



April 11, 2011

City Council Committee Report

To: Mayor & Council

Fr: Heather Paterson- Tourism Development Officer

Re: Celebrate Ontario Funding Agreement

Recommendation:

That Council gives three readings to a by-law to authorize execution of the Celebrate Ontario Funding agreement in the amount of \$40,000; and further

That City Council authorize Mayor and Clerk to sign the Celebrate Ontario Funding agreement in the amount of \$40,000.

Background:

In 2010, The City of Kenora made an application to the Celebrate Ontario Festivals program for financial support of the new Celebrate Summer Festival that takes place in Kenora during the July Long Weekend. The Celebrate Ontario Festivals program is designed to help existing events and festivals in our province grow and expand.

Celebrate Summer is a showcase event to launch the start of Kenora's busy summer tourism season. This community festival falls on the July long weekend and welcomes newcomers and returning cottagers to Kenora by showcasing the people, place and cultures of the region. It also coincides with the community's Canada Day celebrations and provides an opportunity for local people to gather in proud and joyful celebration of the cultural richness the community has to offer. In 2010 this event was an overwhelming success, despite severely inclement weather and featured Juno Award winning band Digging Roots.

The funding provided by Celebrate Ontario will allow for the purchase of a removable dance floor which is required for the enhanced cultural showcase, provide greater funds for artists fees which will encourage greater participation, and it will also provide the funding for a stage crew, sound crew and audio system.

In addition to the Celebrate Ontario grant, the Celebrate Summer organizing committee leverages funds from community organizations and Businesses such as Harbourtown Biz.

Our successful application to the program was announced at the end of March 2011.

Budget:

Communication Plan/Notice By-law Requirements: