



Economic Development Committee  
February 26, 2014

## **The Royal Moving Forward**

November 7-16, 2014

*The Royal*



# Agenda: February 26, 2014

- Historic Mandate and Mission
- The Royal Moving Forward
  - Three Year Plan
- The 2013 Royal Agricultural Winter Fair
  - By the Numbers
- The Royal in 2014
- Economic Contribution from The Royal
- Discussion
  - Showcasing Toronto through The Royal
  - Bringing more more visitors and exhibitors to downtown Toronto



# Our Mandate and Mission

The Royal will be Canada's leader in showcasing Canadian agriculture, food and equine excellence.

*We will accomplish this through:*



**World-Class Competitions**

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**Inspiring Education**

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**Farm-Focused Family Entertainment**

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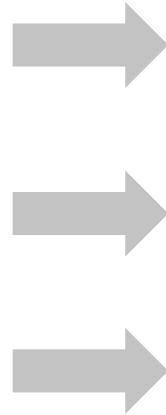


# The Royal Moving Forward

## Three year strategic focus areas

- Build relevant entertainment offering for our core and growth audiences
- Connect families with engaging and entertaining farm, food and animal experiences
- Continue chef stage programming

**2013**



- Improve the experience for exhibitors and profile of our agricultural competitions
- Upgrade our school programming and audience reach
- Maintain momentum and continue to build The Royal Horse Show
- Improve outreach & engagement with international visitors

**2014**

- Enhance the value and recognition of Royal Champions
- Pursue outreach and growth/relevance among selected demographic audiences
- Complete renewal and design of Fair Floor

**2015**





# 2013 At The Royal Celebrating Local Food & Royal Champions

## Farm fresh Fun – farm-focused entertainment



## Celebrating local food



## Taking the Royal on the Road





2013

# The Royal by the Numbers

- Attendance grew by 6% -- 312,000
- 6,000 animals
- 2,425 agriculture and food exhibitors; 1,200 youth exhibitors
- 850 equine exhibitors
- 20,000 students and teacher/chaperones
- 3,000 international visitors
- 400+ volunteers
- 300 shops featuring country living, equestrian, local and fresh food themes
- Voted #1 Indoor Horse Show in North America in 2013 (National Association of Riders)





# The Royal Moving Forward

## What does the Fair look like in 2014



**Agriculture & Food Competitions**

- Focus on traditional, youth and local food competitions
- Expand outreach & experience of international guests
- Expand “Road to The Royal”



**Royal Horse Show**

- Build reputation as best indoor Horse Show
- Continue as draw for international riders

