



Staff Report

Report To: Rebekah Msuya-Collison, Chief Administrative Officer/Deputy Clerk

From: **Scott Currie, Manager of Communications and Strategic Initiatives**

Date: December 18 2023

Report: ITSI#08-2023

Subject: 2024 Experience Ontario Grant Application

Recommendations:

That South Huron Council accepts the report from Scott Currie, Manager of Communications and Strategic Initiatives, titled "2024 Experience Ontario Grant Application" for information; and,

That Council authorizes an application to the Experience Ontario Grant program administered by the Ministry of Tourism, Culture and Sport in support of the 2024 Exeter Rodeo.

Purpose:

Approval.

Background and Analysis:

Experience Ontario 2024 provides support for festivals and events with a tourism economic impact to motivate visitors to discover Ontario, connect people with local experiences, and increase tourism spending.

Experience Ontario is a competitive program. Applications will be measured against program criteria and, as such, there is no guarantee of funding, including to past recipients.

The ministry will only consider one application per organization and one application per event.

According to the funding program guide, the Exeter Rodeo would qualify as a *Tier 3 – Community Tourism Festival* (with total event cash expenses of less than \$250,000) to receive up to 50% of eligible cash expenses up to a maximum of \$20,000.

The application deadline is January 11, 2024 at 5:00PM EST.

Operational Considerations:

None.

Financial Impact:

The project budget for the 2024 Exeter Rodeo event is \$51,000. The event generates revenue through ticket sales and sponsorships. However, there is a great deal of variability year-to-year in these revenue sources. To help ensure a viable event, the municipality is seeking to apply to the Experience Ontario Program to help offset costs.

Based on eligible expenses in the Reconnect Ontario guide, South Huron is seeking a total of \$20,000. The proposed allocation of project expenses is as follows:

2024 Exeter Rodeo	Estimated Cost
Experience Ontario Portion (39.2%)	\$20,000
South Huron Portion (60.8%)	\$31,000
Total Cost	\$51,000

Legal Impact:

None.

Staffing Impact:

None.

Communication Actions:

None.

Policies/Legislation:

None.

Consultation:

- Jo-Anne Fields, Chair, Exeter Rodeo Committee

Related Documents:

None.

Respectfully submitted,

Scott Currie, Manager of Communications and Strategic Initiatives

Report Approval Details

Document Title:	ITSI08-2023 - Experience Ontario 2024 Grant Application .docx
Attachments:	
Final Approval Date:	Dec 13, 2023

This report and all of its attachments were approved and signed as outlined below:

Alex Wolfe - Dec 13, 2023 - 9:02 AM

Julia Warwick - Dec 13, 2023 - 3:50 PM

Rebekah Msuya-Collison - Dec 13, 2023 - 4:20 PM