



City Council Special Meeting
AGENDA/NOTICE

Thursday, January 19, 2023, 9:30 a.m.
Council Chamber

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Pages

Purpose

The purpose of this meeting is to continue the 2023 Budget Deliberations.

Additional Agenda Items

(As may be presented at the meeting.)

Declarations of Pecuniary Interest

(As may be presented by Council Members.)

Delegations

Oshawa Professional Firefighters Association - Operating Budget

Peter Dyson, President, Oshawa Professional Firefighters Association, IAFF Local 465, requesting to address City Council concerning the Operating Budget.

Correspondence

CNCL-23-14 - Various Residents Submitting Comments in Support of Financial Assistance for the Canadian Automotive Museum (Ward 4)

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Recommendation

That CNCL-23-14 from various residents submitting comments in support of financial assistance for the Canadian Automotive Museum be referred to CNCL-23-16.

Capital Budget

Projects Deferred January 13, 2023

Project 74-0089 - Neighbourhood Traffic Management Projects

Project 75-0145 - Ritson Rd N Sidewalk Infill

CNCL-23-15 - 2023 Deferred Capital Projects (All Wards)

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(Information provided in accordance with Council direction of January 13, 2023.)

Operating Budget

2023 Operating Budget

(As Presented)

Operating Budget Binder Tab - Items for Council Review

CNCL-23-04 - 2023 Requests for Staff Positions (All Wards)

(Information provided to be considered with the summary of potential adjustments. Please bring Pages 49 to 144 from your January 13, 2023 Council Agenda.)

CNCL-23-05 - Deferral of Funding of a Heritage Conservation District Study for the Community of Columbus to the 2024 Operating Budget (Ward 1)

(Information provided in accordance with Council direction regarding Item DS-22-127 to be considered with the summary of potential adjustments. Please bring Pages 145 to 147 from your January 13, 2023 Council Agenda.)

CNCL-23-09 - Use of Campus Ice Centre Rinks by City of Oshawa (Ward 2)

(Information provided in accordance with Council Direction regarding Item CO-22-05. Please bring Pages 151 to 154 from your January 13, 2023 Council Agenda.)

Items Referred to the Budget

CNCL-22-23 - Darlin Boncheck Submitting Correspondence concerning Oshawa Fire Services (All Wards)

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Referred to the 2023 Budget Process by Council on March 28, 2022

CNCL-23-16 - Canadian Automotive Museum (Formerly Part 5 of FIN-22-41) (Ward 4)

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On May 24, 2022 Council referred the following to the 2023 Budget Process:

"That staff investigate the feasibility of providing financial support to the Canadian Automotive Museum and that subject to Council approval, contributions be made annually beginning in 2023 in an amount adopted by Council and that this contribution be included in annual City Budgets."

CNCL-23-17 - Oshawa Tourism Financial Sponsorship and Waiving of Fees Request (All Wards)

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On December 12, 2022 Council passed the following motion:

"That Correspondence CF-22-69 from the Oshawa Tourism and Greater Oshawa Chamber of Commerce requesting financial sponsorship and waiving of fees to facilitate an Oshawa-based music festival be circulated to the Director, Business and Economic Development to provide written comment to Council at the 2023 Budget Deliberations; and,

That the item be referred to the 2023 budget deliberations."

CNCL-23-18 - Flexible Bollards (Formerly Notice of Motion from December 12, 2022) (All Wards)

On December 12, 2022, Council passed the following motion:

Whereas on May 12, 2022, City Council approved the Neighbourhood Traffic Management Guide, which incorporates the latest best-practices in traffic calming; and,

Whereas the deployment of in-road flexible bollards is a temporary, easy to implement traffic calming measure; and,

Whereas depending upon the road characteristics this may be a low-cost traffic calming solution to assist in speed reduction; and,

Whereas this process will only apply to local and collector roads; and,

Whereas staff will review for operational safety related concerns; and,

Whereas the use of flexible bollards is warranted where vulnerable road users are present, such as residential areas, school zones, and park areas;

Therefore be it resolved that if both Ward Councillors are in agreement, a formal request in writing from both Ward Councillors be submitted to the Commissioner of Community & Operations Services for staff review and that the cost be referred to the 2023 budget for consideration.

Confirming By-law

A by-law to confirm the City Council meeting of January 19, 2023.

Adjournment



December 26th, 2022

Greetings,

This letter is being written on behalf of the 800 members of the General Motors Salaried Retirees Association (GMSRA) which is a not for profit organization of former GM Salaried employees.

Our membership is very proud of the products produced in Oshawa for over 100 years, and automotive manufacturing that continues to be a major economic driver of Oshawa. Automotive Manufacturing continues to be a major employer for both Oshawa and Durham Region as a new generation continues our legacy of manufacturing. The automotive museum is an important part of celebrating our past, present, and future automotive story.

The museum has been an important part of our community since 1963, and continues to provide valuable exhibitions, walking tours, seminars, and a public gathering space for our automotive story. Despite its important place within our community, this valued asset has had its funding reduced from an average of \$25,000 in the 1990s, to an average of \$5000 in 2022 (Fin 22-41). This is not consistent with growing operational costs and increased funding provided to other institutions within our city. We feel that the Canadian Automotive Museum which is a not-for-profit and a charity should be treated on an equal footing to other institutions telling Oshawa's story.

We are asking City Council to **support all four points** put forward by the Canadian Automotive Museum Board of Directors at the 2023 budget. By meeting all four points City Council will be making a clear indication that they respect Oshawa's automotive heritage, and the story of our membership.

Kind regards

Greg Dean

President

GMSRA



January 15 2023

Attention : Mayor Carter & Oshawa City Council,

I am writing today on behalf of the Durham Region Classic Mustang Club Executive and its Members. We are a Car Club dedicated to the preservation, restoration, enjoyment, and education of the Ford Mustang of ALL years. We are a very active Club with over 200 Primary Members located throughout the region including Oshawa. We were founded in 2000 and every year we focus on raising funds for much needed charities in the region.

The intent of my letter is to request your financial support being reviewed this week as requested by The Canadian Automotive Museum.

The Museum is a critically important place that documents the automotive history for visitors and those to come in the future. Without the Museum and your financial assistance our concern is that over time this history will be lost which is very significant to the region and frankly the City of Oshawa.

We have been fortunate to visit the Museum several times as a Club over the years so we understand the importance of it and the need to keep it operating for generations to come. We also understand as a not for profit car club the challenges of continuing to raise funds to cover off expenses while giving back to the community.

Regards,
Paul Hord
President Durham Region Classic Mustang Club

www.drcmc.com

M.F.I.P.A. Sec.14(1)

From: gary lockie <M.F.I.P.P.A. Sec.14(1)>

Date: January 6, 2023 at 9:55:19 AM EST

To: clerks@oshawa.ca

Subject: Support annual grant funding for the C.A.M. as a part of the four points for funding Museums in Oshawa FIN -22-90 Request

Happy New Year Oshawa Clerk and Council, would you kindly ensure the Mayor ,All Council Members ,the Finance Committee members ,and any internal Budget Committees receive this E-Mail in support of the 4 point museum grant fairness support request to help the Canadian Automotive Museum with Annual operating costs ,upcoming renovations Capital expenses ,and Taxation similar to help given or promised to the Ontario .Regiment Museum and other Museums in Oshawa .This four point request is supported by the Oshawa Labour Council , DOBA ,Unifor, the CAM ,and recent re-election promises of numerous Councillors along many members of the 18% who actually voted in the recent election in 2022. This matter I think may be left over from FIN -22-54 / FIN - 22-90 or any other documentation to resolve Funding for the CAM in 2023 at Oshawa Council that was discussed several times in 2022 at the Finance Committee and Council Meetings ,Thank You ! - Gary Lockie

Sent from my iPad

From: AnnMarie Snider <M.F.I.P.P.A. Sec.14(1) >
Sent: Friday, January 6, 2023 11:25 AM
To: clerks <clerks@oshawa.ca>; * Council <council@oshawa.ca>
Subject: support letter

Hello,

I am writing this letter in support of the Canadian Automotive Museum, requesting that the city reinstate their support in restoring funding in which the Canadian Automotive Museum rightfully deserves.