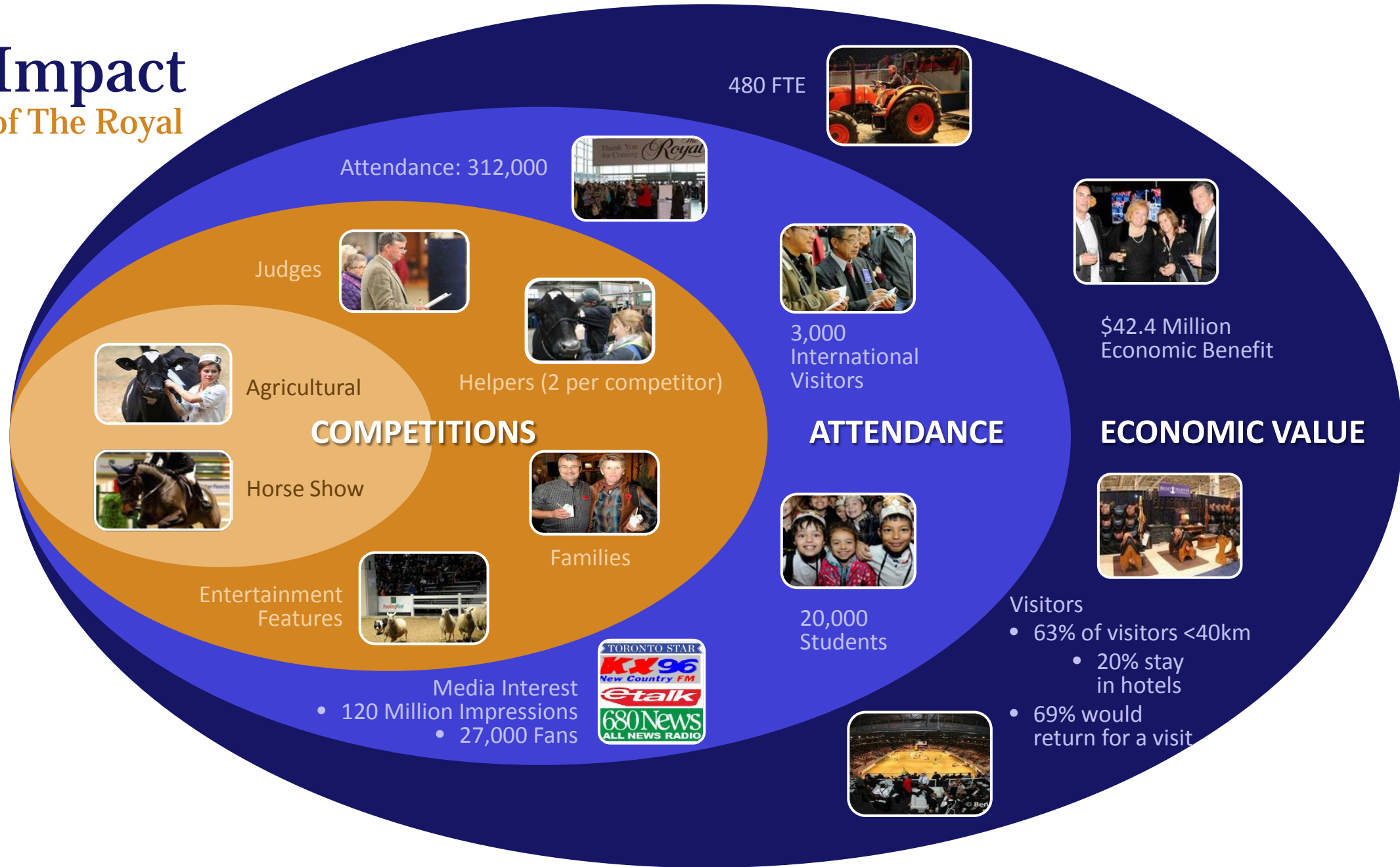


**Education at The Royal**

- Focus outreach on Toronto schools and primary grades
- Upgrade the child, teacher and parent experience



# Impact of The Royal







# The Royal Bringing visitors and spending to Toronto

- Royal pays rent of \$1.27 million
  - Total direct revenue to City/Exhibition Place from the ten day Royal is \$2.65 million (equivalent of approximately 25% of total expenditures)
- 63% of attendees are non-local
  - 42% of non-locals stay overnight
  - 75% who stay overnight are in paid accommodations
  - In all, 20% stay in hotel
  - Average stay per non-local is 1.4 nights; 22% stay more than 3 nights
- 69% of non-locals likely to return to Toronto for a vacation, based upon experience at the event
- Total Economic Activity \$42.4 Million; GDP for City of Toronto \$23 Million
- 483 full-year job equivalents for the City, supported by new spending related to the Fair
- Livestock auctions generated \$2.1M in sales.
- 96% of Domestic Business and 77% of International visitors say attending The Royal each year is part of their business plan.





# Royal Visitors – come for a lifestyle and learning experience; all about the animals



**63%**  
*of our visitors live beyond 40 km*





# Discussion: Promoting Toronto Together

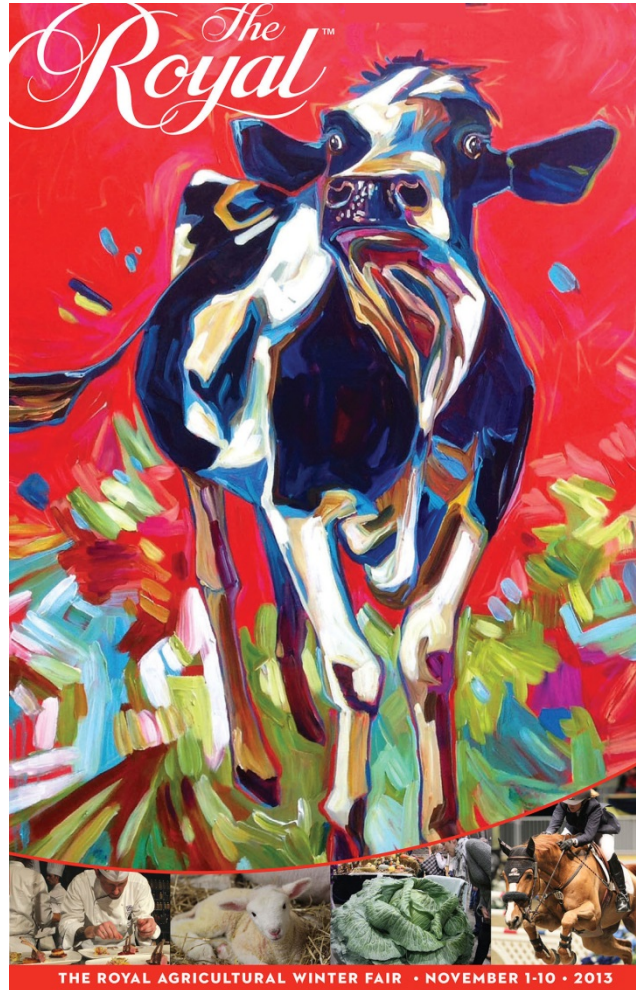
- To maintain the vibrant presence The Royal brings each November, we welcome support for
  - Facilities on the grounds of Exhibition Place that are appropriate to host an agricultural fair of the size and scope of The Royal Agricultural Winter Fair – as many of the historic buildings were originally designed to accommodate such a Fair
  - Ensuring levels of public transit available during Fair to ease pressure on congestion and parking
  - Promoting Toronto as a destination for our visitors from rural Ontario, Canada and other countries; parking is key







# Celebrating Heritage and Innovation



*“True to the vision of its founders, this fair offers something for everyone: from the farmer and entrepreneur, to the gardener and gourmet, to the students and children; the finest livestock and produce, the most skilled equestrians, the latest trends in agriculture and the jewel in its crown, the Royal Horse Show.”*

- The Honourable David C. Onley,  
Lieutenant Governor of Ontario,  
November 6, 2013

*“The diversity of the fair remains at the heart of its endurance and enchantment”* - Dan Needles, author of *An Illustrated History of The Royal Agricultural Winter Fair*