve Fund shall consist of any moneys paid over thereto as approved by Metropolitan Council from time to time together with the earnings derived from the Investment of such moneys.
- 4) This By-law shall come into force on the date of its enactment.

ENACTED and PASSED this 6th day of July, A.D. 1995

Alan Tonks,
Chair

Novina Wong,
Metropolitan Clerk

(corporate seal)