I support the museums'4 point plan.

Reinstatement of an annual operating grant. This grant will not only help with annual operating costs, but it will help the museum, expand and improve, allowing it to provide the space for its growing collection of antique cars which they currently have insufficient space to house. It is not fair to cut vital funds to the museum which had been in place for decades and is now receiving so much less than other comparative museums around the city.

City council approval of a plan to act as a financial partner for future capital projects such as the expansion mentioned above, and any other future capital needs the museum may require in order to continue to provide the city of Oshawa a sufficiently maintained, secure and improved educational based facility within the downtown district. The museum aims to PRESERVE the history of the automotive industry in Oshawa. It will match a \$37,500 grant to go towards their current project plan.

Property tax relief The Canadian Automotive museum has always advocated for property tax relief for decades and requests property tax relief or an equivalent grant of their property taxes, as soon as practicable.

The CAM has done their part, and have followed the steps outlined by **FIN-22-41**. It is the city's turn to prove their support and dedication to helping preserve our city's automotive heritage and give it the recognition it deserves.

In order for our city to grow, we all must remember the automotive heritage that founded it, and continue to support the CAM. CAM needs a city council that also wants to preserve this history and share it with generations to come.

Sincerely,

AnnMarie Snider



To: Oshawa City Council

This letter is in support of the Canadian Automotive Museum. It is imperative that this especially important museum is treated with the same respect and monetary grants that are given to other local museums throughout Oshawa.

Unlike other museums, CAM promotes Oshawa at all functions and doesn't just serve its own interests, but the interests of the City in which it calls home. As a private business we understand the importance of maintaining community support and giving back to the community in all kinds of events. Our day program for adults with special needs relies heavily on word of mouth, private donations and the simple fact that there is a need for such business because government funded programs are overwhelmed.

This museum is an integral landmark in our community and the downtown core. It gives businesses like ours the ability to bring our clients to an educational exhibit where they can visually enjoy what Oshawa gave to the country and ultimately the world with its technology, innovation and beautiful cars. To have a National Museum in our city is something we as a community should be proud of. If this was the Hockey Hall of Fame you wouldn't be reading this yet here we are. Again this is a Canadian Museum for all to enjoy not just car enthusiasts. Other cities have museums, many that are just about the local community. Oshawa having the Canadian Automotive Museum is something that should and could bring in lots of people and revenue for the city. Imagine what our Automotive Museum could accomplish if it had this support from Oshawa council?

I will not sit here and pretend I know exactly why funding was cut or reduced? I will not also try to understand why this council doesn't want to support this important part of not just Oshawa history, but Canadian history. I will though continue to fight for equality and a fair share of the budget for this museum. I will continue to bring my clients to this museum because I know they are welcome there. I know they are accepted here. I know how hard it is to fight for being treated like an equal among a society that is not. I will continue to support the hard work of everyone involved in the museum who supports the downtown core, its surroundings and all events this council

puts together. I hope the city will look again at the 4 point plan that was laid out to them by the CAM board of directors and use it to properly fund this important museum.

Our downtown has become a dissolute place. Many people are afraid to go down there, even during the day. Many businesses have closed up and moved on or just said enough, but not this museum. It still remains after all these years and still believes in this city. Maybe it's time for this council to start believing in them.

Kevin Taylor



ANTIQUE & Classic Car Club of Canada

09/01/23

To : Oshawa City Council

: City Clerk

I am writing to you as the 2023 President of the Durham Region of the Antique and Classic Car Club of Canada (ACCCC). In 2022 we had 83 families as our membership base, many of whom reside in Oshawa.

At our January meeting I was directed to contact you in support of proper funding for the Canadian Automotive Museum (CAM). We feel that this valuable institution has been seemingly dropped in the amount of municipal support it should receive. I don't think that I need to go over all of the benefits which the CAM provides to Oshawa as well as the Region of Durham, as you will well know of them.

Oshawa as the "Motor City" of Canada has a unique, historical position of which we should be proud and supportive of. Financial support to the CAM is one very obvious way of showing this and we believe that the Oshawa City council can provide this in a number of ongoing ways.

1)The ACCCC feels municipal taxes should be deferred, or at the very least applied at a very greatly reduced rate - certainly at a rate no higher the other comparable institutions.

2) Secondly our organization would recommend that an annual operating grant be upgraded to past historic levels.

3) That the city of Oshawa work with the CAM to annually grow a fund dedicated to the expansion of the museum in the future.

We realize that council is always being approached for financial support by various institutions and groups but as taxpayers we feel that this historic institution is disserving of better support from the City of Oshawa. We need to preserve our local history or it will be gone forever.

Sincerely, Chris Whillans , ACCCC Durham President

M.F.I.P.P.A. Sec.14(1)



Oshawa Motor Sport Club
EST: 1959

January 10, 2023

Oshawa City Council
Clerk's Office – via email (Council@Oshawa.ca)

This letter is written to support the work of and funding for the Canadian Automotive Museum.

The Museum boasts the largest known collection of Canadian cars. It was created as a project of the Oshawa Chamber of Commerce in 1962, operating out of a former car dealership. Its mandate was to promote the history of the automotive industry and to promote tourism. Opening in 1963, in 1964 it was given status as a charitable not-for-profit institution. In addition to its displays of Canadian, American, British and European cars of note, the Museum also maintains the Glenn H. Baechler Canadian Automotive Research Library, including documentation and photos from the 1900's to the 2010's.

The Oshawa Motor Sport Club has been in existence for 64 years in Oshawa, and is a strong supporter of the Museum. We fully support the Museum's 4 point request of Council to:

Review all sources of external agency cultural funding to promote a more equitable and transparent budgeting process for affected agencies, including the Canadian Automotive Museum.

Reinstate an annual operating grant for the Museum to ensure its continued presence in our community.

Establish a Council Directive to support long term capital needs and funding for facility maintenance and expansion so the Museum can grow its presence in our City

Provide property tax relief that would bring the Museum into alignment with other institutions in the City.

The Automotive Industry is a key component of Oshawa's cultural history, and the Canadian Automotive Museum is committed to compiling, maintaining and sharing that history within our community. Oshawa has its very roots in that history, so it is important that it be preserved and accessible to the broader community, including residents and visitors.

Regards

Andrew Patterson, President
Oshawa Motor Sport Club

From: Olga Krautschek <M.F.I.P.P.A. Sec.14(1) >
Sent: Tuesday, January 10, 2023 11:30 AM
To: * Council <council@oshawa.ca>
Cc: clerks <clerks@oshawa.ca>
Subject: Oshawa Automotive Museum

Dear Members of Council

Apparently we are no longer known as The City That Motivates. Why, if Oshawa is famous for building cars, is this museum held in such low esteem and scorned by its city council. We should be bragging about this gem and actively promoting and funding it. It is a great collection but it needs more and better space to display it with pride. It could be a *Destination* not just another stagnant name en route to somewhere else. Peterborough has embraced their canoe collection and now honour it with a new spacious modern museum. Pretolia has recognized its history and is beginning to promote it as a destination.

Oshawa should honour and promote our history with similar pride and enthusiasm.

Respectfully,

Olga Krautschek
M.F.I.P.P.A. Sec.14(1)
Oshawa



ATTENTION: Mayor Carter and Oshawa City Council,

I am writing you today on behalf of Sick Rides 4 Sick Kids and it's supporters. We are a 100% not for profit charity car show that has held many events and fundraisers in Oshawa over the past 10 years. We have a massive following of supporters from across the province that from day one have stood behind all that we believe in; Making A Difference.

