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The Economic Impact of Jerk Food Festival in Ontario in 2015

This report was generated by the Ontario Ministry of Tourism, Culture and Sport TREIM model

November 2, 2015

Note: The Ministry of Tourism, Culture and Sport does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Jerk Food Festival is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTCS Tourism Regional Economic Impact Model:

	Same Day		Overnight	
	Total Number of	Percent of	Percent of	Average Length of
Origin	Visitors	Visitors' Origin	Visitors' Origin	Stay (nights)
Ontario	52,700	0.00%	0.00%	1
Rest of Canada	40	0.00%	0.00%	2
USA	1,100	0.00%	0.00%	2
Overseas	100	0.00%	0.00%	1
Total	53,940			

Number of	Visitors for	Activity (c	or Event)	of Type	Festivals/Fairs

Given that the detailed breakdown of spending by the above visitors on category, such as transportation, accommodation, etc. is not available from the user, the TREIM utilized the average expenditure of visitors in Ontario with characteristics closest to those provided by the user from Statistics Canada's Travel Survey of Residents of Canada and the International Travel Survey to generate the detailed spending as followings (in dollars):

Travel Services	\$0
Public Transportation	\$1,246,750
Private Transportation - Rental	\$172,052
Private Transportation - Operation	\$2,342,820
Local Transportation	\$178,783
Accommodation	\$3,139,614
Food & Beverage - At Stores	\$1,758,968
Food & Beverage - At Restaurants/Bars	\$3,743,459
Recreation & Entertainment	\$1,790,407
Retail - Clothing	\$1,600,080
Retail - Other	\$279,741
Total	\$16,252,675

The user also has selected the following parameters:

- The visits take place in Ontario in 2015
- The impact is to be shown for Ontario and for Ontario
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- The economic environment is as follows:

Baseline	2011	2012	2013	2014	2015
Ontario Real GDP (%change)	2.04%	2.13%	2.25%	1.81%	2.14%
Ontario CPI (%change)	3.08%	2.13%	1.69%	2.10%	2.01%
Ontario Population (%change)	1.09%	0.92%	0.73%	0.69%	0.77%
Ontario Unemployment Rate	7.81%	7.68%	7.35%	7.24%	6.89%
Government of Canada 3 month T- Bill Rate	0.91%	0.94%	1.10%	2.52%	2.91%

2. Summary of Findings

Table 1. Economic Impacts of Jerk Food Festival in Ontario in 2015 (in dollars)

	Ontario
Total Visitors' Spending	\$ 16,252,675
Gross Domestic Product (GDP)	
Direct	\$ 6,935,860
Indirect	\$ 3,615,263
Induced	\$ 3,253,163
Total	\$ 13,804,287
Labour Income	
Direct	\$ 4,553,020
Indirect	\$ 2,514,688
Induced	\$ 2,116,874
Total	\$ 9,184,582
Employment (Jobs)	
Direct	134
Indirect	40
Induced	35
Total	209
Direct Taxes	
Federal	\$ 1,674,874
Provincial	\$ 1,670,517
Municipal	\$ 11,260
Total	\$ 3,356,651
Total Taxes	
Federal	\$ 3,454,073
Provincial	\$ 2,744,741
Municipal	\$ 34,993
Total	\$ 6,233,806

Table 2. Economic Impacts of Jerk Food Festival in Ontario on GDP byindustry (in dollars)

Industry	Impact on Ontario		
	Direct GDP	Total GDP	
Crop and Animal Production	\$ 0	\$ 92,487	
Forestry, Fishing and Hunting	\$ 0	\$ 13,447	
Mining and Oil and Gas Extraction	\$ 0	\$ 27,526	
Utilities	\$ 0	\$ 191,349	
Construction	\$ 0	\$ 412,128	
Manufacturing	\$ 0	\$ 929,670	
Wholesale Trade	\$ 0	\$ 631,249	
Retail Trade	\$ 653,361	\$ 1,160,367	
Other Transportation and Warehousing	\$ 673,645	\$ 981,713	
Ground Passenger Transportation (excl. Rail)	\$ 164,706	\$ 200,434	
Information and Cultural Industries	\$ 38,211	\$ 387,492	
Other Finance, Insurance, Real Estate and Renting and Leasing	\$ O	\$ 1,221,063	
Car Renting and Leasing	\$ 94,801	\$ 123,800	
Owner Occupied Housing	\$ 0	\$ 428,680	
Professional, Scientific and Technical Services	\$ O	\$ 487,609	
Other Administrative and Other Support Services	\$ O	\$ 248,560	
Travel Agencies	\$ 0	\$ 0	
Education Services	\$ 0	\$ 18,273	
Health Care and Social Assistance	\$ O	\$ 113,694	
Arts, Entertainment and Recreation	\$ 711,231	\$ 790,166	
Accommodation Services	\$ 2,161,377	\$ 2,190,257	
Food & Beverage Services	\$ 1,155,573	\$ 1,273,907	
Other Services (Except Public Administration)	\$ 2,963	\$ 169,338	
Operating, Office, Cafeteria, and Laboratory Supplies	\$ O	\$ 0	
Travel & Entertainment, Advertising & Promotion	\$ O	\$ 0	
Transportation Margins	\$ 0	\$ 0	
Non-Profit Institutions Serving Households	\$ 50,574	\$ 167,913	
Government Sector	\$ 60,060	\$ 227,498	
Net Indirect Taxes on Production	\$ 0	\$ 11,624	
Total	\$ 6,935,860	\$ 13,804,287	

Appendix:

The Economic Impact of Visits in Ontario and other Ontario regions: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Ontario will spill over to other Ontario regions, such as the one you have selected as "additional". If the second column of Table 1 contains only zeros, then that means that Ontario does not trade with that region.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

Municipal tax revenues: include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.





