



City of  
**Peterborough**

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**To:** Members of the Joint Services Steering Committee

**From:** Sandra Clancy, Director of Corporate Services

**Meeting Date:** October 9, 2014

**Subject:** Report CPFSJSSC14-002  
GPAEDC Draft 2015 Budget

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## **Purpose**

A report to present the draft 2015 GPAEDC Budget.

## **Recommendation**

That the Joint Services Steering Committee approve the recommendation outlined in report CPFSJSSC14-002, dated October 9, 2014, of the Director of Corporate Services, as follows:

That the Joint Services Steering Committee recommend the draft 2015 GPAEDC Budget as set out in Appendix A to report CPFSJSSC14-002 be referred to City and County Council for consideration during their respective 2015 Budget discussions.

## **Budget and Financial Implications**

The requested City share of expenses that represents core funding has increased from \$898,778 to \$903,751 (0.05%) and the County share has increased from \$642,337 to \$645,891 (0.05%). The modest increase in core funding is partly the result of the fact that the Physician Recruitment program has been moved to Primary Health Care Services of Peterborough, saving a combined estimated \$30,000 in expense. Without the change in how this program is delivered, the request would have been a 2.5% increase for each municipality.

The budget also includes an additional one-time request of \$50,000 from the City and \$25,000 from the County to bring the Travel Media Association of Canada (TMAC) Conference to Peterborough. Additional information is provided in Appendix B attached to this report. Altogether the request has increased 5.6% for the City and 3.9% for the County.

Funding requests for Sustainable Peterborough in the amount of \$35,000 for both City and County as well as \$100,000 for Airport Marketing on behalf of the City remain at 2014 levels.

Section 5.02a of the 2012 agreement between the City, County and GPAEDC stipulates that "For the term of this agreement, the City and the County agree to provide funding to GPAEDC to undertake Core Economic Development Activities as set out in Appendix A that is at least equal to the approved 2012 budget, increased by at least the increase in the National Consumer Price Index for the previous year."

## Background

GPAEDC staff will be available at the October 9, 2014 Joint Services Steering Committee to answer questions the Committee members may have.

Submitted by,

Sandra Clancy  
Director of Corporate Services

Contact Person

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Attachments:

Appendix A - Draft 2015 Budget for the GPAEDC  
Appendix B - Travel Media Association of Canada Conference

**Appendix A**  
Draft 2015 Budget for the GPAEDC

# GPA EDC - 2015 Budget - Revenue Summary

	2014 Forecast	2015 Budget	Net % Increase	2015 In Kind Contributions
<b>CORE REVENUE:</b>				
<b>CITY OF PETERBOROUGH</b>				
Core Funding (see Note 1)	898,778	921,247	2.5%	
Less Physician Recruiting (see Note 2)	-	(17,496)		
	898,778	903,751		-
<b>COUNTY OF PETERBOROUGH</b>				
Core Funding (see Note 1)	642,337	658,395	2.5%	
Less Physician Recruiting (see Note 2)	-	(12,504)		
	642,337	645,891		-
<b>TOTAL CORE FUNDING</b>	<b>1,541,115</b>	<b>1,549,642</b>		-
<b>APPENDIX C REQUESTS BY CITY &amp; COUNTY:</b>				
<b>CITY OF PETERBOROUGH</b>				
Sustainable Peterborough	35,000	35,000		
Climate Change Project (see Note 2)	-	22,000		
Airport Marketing	100,000	100,000		
<b>COUNTY OF PETERBOROUGH</b>				
Sustainable Peterborough	35,000	35,000		
<b>TOTAL APPENDIX C REQUESTS</b>	<b>170,000</b>	<b>192,000</b>		-
<b>APPENDIX C REQUESTS BY PETERBOROUGH ECONOMIC DEVELOPMENT</b>				
<b>ONE-TIME SPECIAL FUNDING:</b>				
<b>CITY OF PETERBOROUGH</b>				
TMAC Conference (see Note 4)	-	50,000		50,000
<b>COUNTY OF PETERBOROUGH</b>				
TMAC Conference (see Note 4)	-	25,000		25,000
<b>TOTAL ONE-TIME SPECIAL FUNDING</b>	<b>-</b>	<b>75,000</b>	<b>3.7%</b>	<b>75,000</b>
<b>TOTAL CITY &amp; COUNTY</b>	<b>1,711,115</b>	<b>1,816,642</b>		<b>75,000</b>

## NOTES:

- Per paragraph 5.02 of the MOU, the increase over 2014 is at least equal to the National Consumer Price Index for the previous year. Estimated Consumer Price Index for 2014 is 2.5%
- Physician Recruiting has been moved to the Primary Health Care Services of Peterborough. Revenues (pro-rated between City and County) and expenses have decreased by \$30,000.
- Sustainable Peterborough, a City-County initiative housed within Peterborough Economic Development, received City funding for this project as a result of federal and provincial grants.
- An incremental \$75,000 financial and \$75,000 in kind Appendix C request is required in order to execute TMAC (Travel Media Association of Canada) Conference successfully. The conference will bring 200-250 member delegates from across Canada with approximately 40% being media professionals. PED is hosting on behalf of the City and County and expects significant promotion and media coverage of the region as a result.