The intent of this letter is request your financial support for **Canadian Automotive Museum** (Oshawa) as a heritage landmark to be re-evaluated. As well, this letter is to show SR4SK supports all four points outlined by the Canadian Automotive Museum.

The Museum is a huge part of proudly displaying the city of Oshawa's Automotive Heritage and detailed history of the automotive industry within this city. As well, the Canadian Automotive Museum is long standing tourist attraction for the city and a great place for future generations to learn about Canadian Automotive history.

The lack of funding provided by the City of Oshawa heading into the museums 60th anniversary of establishment puts the museums future at risk. The Museum not only stands as a tourist attraction and educational outlet, but they support organizations like us and other charities.

Don't let the legacy of Oshawa's Automotive Heritage die at the hands of under-funding. Don't take away something that can help educate children and adults near and far about what this city was built on.

The importance of the preservation of the Museum is equal to city landmarks such as McLaughlin Library and Parkwood Estate. It is crucial The city re-evaluates what this Museum means to the people of Oshawa and increase funding to save the Museum from extinction.

Regards,

David Distefano • Co-Founder • Sick Rides 4 Sick Kids

Sickrides4sickkids@gmail.com • M.F.I.P.A. Sec.14(1)

Date: January 17, 2023
To: Mayor Dan Carter and Members of Council
From: Stephanie Sinnott, Commissioner, Corporate & Finance Services
Re: 2023 Deferred Capital Projects

Staff presented Council with the 2023 Proposed Capital Budget and the 2024 – 2032 Capital Forecast on December 9, 2022, which included a listing of 2023 Deferred Capital Projects. During the January 13, 2023 budget deliberations a motion was moved for staff to report to Council on the 2023 Deferred Capital Projects Moved to 2024 to indicate the projected cost of delay, impacts on staff and the actual projected construction date.

There are 21 capital projects for a total of \$33.6 million that have been identified as a capital need, but included in the 2023 Deferred Capital Projects listing due to financial constraints and limited staffing capacity. When preparing the capital budget, staff are requested to submit all required needs based on asset management best practices and not to consider any funding or staff capacity constraints. The Capital Budget Team and C.L.T. reviewed all submitted capital projects and prioritized what was to be presented as the proposed capital budget based on available funding and current staff resources. The capital projects that are not included in the proposed budget are deferred to the following year and included in the Capital Budget 9 Year Forecast.

Parks Capital Projects

It is difficult to ascertain the projected costs of delaying these projects based on the volatile market the past few years. In order to provide an estimate, a conservative inflation amount of 15% was used based on recent market trends.

Determining when these projects would be delivered is also challenging as it is dependent on staffing levels. The current staffing complement in the Parks Planning and Redevelopment Division of Facilities Management Services is not sufficient to provide project management for the Deferred Capital projects. A Project Manager is able to effectively manage four (4) capital projects in one year. There is currently one Parks Project Manager and through PA-23-07 in, an additional position is being requested to ensure currently proposed parks capital projects are able to be completed. The timing of when the deferred projects would be able to be delivered by staff would be dependent on how many additional Project Managers are approved. Additionally, there is not enough capacity from a senior management staffing level to manage any additional staff.

The estimated full year annual cost to hire a Project Manager is approximately \$145,000. Alternatively, an external project manager could be considered to manage projects at an estimated cost of \$220 per hour or approximately \$35,000 per month. However, as managerial oversight would still be required, this option is not preferable to staff.

A high level estimate of the projected cost of delay, based on deferring all of the projects to the specific year are included in Table 1.

Table 1 – Projected Cost of Delaying Parks Projects to a Specific Year

Project Stage	2024	2025	2026
Design	\$134,500	\$289,300	\$467,200
Construction	\$450,000	\$967,500	\$1,562,600
Total	\$584,500	\$1,254,800	\$2,027,800

Table 2 – Deferred Parks Capital Project

Project	2023 Cost	Comments
50-0020 ATMP Trail Link 14 - Windfields Part II Plan	\$552,000	Delay cost included in Table 1
50-0046 Parks Development - Site Investigations	\$25,000	Delay cost included in Table 1
51-0020 Raglan Park Redevelopment	\$600,000	Delay cost included in Table 1
51-0097 Crimson Court Park Redevelopment	\$500,000	Delay cost included in Table 1
51-0119 Conant Park Redevelopment	\$45,000	Delay cost included in Table 1
51-0120 Parks Redevelopment Fund	\$3,922,000	This is for various locations and not time sensitive, therefore not included in calculation in Table 1
51-0121 Sunnyside Park Redevelopment	\$1,200,000	Delay cost included in Table 1
51-0130 Pumphouse Marsh Viewing Deck	\$200,000	Delay cost included in Table 1
51-0132 Lakeview Park Pathway Replacement	\$120,000	Delay cost included in Table 1
51-0134 Easton Park Redevelopment	\$160,000	Delay cost included in Table 1
51-0135 Kinsmen Stadium Redevelopment	\$9,200,000	This should not be competing with other deferred projects for Health & Safety and Operational efficiency reasons
51-0136 Baker Park - Splash Pad	\$85,000	Cost included in Table 1
51-0138 Greenbriar Park Redevelopment	\$40,000	Cost included in Table 1
51-0142 Elena Park Redevelopment	\$70,000	Cost included in Table 1
53-0004 Stone Street Park Shore Protection	\$300,00	Cost included in Table 1

Other Capital Projects

Estimating future costs is a challenge for other projects for Economic and Development Services and Community and Operations Services. Besides inflation, there can also be additional costs of delay related to risk of further deterioration, which may result in a different type of work programmed in the future. For example, a road that has a pavement condition index from 60-79 would typically have restorative work, but if the condition falls between 40-59, rehabilitative work would be required which is more expensive than restorative treatments.

Based on historical inflation over the past few years, the annual cost of deferring the Engineering capital projects is approximately \$1,164,000, assuming the same treatment of work programmed today. The inflation rate used is 7%, which is lower than the estimate for Parks projects, as the asphalt prices have been slowly decreasing in price since August 2022.

Limited staff capacity, as well as affordability was the main reason for deferring the Engineering projects to 2024. If funding was not a constraint and additional staff were retained, the projects in Table 3 would be able to move forward in 2023 and 2024.

Table 3 - Deferred Other Capital Projects

Project	2023 Cost	Comments
54-0022 Consortium Watercourse Bank Stabilization	\$10,000	Additional funding required for a Project Manager
54-0066 Oshawa Creek Main Branch	\$150,000	Additional funding for 0.5 of a Project Manager
54-0093 Harmony Creek Branch 3 Watercourse	\$1,000,000	Additional funding for 0.5 of a Project Manager and construction of Harmony Creek Branch 3 Watercourse Improvements
74-0007 A.T.M.P. Cycling Network Expansion	\$50,000	Currently \$140K available from prior year approved projects
74-0043 Asphalt Preservation – Overlay	\$14,970,000	Additional funding for a Project Manager required for 2 years; plus additional Inspector(s) for each additional \$2.5M
74-0148 Roads Resurfacing	\$450,000	Additional funding for temporary staff for 6 months

Estimated cost for a temporary Project Manager is \$110,000 per year and \$95,000 for a temporary Inspector.

From: darlin bonchek **M.F.I.P.P.A. Sec.14(1)**
Sent: Wednesday, February 2, 2022 4:58 PM
To: clerks <clerks@oshawa.ca>
Subject: Letter to Oshawa City Council...

Oshawa City Council
Oshawa Ontario

Hello:

It has been four and a half years since the 2nd full size fire truck was moved from Station one on Adelaide and Arena to Station 6 at Simcoe Street and Britannia Avenue. The state of fire services in Oshawa has been lacking since the date of that decision by the City of Oshawa and City Council. We felt a letter about the Fire Services to city council was important after we noticed the large number of approved and proposed developments in the downtown core, most falling in the area of the Station One fire Hall that is putting families at an even greater risk.

