

City Council**Motion without Notice**

MM36.38	ACTION			Ward: All
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Collision Conference - Authority for Funding Agreements - by Mayor John Tory, seconded by Councillor Michael Thompson

** This Motion has been deemed urgent by the Chair.
* This Motion is not subject to a vote to waive referral. This Motion has been added to the agenda and is before Council for debate.*

Recommendations

Mayor John Tory, seconded by Councillor Michael Thompson, recommends that:

1. City Council authorize the Deputy City Manager, Community and Social Services to contribute and transfer to the Toronto Convention & Visitors Association (operating as Destination Toronto) a total of up to \$750,000.00 per annum for the years 2021-2022 and 2022-2023 for costs associated with Host Fees and Media Experience Support for the Collision Technology Conference.
2. City Council authorize the Deputy City Manager, Community and Social Services to negotiate, enter into and execute on behalf of the City a contribution/funding agreement with the Toronto Convention and Visitors Association (operating as Destination Toronto) for a two-year term with a contribution amount of up to \$750,000 per annum, on such terms deemed necessary and appropriate by the Deputy City Manager, Community & Social Services and in a form satisfactory to the City Solicitor.
3. City Council authorize the General Manager, Economic Development and Culture and the Deputy City Manager, Community and Social Services to negotiate, enter into and execute on behalf of the City any funding or related contribution agreements with the Governments of Ontario and Canada, or other third parties, to cover a reasonable portion of the City of Toronto's Host Fees and Media Experience Support costs for the Collision technology conference and in view of and in proportion to the broader provincial and national economic benefits and profile associated with this major international event, on terms satisfactory to the General Manager, Economic Development and Culture and in a form satisfactory to the City Solicitor.

Summary

In 2017, the City of Toronto and the Toronto Convention and Visitors Association (now operating as Destination Toronto) submitted a formal, successful bid to attract the Collision Technology conference to Toronto for three years.

The principal forecast benefits of hosting Collision in Toronto (in person, over three years) include:

- Tourism Attraction and Direct Spend – projected tourism spend valued at \$147 million.
- Job Creation and Investment –An additional 1,000 jobs associated with new companies and trade promotion catalyzed by the event.
- Trade Development – with 100+ inbound trade missions provide significant opportunities to connect Canadian and international-based companies and investors
- Venture Capital Attraction –500+ international investors attending Collision increase opportunities for Toronto / Canadian technology companies to access needed investment capital
- International Profile –500+ international media professionals attending Collision magnify Collision's impact to boost Toronto's profile to investors and visitors

More than 25,000 leaders from the international technology community attended the first Collision conference in Toronto in 2019, helping to solidify the city's reputation as a global centre for technology and innovation.

While Collision was held on-line in the Spring of 2020 and 2021 due to COVID-19, it is anticipated that it will be possible for Toronto to host this major international event again in person in 2022 and 2023.

To help attract Collision to Toronto for three years, incentives offered included free rental of the Enercare Centre, Host fees, funds to support media experience at the event, and dedicated support from City staff.

While funding to cover the City's financial commitments related to Collision is available in Economic Development and Culture's base budget for programs related to international trade development and innovation, this Motion is urgent as City officials require authorization from Council to negotiate and execute funding agreements related to years 2 and 3 of the Collision conference with Destination Toronto and the Governments of Ontario and Canada.

Background Information (City Council)

Member Motion MM36.38