August 5 – 7 Centennial Park, Etobicoke

GRACE JERKFEST is an exciting 3-day celebration of multiculturalism showcasing foods, local music talents as well as renowned performers from around the world, including the Caribbean and across the Greater Toronto Area. Grace JerkFest is an excellent opportunity to reach the Caribbean Community with an attendance of over 80,000. Jerk Cuisine is the heart of JerkFest but there is a wide range of activities at the festival that sponsors can use to promote products and services to this diverse and engaged audience.

Securing CTV and G98.7fm as our official Television & *Radio Partners*, as well as other media ads buys, Grace JerkFest provides an opportunity for partners to be included in our promotional campaigns as well as on our website (<u>www.JerkFestival.ca</u>) and Facebook (@Jerkfestival), to potential visitors. We are bracing ourselves to surpass the 70,000 mark we established in the past!

Grace JerkFest celebrates its 15th anniversary this year. We are very proud of its growth in drawing larger audiences each year to its popular picturesque venue, Centennial Park, Toronto. The festival is hosted each year on approximately 5.5 acres of land, which encompasses the ski hills and the ski Chalet. North America's oldest and one of the largest festival of its kind, is awaited with much anticipation by its attendees, vendors, merchants and sponsors. *Our live stage performances by well-known artists and local talents get better with each year. Over the years, our patrons look forward to our headliner. Grace JerkFest 2016 will be no different!*

Grace JerkFest also showcases a Kids' Village; Grace Foods demonstration workshops; a Chefs' cook-off competition; a domino league; Exhibitors' as well as an Arts & Craft areas. With the combination of great food, fun-filled activities and entertaining artists, Grace JerkFest is poised attract over 70,000 plus audience to its big 15 anniversary celebration.

We have added various Social Media to our promotional tools, which we believe will attract new visitors and welcome back returning visitors. Our website has been enhanced with innovative and interactive ways of attracting and engaging our visitors; the site is constantly being updated. Grace JerkFest continues to showcase a remarkable line up of media selection that is sure to align this event and the products and services of our sponsors with an even larger audience.







August 5 – 7 Centennial Park, Etobicoke

Highlights of our Economic Impact Research Study, conducted on Grace JerkFest 2015:

- Total visitors' Spending of \$16.3M
- Total GDP of \$13.8M
- 209 part-time jobs created
- New spending also supported equivalent of \$6.2M in tax revenue
- Gender composition of the festival Male 45% & Female 55%
- 85% resides in the GTA
- 63% classify their annual household income over \$135,000
- Average spend per person is \$210.00 (per day)
- Voted as one of Ontario's top 100 festivals since 2011.

General Statistics

- 77% of those surveyed in 2015 indicated that they plan to return in 2016
- Our website (Grace JerkFestival.ca) received over 2.5 million hits the week of GraceJerkFest2015.

Media PROGRAM

Our media coverage for 2016 will far exceed previous years. In addition to our annual media spend, cash support will be received from the Provincial government to assist in promoting the festival to patrons 100km or more away from the festival site. We have energized our media line up in 2016 and are committed to encourage as many patrons as possible to attend this remarkable event. Our sponsors' products and services will be exposed to millions of media impressions months leading up to the festival.

The following are some of our mediacommitments:

RADIO

- G98.7fm
- WBLK / WBUFF Buffalo
- Radio Remotes on site
- Community Radio Stations

WEB

- Newsletter
- Social Media
- Banner Ads online (The Gleaner newspaper & News Talk 1010)
- Blogs / Facebook / Twitter

- CP24
- C TV

TELEVISION

- City TV
- ROGERS TV

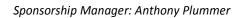
GRASSROOTS

- Flyers
- Posters
- Mobile signs /Word of Mouth

- PRINT
- Community Papers
- o Etobicoke Guardian
- Mississauga News

ETHNIC PAPERS

- o Caribbean Camera
- The SHARE newspaper









August 5 – 7 Centennial Park, Etobicoke

The organization behind Grace JerkFest and its board members:

The Jerk Food Festival (Grace JerkFest) is organized and staged annually by Caribbean Promotions Arts &

Culture Inc. Caribbean Promotions Arts & Culture Inc. is a not for profit organization, whose primary object is to produce performing arts festivals for the purposes of educating and advancing the public's understanding and appreciation of performing arts.