Sadly, nothing has changed; The city hired Dillon Consulting to prepare a study at a cost of over \$200,000 of tax payers money. One of the suggestions was to purchase a full-size fire truck for Station One. The suggestion was ignored and an option put forward by the Oshawa Fire Chief for a smaller Hazmat Truck was approved. Dillon consulting stated that the Oshawa Fire Department only reaches homes in the area of station one on the time recommended by the NFPA 50% of the time.

During the presentation for this hazmat truck, the city named other municipalities that have this type of truck in service. We contacted one of those municipalities and they stated they have never had a hazmat truck. The city is not forthcoming with the price of the hazmat truck, when it will be delivered, where it will be stationed, what it will be equipped with?

Why is the city not informing the residents of Oshawa concerning the facts of this hazmat truck. Will / Can this smaller truck carry lifesaving equipment. Will this smaller truck help improve the response times like the full-size fire truck would have. The city did hire three new fire fighters although only for the purpose of leveling out the shifts rather than increasing manpower. They did not hire new people to operate the future hazmat truck, instead they intend to take away from the existing people on shift an any given time. which could leave the

full-size truck in limbo.

We require answers as lives are in the balance, and also as this is an election year, we can't allow the mayor or city councillors taking any credit for the approval of a hazmat truck if it will bring no benefit to the city of Oshawa. The councillors that are running in the 2022 municipal election should be prepared to answer to the crisis facing the Oshawa Fire Services. Note: Four City Councillor did support the addition of a full-size fire truck .

Darlin and Gerald Bonchek

M.F.I.P.P.A. Sec.14(1), Courtice, Ontario

M.F.I.P.P.A. Sec.14(1)

M.F.I.P.P.A. Sec.14(1)

Direction of City Council: May 24, 2022

FIN-22-41 - Canadian Automotive Museum (Ward 4)

Recommendation

1. That, pursuant to FIN-22-41 dated April 13, 2022, the Canadian Automotive Museum be advised to contact the Region of Durham and School Boards that include Oshawa in their jurisdiction requesting that they provide a grant or other financial assistance to offset the property tax payable to them by the Canadian Automotive Museum; and,
2. That Canadian Automotive Museum be advised to contact the Municipal Property Assessment Corporation to request that they take appropriate action to reclassify the Canadian Automotive Museum to a tax classification of Exempt; and,
3. That a grant be provided annually by the City of Oshawa effective 2023 to offset the amount of property tax payable to the City of Oshawa by the Canadian Automotive Museum; and,
4. That the City of Oshawa send letters of support to Region of Durham requesting that they support a request from the Canadian Automotive Museum for a grant or other financial assistance to offset the property tax payable to them by the Canadian Automotive Museum; and,
5. That staff investigate the feasibility of providing financial support to the Canadian Automotive Museum and that subject to Council approval, contributions be made annually beginning in 2023 in an amount adopted by Council and that this contribution be included in annual city budgets; and,
6. That the City of Oshawa offer the assistance of Oshawa staff to assist the Canadian Automotive Museum in assessing and determining their capital needs and review of Canadian Automotive Museum's strategic business plan with its Board of Directors.

Attention: Finance Services, Corporate Services Department

Action Taken: Part 1, 2, 3, 4 and 6 Carried as Amended, Part 5 Referred to the 2023 Budget Process

To: Finance Committee

From: Stephanie Sinnott, Commissioner,
Finance Services

Report Number: FIN-22-41

Date of Report: April 13, 2022

Date of Meeting: April 19, 2022

Subject: Canadian Automotive Museum

Ward: Ward 4

File: 03-05

1.0 Purpose

Throughout the month of January 2022, the City received several pieces of correspondence related to the Canadian Automotive Museum which is located at 99 Simcoe Street S. Specifically, the correspondence focused on increasing the funding support from the City to the museum citing its historical importance.

These correspondence were considered at the Finance Committee meeting on February 14, 2022. The Committee adopted the following motion:

“That Item FIN-22-04 concerning correspondence regarding the Canadian Automotive Museum Grant be referred to staff for a report.”

The purpose of this report is to respond to the direction of the Finance Committee.

Confidential Attachment 1 to this report are specific financial details around the financial statements and property tax matters of the Canadian Automotive Museum that are not permissible to be shared publically.

2.0 Recommendation

That the Finance Committee recommend to City Council:

1. That, pursuant to FIN-22-41 dated April 13, 2022, the Canadian Automotive Museum be advised to contact the Region of Durham and School Boards that include Oshawa in their jurisdiction requesting that they provide a grant or other financial assistance to offset the property tax payable to them by the Canadian Automotive Museum; and,

2. That Canadian Automotive Museum be advised to contact the Municipal Property Assessment Corporation to request that they take appropriate action to reclassify the Canadian Automotive Museum to a tax classification of Exempt.

3.0 Input From Other Sources

Executive Director & Curator of the Canadian Automotive Museum

4.0 Analysis

4.1 Background

The Canadian Automotive Museum was founded in 1962 by a group of Oshawa businessmen through the Oshawa Chamber of Commerce. The venture was initiated mainly to preserve the automotive history of Canada and has been in operation since 1963.

In 2015, the Board of Directors began a multi-year plan to refresh the exhibits and invest in maintaining the historic structure of the building. The priorities aligned with Canada's 150 anniversary in 2017 and federal funding assisted with the physical improvements.

Today the Canadian Automotive Museum continues to maintain the nearly century-old former car dealership building at 99 Simcoe St. South.

4.2 Canadian Automotive Museum Financial Statements

The 2020 Financial Statements for the Canadian Automotive Museum, latest version available at the time of this report, showed an excess of revenue over expenses (net income) of approximately \$9,800. The Canadian Automotive Museum is primarily funded through grants and government assistance augmented by donations, admissions, parking rental and other miscellaneous revenues.

The balance of \$9,800 on the Statement of Operations includes the payment of municipal taxes (property taxes and Business Improvement Area levy).

The Financial Statements also report both Internally Restricted and Unrestricted Fund balances which are detailed in confidential Attachment 1.

4.3 Property Taxes

4.3.1 General

Property taxes billed by the City of Oshawa include taxes levied by the Region of Durham and the Province (for Education). The tax revenues are apportioned with 41% retained by the City, 41% remitted to the Region and the remaining 18% remitted to the Province.

Municipal taxes are allocated to properties based on their specific assessed value. The Municipal Property Assessment Corporation (M.P.A.C.) is responsible for determining Current Value Assessment and assigning the realty tax class to each property in the Province.

4.3.2 Tax Relief Programs

The City of Oshawa offers a number of rebate and tax reduction programs to property owners should they meet the eligibility criteria. There are two programs in which the Canadian Automotive Museum could be eligible to receive a reduction in the amount of property tax levied on an annual basis.

i) Heritage Rebate Program

The City of Oshawa has a Heritage Property Tax Reduction Program (By-law 106-2011). This program provides owners of properties designated under the Ontario Heritage Act the opportunity to apply for a tax reduction.

The amount of the annual tax reduction received is 40% of the City and School Board portions of the taxes payable on an eligible heritage property. Regional taxes are not included in this program.

Although the Canadian Automotive Museum building is roughly 100 years old, it is not a designated heritage building. In order to receive this rebate the Canadian Automotive Museum would need to go through a formal process to receive a designation under the Ontario Heritage Act.

ii) Charity Rebate Program

Registered charities are eligible for a property tax rebate equal to 40% of the City, Region and School Board taxes payable for space that is occupied in a commercial or industrial class of property.

It is not permissible to combine the Heritage Rebate and Charity Rebate Programs, according to Section 361 of the Municipal Act. Organizations are able to receive one program or the other but not both. Currently the Canadian Automotive Museum receives the Charity Rebate which is the more advantageous program of the two relief options available. Should the Canadian Automotive Museum receive a heritage designation it would not yield any further reductions to their annual property taxes.

4.3.3 Canadian Automotive Museum Property Taxes

Since the introduction of Current Value Assessment in 1998, the Canadian Automotive Museum taxes have been relatively constant with minor fluctuations year over year.

However, in 1998, City Council authorized staff to initiate tax sale proceedings for the Canadian Automotive Museum related to their unpaid property taxes.

At present, the Canadian Automotive Museum property and building is in the Commercial Taxable tax class and has a Current Value Assessment of \$1,057,000. Currently, there is no assessment related detail that could be used to move the Canadian Automotive Museum from the Commercial Taxable class to the Exempt class for the purpose of mitigating the amount of annual taxes levied. Shifting the tax class to Exempt would require the Canadian Automotive Museum to reach out to M.P.A.C. Based on information

provided and appropriate due diligence, M.P.A.C. would make a determination on the eligibility to revise the tax class assigned to the Canadian Automotive Museum.

More detail on the tax sale matter and current taxes of the Canadian Automotive Museum is contained in confidential Attachment 1 to this report.

In 2021, the amount of property taxes, after the application of the Charity rebate and partnership grant, which was retained by the City from Canadian Automotive Museum amounted to less than \$300.

4.4 City Funding for Canadian Automotive Museum

4.4.1 Background

The City has provided varying amounts of funding to the Canadian Automotive Museum over many years. In the 1970's grants were approximately \$10,000/year growing to approximately \$20,000 in the mid-1980's to the mid-1990's. The funding increased further to \$25,000 from 1994 – 1997. The City did not provide any funding to the Canadian Automotive Museum between 1998 and 2014 nor did the Canadian Automotive Museum request funding from the City. From 2015-2022, with the exception of a capital grant in 2017, the City has provided the Canadian Automotive Museum with a Partnership Grant in the amount of \$5,000/year.

In 1996, the City was in the process of reorganizing, responding to an identified need for better financial control and financial constraints. As part of this exercise a review of the Corporations Grant Program was conducted and reported to Council through Item 96-08-TF. This report contained the following passage:

“Funding for the Canadian Automotive Museum was also considered, and found not to comply with the recommended criteria. However due to Council’s current interest in possible acquisition of the Corporation and its assets, the review committee determined that placing the funding for the Canadian Automotive Museum within the external agencies program would be the most appropriate. This would permit the \$25,000 made available to the museum in 1995 to remain in place for 1996 subject to Council’s approval.”

The Canadian Automotive Museum did not meet the recommended criteria of delivering a core service to the City and therefore would not continue as a recipient in the Corporation Grant Program. Recommendation 3 of the report read:

“That funding of \$25,000 for the Canadian Automotive Museum be transferred from the Corporation Grant Program to the External Agency Program.”

At the Council meeting of February 5, 1996, the recommendation to place Canadian Automotive Museum in the External Agency Program was denied.

The City’s budget records indicate that Canadian Automotive Museum received funding in 1996 and 1997 in the amount of \$25,000. The 1998 budget overview report stated that “the Canadian Automotive Museum has not made a budget submission for 1998 and its status has been the subject of separate reports from the City Manager.” Staff are unable

to locate the City Manager reports, these records may be destroyed as they are well beyond the record retention period.

The 1998 budget also referenced the Corporation Grant Program review from 1996. Through the 1996 review, Council approved changes to program including that “Groups currently receiving grants and not transferred to other programs be capped and no new groups be added.”

As Canadian Automotive Museum was no longer part of the Corporation Grant Program and was not approved for the External Agency Program, effectively the Canadian Automotive Museum no longer had the status as a group funded by the City.

4.4.2 External Agency Program

The City's External Agency Program provides budget funding to various organizations that offer services that are consistent with and support core City Services. In most cases, the City owns the facilities in which the organizations operate.

While staff are unable to locate a policy related to the External Agency Program and associated criteria, a copy of Report ABCS-06-193 dated July 11, 2006 was located. This report considered if sufficient justification existed to place the Oshawa Block Parent Association (O.B.P.A.) in the External Agency Program.

The key factors of the City's relationship with the organizations classified, at that time, as External Agencies were compared to O.B.P.A. The following were considered and recommended the O.B.P.A. not be include as an External Agency:

- Supports City Services/Functions
- City Owned Facility
- Council Appointment to the Agency Board

The Canadian Automotive Museum does not meet the general criteria used in the last review of an organization requesting to be an External Agency.

The Canadian Automotive Museum has been lobbying to be an Anchor Organization for several years however with an impending grant program review the decision was deferred. In October 2021 with the adoption of the new grant program the Anchor Grant Program was eliminated.

The Canadian Automotive Museum may qualify for a funding under the new grant program once the criteria are established and adopted by the Finance Committee and Council.

4.5 Canadian Automotive Museum Funding Request

Through discussions with the Executive Director & Curator of the Canadian Automotive Museum it was indicated that the funding requirements to support the museum were not capital in nature but rather on-going funding to cover property taxes, staffing and other operating costs.

The Canadian Automotive Museum has been successful in obtaining grants from the Federal and Provincial governments to cover capital improvement projects and to mitigate the impacts of the COVID-19 pandemic.

In 2019, the Ontario Museum Association embarked on a study related to modernizing community museum funding. They conducted a Museum Impact Survey which revealed, for non-profit respondents, that 23% of their total annual funding was derived through local municipal government.

If the City were to consider applying this funding percentage to the Canadian Automotive Museum it would represent approximately \$50,800 of funding based on the cash expenditures shown in the 2020 Financial Statements.

4.6 Other Community Museums

The City of Oshawa is home to various community museums including Parkwood Estate, the Oshawa Historical Society and the Ontario Regiment Museum. Each has a different relationship with the City with respect to financial support as outlined in the chart below:

<u>Organization</u>	<u>Property Tax Relief</u>	<u>Operating Budget Funding</u>	<u>Capital Budget Funding</u>
Parkwood Estate	No, Parkwood is exempt from taxes	Yes, per direction from Council, based on per capita funding.	Considered through the budget process should an ad hoc request be received from Parkwood
Oshawa Historical Society	No, located in City owned facilities therefore exempt from taxes	Yes, external agency of the City	No
Ontario Regiment Museum	Property taxes are levied and there is an offsetting grant from the City in accordance with the licence agreement	No	No

5.0 Financial Implications

There are no direct financial implications of this report.

Should Council in the future propose financial support to Canadian Automotive Museum for property taxes, it is important to note that in 2021, the amount of property taxes, after the application of the Charity rebate and partnership grant, which was retained by the City from Canadian Automotive Museum amounted to less than \$300. Any grant funding provided over and above the reductions that are already in place for the Canadian Automotive Museum, specific to property taxes, would effectively mean that the City is funding the tax levies from the Region of Durham and the Province.

Any consideration by Council of providing additional grants to the Canadian Automotive Museum should be referred to the 2023 budget process.

6.0 Relationship to the Oshawa Strategic Plan

Goals of Economic Prosperity and Financial Stewardship, Accountable Leadership and Cultural Vitality.



Stephanie Sinnott, Commissioner,
Finance Services

To: City Council

From: Warren Munro, HBA, RPP, Commissioner,
Economic and Development Services Department

Item Number: CNCL-23-17

Date: January 17, 2023

Subject: Oshawa Tourism Financial Sponsorship and Waiving of Fees
Request

File: 03-05

1.0 Purpose

On November 28, 2022, the Corporate and Finance Services Committee considered Correspondence CF-22-69 from Oshawa Tourism and the Greater Oshawa Chamber of Commerce requesting financial sponsorship and waiving of fees to facilitate and Oshawa-based music festival.

CF-22-69 was referred to the Director, Business and Economic Development Services to provide written comment to Council at the time of the 2023 Budget deliberations.