Proceeds from festival are used to support organizations like the Knights Table whose mandate is to fight hunger in Peel; St. Johns Ambulance outreach programs and the OntarioDomino Association. Last but not least, funds raised from the festival are used to fund scholarships across the GTA between the ages of 18 – 26, who are enrolled in post-secondary studies in the Arts.

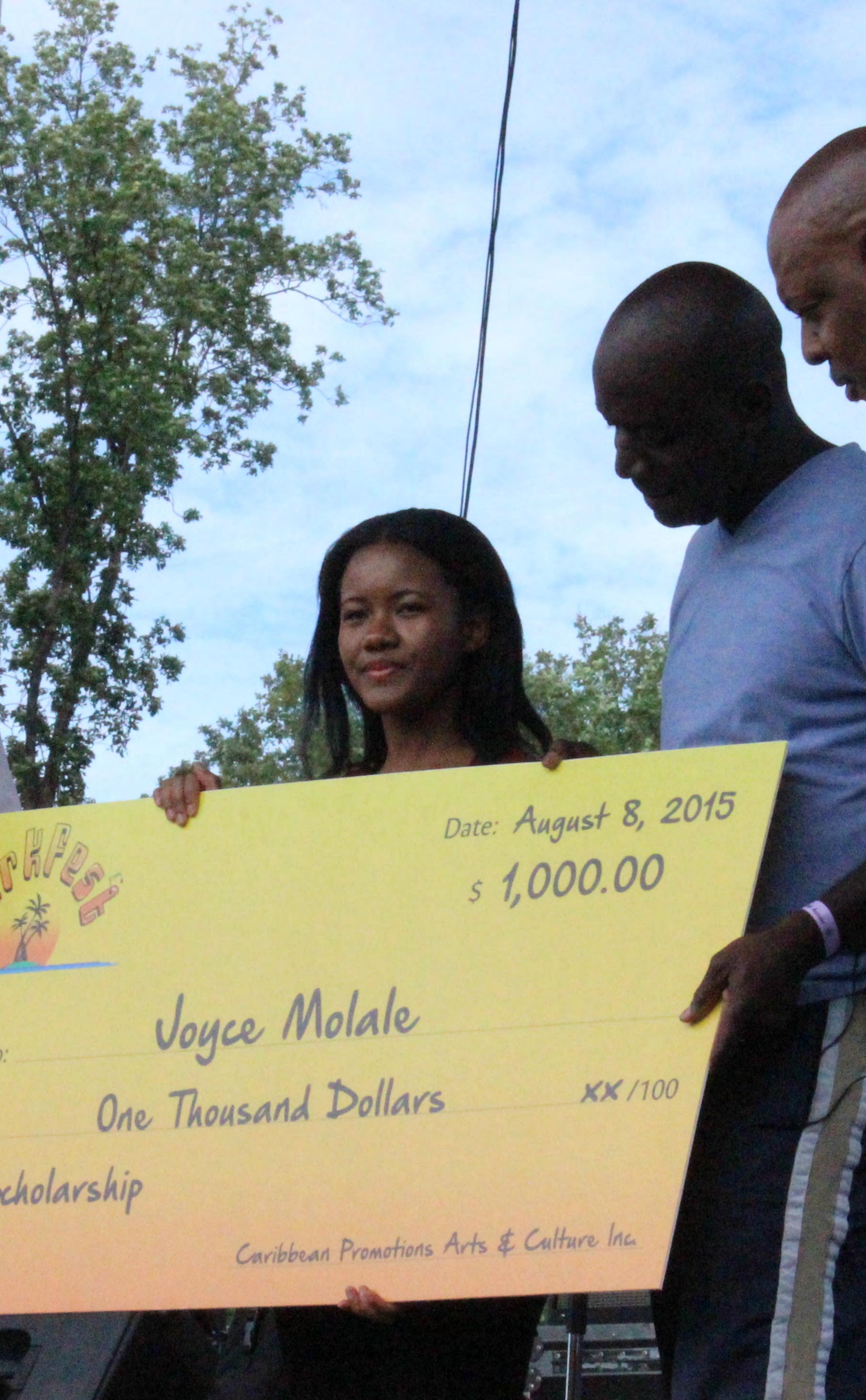
Caribbean Promotions Arts & Culture Inc. currently plans and organizes the annual Jerk Festival with 5 board members, 37 part-time staff and over 135 volunteers. The 5 board members are dedicated professionals, drawn from the field of Education, Accounting and Supply Chain Management. Each board member has an average of 4 years' experience in planning and organizing the annual Grace JerkFest. The board is led by President Claudett MacDonald, OCT, Msc. Accounting; Vice President Greg McKnight; Tamieka Brown; Secretary Michelle Grant; and Jacint Cyrus. Anthony Plummer is Executive Director, who oversees the day to day operations of the organization and reports monthly to the board.

The organization's activities are well monitored and follow all good governance processes and principles. Financial Statements are prepared by the treasurer and signed off by the President. Donavan Watson Chartered Accountant is the external accountant who services is engaged to review the company's financials and file the company's annual returns.





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