The purpose of this Memorandum is to provide background information regarding the role of City staff and the potential impacts that the musical festival could achieve in the downtown area.

Attachment 1 to this Memorandum is a copy of CF-22-69 which may be found at the following link:

<https://pub-oshawa.escribemeetings.com/filestream.ashx?DocumentId=10522>.

2.0 Input From Other Sources

The following have been consulted in the preparation of this Memorandum:

- Chief Administrative Officer
- Commissioner, Corporate and Finance Services

3.0 Analysis

3.1 Alignment with Strategic Plans and Departments

The proposal to bring an Oshawa-based music festival to the community from Oshawa Tourism has been primarily driven from business and downtown stakeholders. The recommendation from business and downtown stakeholders was to deliver a high-caliber

music event to drive positive space occupation in the downtown area and further support the main-street businesses located in the City.

The request for funding and the waiving of fees from Oshawa Tourism to support an Oshawa-based music festival is supported by several strategies, action plans and operations. These strategies, action plans and operations are focused on providing diverse and accessible cultural activities, enhancing positive economic impact and achieving goals for a vibrant and energetic downtown core.

These plans include, but are not limited to the following:

- Plan 20Thirty which includes the recommendation to bring enhanced Festivals and Events, that are both City led and externally led. Suggested events include: Farmer's Market, Street Festivals, Buskerfest, Culture crawl, coffee tours and culinary passports.
- The new Region of Durham Economic Development Strategy. Within this strategy, there is a particular action item to enable growth in the music industry through the development of a strategy to become a Music Region.
- An alignment with the City's recent departmental re-organization that brings Events and Culture Development under the Business and Economic Development Services Branch of the Department of Economic and Department Services.

3.2 Staff Comments on CF-22-69

Business and Economic Development staff are supportive of the proposal to bring an Oshawa-based music festival to the downtown. Previously, the City supported an externally organized music festival called the Jazz and Blues Festival which was used as a tourist attraction to drive local residents and out of town visitors into the area to engage in the musical offerings.

There has been continual requests from main-street businesses and stakeholders to enhance the volume of large-scale events in the downtown that drive large audiences and positive engagement to the area. Furthermore, Business and Economic Development and Culture Development staff have been engaged by the event organizers at Oshawa Tourism to participate and ensure that event meets compliance requirements put forth by the City and effective collaboration to deliver a quality event to the public.

Lastly, as noted in Correspondence CF-22-69, it is anticipated that the proposed music festival "will draw approximately 3500 to 5500 spectators in year one. Using the Tourism Regional Economic Impact Model (TREIM) data analysis simulation tool it is projected that Convergence 2023 will generate a total visitor spending of between \$277,150 and \$435,521." This impact will be felt by local businesses across many industries including hotel and hospitality, food and beverage establishment, retail storefronts and potentially arts and culture spaces dependent on the level of collaboration formed throughout the planning process.

The proposed music festival provides a good complement to the range of City-led events currently offered in the downtown area and has the potential to accomplish a sizeable impact for the business community in the area.

4.0 Financial Implications

Correspondence CF-22-69 is requesting \$60,000 of financial sponsorship and by waiving administrative fees associated with security, licences and permits required to facilitate the music festival.

Should Council approve the financial and other forms of sponsorship, outside of the corporate grant program, then the costs would need to be funded through the 2023 Operating Budget.

5.0 Relationship to the Oshawa Strategic Plan

This Memorandum advances the Economic Prosperity and Financial Stewardship and Cultural Vitality goals of the Oshawa Strategic Plan.



Hailey Wright, BA Hons, Director,
Business and Economic Development Services



Warren Munro, HBA, RPP, Commissioner,
Economic and Development Services Department

11/22/2022

Good afternoon,

This proposal outlines a potential roadmap for year one of an annual Oshawa-based music festival, spearheaded by Oshawa Tourism, to be executed in September 2023 with fundamental support from the City of Oshawa, The Regional Municipality of Durham, Central Counties Tourism, and key contributors such as Oshawa post-secondary institutions, business owners, and key music operators.

Oshawa is rich in culturally diverse music, with a genre reach that span from classical to rock n' roll, and everything in between. We are home to a variety of vibrant live music and concert venues, and music shops, as well as, the Ontario Philharmonic, the Oshawa Civic Band, and Durham Youth Orchestra; and, over the years, Oshawa has raised a number of popular artists including Crown Lands, Dizzy, Lennon & Maisy, and Daniel Caesar. Oshawa **IS** the musical epicenter of the Durham Region.

The Convergence Music and Art Festival aims to leverage both local and Canadian artists and performers in a unique and genre-bending festival experience designed to illuminate the downtown core and drive resident and visitor occupancy in local businesses.

It is anticipated that Convergence 2023 will draw approximately 3500 to 5500 spectators in year one. Using the Tourism Regional Economic Impact Model (TREIM) data analysis simulation tool it is projected that Convergence 2023 will generate a total visitor spending of between \$277,150 and \$435,521.

Convergence 2023 will not be possible without tremendous administrative and financial support from both the City of Oshawa. Oshawa Tourism is proposing that the City of Oshawa contributes as a lead partner on Convergence 2023 through financial sponsorship of \$60,000 and by waiving administrative fees associated with security, licenses, and permits required to facilitate this event.

It is essential that Oshawa Tourism receive early commitment of funding to allow the planning and implementation of the event to move forward.

Your consideration in the 2023 budget is appreciated.

In kindness,

Krista Licsi, Lead
Oshawa Tourism
klicsi@oshawatourism.com

M.F.I.P.P.A. Sec 14 (1)

www.oshawatourism.com

Jason King, CEO
Greater Oshawa Chamber of Commerce
jking@oshawachamber.com

M.F.I.P.P.A. Sec 14 (1)

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CONVERGENCE MUSIC + ART FESTIVAL:

BREATHE NEW LIFE INTO DOWNTOWN OSHAWA

ILLUMINATE THE DOWNTOWN

CELEBRATE ART & MUSIC

November 22, 2022

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INTRODUCTION

This proposal outlines a potential roadmap for year one of an annual Oshawa-based music festival, spearheaded by Oshawa Tourism, to be executed in September 2023 with fundamental support from the City of Oshawa, The Regional Municipality of Durham, Central Counties Tourism, and key contributors such as Oshawa post-secondary institutions, business owners, and key music operators.

VISION

Oshawa is rich in culturally diverse music, with a genre reach which spans from classical to rock n' roll, and everything in between. We are home to a variety of vibrant live music and concert venues, music shops, as well as, the Ontario Philharmonic, the Oshawa Civic Band, and Durham Youth Orchestra; and, over the years, Oshawa has raised a number of popular artists including Crown Lands, Dizzy, Lennon & Maisy, and Daniel Caesar. Oshawa **IS** the musical epicenter of the Durham Region.

The Convergence Music and Art Festival aims to leverage both local and Canadian artists and performers in a unique and genre-bending festival experience designed to illuminate the downtown core and drive resident and visitor occupancy in local businesses.



MISSION

Convergence 2023 strives to bring Oshawa stakeholders together to create and curate an interactive and culturally rich music festival that supports the City of Oshawa's plan 20Thirty to position the city as *A Lively and Modern Urban Centre Where All Can Thrive*.

In doing so, we will invite residents and visitors into our many venues, parks, stores, restaurants, nightlife hot spots and hotels creating memorable experiences, and driving the local tourism economy.

MARKET RESEARCH

MUSICFEST

Peterborough, Ontario

Peterborough Musicfest is a non-profit, charitable organization in Peterborough, Ontario, which hosts a series of free outdoor concerts. In 2015, Peterborough Musicfest was recognized as a Top 100 Festival and Event in Ontario. The concerts take place on weekends between July 1 and August 31 and are held at Del Crary Park, located in downtown Peterborough.

Musicfest is the longest-running free music festival of its kind in Canada and is funded by national, provincial, and municipal governments, corporate sponsors such as TD Bank and Pepsi Co., and smaller corporate sponsors including local businesses and agencies.

SUPERCRAWL

Hamilton, Ontario

Supercrawl is an annual art and indie music festival held each September in downtown Hamilton, Ontario. The festival features three days of free music spread over multiple stages lining the length of James Street North. The festival attracts over 200,000 visitors annually to watch over 50 bands, making it one of Ontario's largest free music festivals. Supercrawl showcases a spectrum of musical styles including pop, indie rock, electronic, soul, R&B and hip-hop, funk, folk, blues, jazz, and orchestral.

SUPERCRAWL was created by an independent music producer with the help of an ADHOC committee. With the support of the City of Hamilton economic development and tourism departments, the festival budget grew from \$30,000 in year one, to \$50,000 in year two, and \$120,000 by year three. In year three, it was determined that the best opportunity for continued growth would be to establish Supercrawl as a not-for-profit organization. Once established, the festival grew to an almost ½ million-dollar entity by year four. Supercrawl is now a 1.3-million-dollar festival and a major tourism generator for the City of Hamilton.

INSIGHTS

In addition to an immediate drive to the tourism economy, festivals of this nature, generate social experiences for residents and visitors alike, that continue to drive economic development through increased visitor retention and length of stay. Festivals also create experiences for

residents which contribute to their quality of life in the city and increased livability, thus attracting potential investors.

According to the producer of SUPERCRAWL, “community involvement is key” and must be embedded in the culture and creation from inception. With strategic community engagement, empty storefronts become new business incubators, local businesses thrive, and artists and musicians are profiled. A HYPER LOCAL approach is the way to build community and create opportunities for business development and community pride.

EVENT OVERVIEW

With instrumental partnership and support from the City of Oshawa and the Municipality of Region of Durham, Convergence 2023 aims to take over the downtown core in this one-day spectacle on **Saturday, September 24, from noon to 11 p.m.**

Festivities will take place on King St. E. between Simcoe St. and Mary St. as a cross-section of culturally-rich music faces off on dueling stages featuring a variety of current Canadian and local artists, a visual explosion of mind-bending art and light installations, and a culture jam of international cuisine in the form of an ultramodern street food alley.

The event will commence at noon with a series of local and family-friendly musical acts throughout the afternoon. Participants will also be able to explore various art installations, a local vendor’s market, a futuristic dinosaur exhibition, and an international street food alley in Victoria Lane.

At dusk, King St. E. will transform into an interactive galaxy of art and sound as headliners take over the ‘Space’ and ‘Sound’ Stages.

ARTISTIC FUSION

King St. E. will come alive as local artists and creators will be engaged in the design of mind-bending art and light installations, performance art, and dance that will come together to line the area with a spectacle never before experienced in Oshawa.

AUDIENCE

Audience	Strategic Insights
Long-time Oshawa residents	<ul style="list-style-type: none">● Nostalgia can be used to engage with this audience● High level of awareness of Oshawa cultural landmarks

	<ul style="list-style-type: none"> ● Loyalty to local entertainment establishments ● Happy to spend money for experiences in their community if there are opportunities to do ● Want something fun and different to do that is close to home and easy to engage with (as opposed to having to travel to Toronto)
New to Oshawa	<ul style="list-style-type: none"> ● Desire to learn more about Oshawa ● Diverse audience ● Some new to Canada ● Looking to make new connections – personally and professionally ● Seeking community inclusion
Post-secondary students	<ul style="list-style-type: none"> ● Young adults looking for excitement/nightlife/experiences ● Traditional students range in age from 17 (underage) to 24, while mature students include adults 25+ ● Mix of on-campus residents, local residents, and commuters from neighboring municipalities
Oshawa music, arts, and culture enthusiasts	<ul style="list-style-type: none"> ● Local artists and creators engaged in the Oshawa music scene ● Dancers, performers, musicians, and patrons of local establishments like Oshawa Little Theatre, the Biltmore Theatre, the Robert McLaughlin Gallery, the Atria, etc. – as well as their social media followers ● Ages and demographics vary but are most often residents of Oshawa or local municipalities ● Music Management post-secondary students ● Students of various music/arts/performance programs
Kids and Families	<ul style="list-style-type: none"> ● 2015 research from Economics and Sociology indicates that the primary decision maker in the family tourism market is female, aged 31 to 44, with some degree of higher education (Niemczyk, 2015) ● Children account for 32.5% of the total population of Oshawa (Census Canada, 2021)

TIMELINE

Convergence Art + Music Festival - 2023

Milestone	Date	Description	Outcome
Soft Launch	September 22, 2022	Jack DeKeyzer Concert at Biltmore Theatre + Nothing Serious, Sundown Super Hero at the Atria Bar and Grill	-Potential sponsors engaged with Convergence 2023 promo kits
Convergence Steering Committee Kick-off Meeting	October 12, 2022	Key collaborators meet to review key considerations and next steps	-Identify roles + responsibilities -Determine Festival dates/format -Identify next steps -Determine meeting frequency
Announcement 1	November 1	Announce Convergence Festival, steering committee members, dates – at Oshawa Tourism Launch Party	-Build engagement
Finalize key partner funding	December 2022		
Commence negotiations with artist management	December 2022	Preliminary conversations with musicians	
Permits and Licenses	December 2022	Work with the City of Oshawa to determine the required permit and license documentation	
Launch website	February 1, 2023	Soft launch website with splash page including a festival overview, dates, sponsorship information, about section, steering committee bios, subscription button	-Ability to share sponsorship information
Announcement 2	April 2, 2023	Publicly launch the website, festival brand, any secured performers	-Build engagement
Announcement 3	June 1, 2023	The full festival line-up announced	
Road closure set-up	September 22 at noon	Stage set-up	

		Artistic installation set-up	
Event day set-up	9 a.m. to noon	Vendor’s Alley and International Street Food Festival Dinosaur exhibit set-up	
FESTIVAL GOES LIVE – FALL 2023			

ECONOMIC IMPACT

It is anticipated that Convergence 2023 will draw approximately 3500 to 5500 spectators in year one. Using the Tourism Regional Economic Impact Model (TREIM) data analysis simulation tool it is projected that Convergence 2023 will generate a total visitor spending of between \$277,150 and \$435,521. Detailed reports based on both 3500 and 5500 participants have been included in the attachments.

BUDGET

CONVERGENCE 2023

BUDGET

Item	Budgeted	Actual
MUSIC PRODUCTION		
Production and artist fees	\$180,000	
ART + SPECTACLE		
Light installations	\$20,000	
Art installations	\$20,000	
Dinosaur Installation	\$5,000	
COMMUNICATIONS AND MARKETING		
Web development	\$12,000	
Marketing	\$15,000	
SAFETY AND SECURITY		
Paid duty police officers/security	Requesting support from the City of Oshawa and the Regional Municipality of Durham	
LICENCING AND PERMITS		
Permits + licenses	Requesting fee waivers from the City of Oshawa	
HUMAN RESOURCES		

Convergence Art + Music Festival - 2023

Event Assistant	\$22,750
ADMINISTRATION	
Miscellaneous administrative expenses	\$10,000
Total budget	\$284,750.00

REQUEST

Convergence 2023 will not be possible without tremendous administrative and financial support from both the City of Oshawa and the Municipality of Durham Region. Oshawa Tourism is proposing that the Regional of Durham contributes as a lead partner on Convergence 2023 through financial sponsorship of \$60,000 and by waiving administrative fees associated with security, licenses, and permits required to facilitate this event.

It is essential that Oshawa Tourism receive early commitment of funding to allow the planning and implementation of the event to move forward.

CONTACT DETAILS

Krista Licsi, Lead
Oshawa Tourism
klicsi@oshawatourism.com
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The Economic Impact of Convergence 2023 - Economic Impact in Oshawa (532) in 2023

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

November 22,2022

Note: The Ministry of Heritage, Sport, Tourism and Culture Industries 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 Convergence 2023 - Economic Impact 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 MHSTCI Tourism Regional Economic Impact Model:

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

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	3,500	85.00%	15.00%	1
Rest of Canada	0	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
Total	3,500			

The user also has selected the following parameters:

- The visits take place in Oshawa (532) in 2023
- The impact is to be shown for Oshawa (532)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are excluded

2. Summary of Findings

Table 1. Economic Impacts of Convergence 2023 - Economic Impact in Oshawa (532) in 2023 (in dollars)

	Oshawa (532)	Rest of Province
Total Visitors' Spending	\$277,150	
Gross Domestic Product (GDP)		
Direct	\$141,133	\$0
Indirect	\$24,219	\$13,156
Induced	\$34,666	\$17,834
Total	\$200,018	\$30,990
Labour Income		
Direct	\$70,316	\$0
Indirect	\$16,109	\$8,259
Induced	\$20,937	\$11,729
Total	\$107,362	\$19,988
Employment (Jobs)		
Direct	2	0
Indirect	0	0
Induced	0	0
Total	2	0
Direct Taxes		
Federal	\$24,362	\$0
Provincial	\$43,809	\$0
Municipal	\$675	\$0
Total	\$68,846	\$0
Total Taxes		
Federal	\$35,800	\$4,480
Provincial	\$51,966	\$3,092
Municipal	\$1,016	\$177
Total	\$88,782	\$7,750

Table 2. Economic Impacts of Convergence 2023 - Economic Impact in Oshawa (532) on GDP by industry (in dollars)

Industry	Impact on Oshawa (532)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$58	\$351	\$0	\$357
Forestry, Fishing and Hunting	\$2	\$71	\$0	\$81
Mining and Oil and Gas Extraction	\$0	\$284	\$0	\$348
Utilities	\$0	\$1,106	\$0	\$724
Construction	\$0	\$3,212	\$0	\$2,343
Manufacturing	\$2,251	\$6,147	\$0	\$2,853
Wholesale Trade	\$0	\$973	\$0	\$5,026
Retail Trade	\$11,141	\$16,974	\$0	\$1,653
Other Transportation and Warehousing	\$2,049	\$3,219	\$0	\$3,894
Ground Passenger Transportation (excl. Rail)	\$316	\$555	\$0	\$304
Information and Cultural Industries	\$675	\$2,624	\$0	\$1,918
Other Finance, Insurance, Real Estate and Renting and Leasing	\$1	\$11,587	\$0	\$5,093
Car Renting and Leasing	\$99	\$414	\$0	\$94
Owner Occupied Housing	\$0	\$7,248	\$0	\$652
Professional, Scientific and Technical Services	\$0	\$4,121	\$0	\$1,601
Other Administrative and Other Support Services	\$0	\$2,010	\$0	\$757
Travel Agencies	\$0	\$160	\$0	\$62
Education Services	\$555	\$1,921	\$0	\$274
Health Care and Social Assistance	\$194	\$2,245	\$0	\$348
Arts, Entertainment and Recreation	\$27,685	\$28,371	\$0	\$326
Accommodation Services	\$4,110	\$4,264	\$0	\$41
Food & Beverage Services	\$30,854	\$32,136	\$0	\$491
Other Services (Except Public Administration)	\$4,491	\$5,823	\$0	\$522
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$2,841	\$3,478	\$0	\$190
Government Sector	\$2,742	\$4,163	\$0	\$539
Net Indirect Taxes on Production	\$51,070	\$56,561	\$0	\$500
Total	\$141,133	\$200,018	\$0	\$30,990

Appendix:

The Economic Impact of Visits in Oshawa (532) and, if applicable, the rest of Ontario: 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 Oshawa (532) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

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. GDP is measured at market prices which include net indirect taxes on products. 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, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

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 is 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 is collected by the Ontario provincial government.

Municipal tax revenues: include business and personal property and education taxes that are 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.

The Economic Impact of Convergence 2023 - Economic Impact (5500 Participants) in Oshawa (532) in 2023

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

November 22,2022

Note: The Ministry of Heritage, Sport, Tourism and Culture Industries 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 Convergence 2023 - Economic Impact (5500 Participants) 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 MHSTCI Tourism Regional Economic Impact Model:

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

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	5,500	85.00%	15.00%	1
Rest of Canada	0	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
Total	5,500			

The user also has selected the following parameters:

- The visits take place in Oshawa (532) in 2023
- The impact is to be shown for Oshawa (532)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are excluded

2. Summary of Findings

Table 1. Economic Impacts of Convergence 2023 - Economic Impact (5500 Participants) in Oshawa (532) in 2023 (in dollars)

	Oshawa (532)	Rest of Province
Total Visitors' Spending	\$435,521	
Gross Domestic Product (GDP)		
Direct	\$221,781	\$0
Indirect	\$38,058	\$20,673
Induced	\$54,475	\$28,025
Total	\$314,314	\$48,698
Labour Income		
Direct	\$110,496	\$0
Indirect	\$25,314	\$12,978
Induced	\$32,902	\$18,432
Total	\$168,712	\$31,410
Employment (Jobs)		
Direct	3	0
Indirect	0	0
Induced	0	0
Total	4	0
Direct Taxes		
Federal	\$38,283	\$0
Provincial	\$68,842	\$0
Municipal	\$1,061	\$0
Total	\$108,187	\$0
Total Taxes		
Federal	\$56,258	\$7,041
Provincial	\$81,661	\$4,859
Municipal	\$1,596	\$278
Total	\$139,515	\$12,178

Table 2. Economic Impacts of Convergence 2023 - Economic Impact (5500 Participants) in Oshawa (532) on GDP by industry (in dollars)

Industry	Impact on Oshawa (532)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$91	\$551	\$0	\$561
Forestry, Fishing and Hunting	\$3	\$111	\$0	\$127
Mining and Oil and Gas Extraction	\$0	\$447	\$0	\$547
Utilities	\$0	\$1,739	\$0	\$1,137
Construction	\$0	\$5,047	\$0	\$3,682
Manufacturing	\$3,538	\$9,660	\$0	\$4,483
Wholesale Trade	\$0	\$1,528	\$0	\$7,898
Retail Trade	\$17,507	\$26,673	\$0	\$2,598
Other Transportation and Warehousing	\$3,220	\$5,058	\$0	\$6,119
Ground Passenger Transportation (excl. Rail)	\$497	\$873	\$0	\$478
Information and Cultural Industries	\$1,060	\$4,123	\$0	\$3,014
Other Finance, Insurance, Real Estate and Renting and Leasing	\$1	\$18,209	\$0	\$8,003
Car Renting and Leasing	\$156	\$650	\$0	\$148
Owner Occupied Housing	\$0	\$11,390	\$0	\$1,025
Professional, Scientific and Technical Services	\$0	\$6,476	\$0	\$2,516
Other Administrative and Other Support Services	\$0	\$3,159	\$0	\$1,190
Travel Agencies	\$0	\$251	\$0	\$97
Education Services	\$872	\$3,019	\$0	\$431
Health Care and Social Assistance	\$305	\$3,528	\$0	\$547
Arts, Entertainment and Recreation	\$43,505	\$44,583	\$0	\$512
Accommodation Services	\$6,458	\$6,701	\$0	\$65
Food & Beverage Services	\$48,485	\$50,500	\$0	\$772
Other Services (Except Public Administration)	\$7,058	\$9,150	\$0	\$820
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$4,464	\$5,465	\$0	\$298
Government Sector	\$4,308	\$6,542	\$0	\$846
Net Indirect Taxes on Production	\$80,253	\$88,881	\$0	\$785
Total	\$221,781	\$314,314	\$0	\$48,698

Appendix:

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