# GPA EDC - 2015 Budget Detail

	2014 Forecast	2015 Budget	% 2015 Budget	2015 In Kind Contributions
<b>REVENUE</b>				
<b>CORE FUNDING</b>				
City of Peterborough	898,778	903,751		
County of Peterborough	642,337	645,891		
	1,541,115	1,549,642	66%	-
<b>CITY APPENDIX C REQUESTS</b>				
Sustainable Peterborough	35,000	35,000		
Climate Change Project	-	22,000		
Airport Marketing	100,000	100,000		
TMAC Conference	-	50,000		50,000
<b>COUNTY APPENDIX C REQUESTS</b>				
Sustainable Peterborough	35,000	35,000		
TMAC Conference	-	25,000		25,000
	170,000	267,000	11%	75,000
<b>TOTAL CITY &amp; COUNTY</b>	<b>1,711,115</b>	<b>1,816,642</b>	<b>78%</b>	<b>75,000</b>
<b>OTHER GOVERNMENT GRANTS</b>				
Business Development (ICCI & EODP)	63,050	14,850		
Tourism	4,157	15,000		
Sustainable Ptbo (FCM)	29,167	87,500		
<b>Federal</b>	96,374	117,350	5%	-
Sustainable Ptbo (OTF)	25,000	75,000		
Tourism	3,585	99,000		
Admin (RED)	22,000	10,000		
Business Advisory Centre (MEDT)	154,000	151,000		
<b>Provincial</b>	204,585	335,000	14%	-
<b>OTHER SOURCES OF REVENUE</b>	189,714	70,443	3%	
<b>Total Revenue</b>	<b>2,201,788</b>	<b>2,339,435</b>	<b>100%</b>	<b>75,000</b>
<b>EXPENSES</b>				
Business Development	1,067,763	1,188,579	50%	
Tourism	603,062	691,649	30%	75,000
Facilities & Administration	530,963	459,207	20%	
<b>Total Expenses</b>	<b>2,201,788</b>	<b>2,339,435</b>	<b>100%</b>	<b>75,000</b>
<b>Total Surplus/(Deficit)</b>	<b>0</b>	<b>0</b>		<b>0</b>

## **Appendix B**

Travel Media Association of Canada Conference

## **DRAFT 2015 (Budget APPENDIX): Peterborough Economic Development**

### **Peterborough & the Kawarthas Hosting of the Travel Media Association of Canada Conference & AGM June 2015**

#### **Opportunity Overview & Background:**

Peterborough & the Kawarthas Tourism (PKT), part of Peterborough Economic Development Corporation has successfully secured the opportunity to host the 2015 Travel Media Association of Canada (TMAC) Conference & AGM in Peterborough. This will be the first time the association has chosen to host its conference in a rural destination, and will result in significant media coverage for the area.

In 2007, Peterborough & the Kawarthas Tourism completed the Premier Ranked Tourism Destination Framework (PrTD) (a provincially recognized research) which identified areas for development related to tourism and assessed our region's competitive tourism advantage with the goal of improving the region to be a top destination. The pursuit of earned media opportunities was one of the areas identified, and PKT has been successfully focusing efforts on travel media relations over the past 5 years with the goal of encouraging travellers to visit the destination, investing dollars into the local economy.

With direction from the \*PrTD project and associated Destination Development Plan and support from the PED Board, we \*\*bid to host this conference because we recognize the tremendous value of having the opportunity to showcase our destination to a large number of travel media professionals. We were thrilled to learn that we were successful in our bid, and are looking forward to providing TMAC with an unforgettable experience

Please Note: \*County and City stakeholders both public and private sector tourism partners were involved and participated in the year long PrTD program and Destination development planning. We also received initial execution support of our Destination Development plan through 3 years of funding from the Province through the Eastern Ontario Development Fund (EODF) which provided significant funding for our initial travel media relations.

\*\*This was our 3<sup>rd</sup> time bidding, second time short listed. We won over Kingston.

#### **Overview of Travel Media Association of Canada (TMAC):**

Founded in 1994, TMAC is Canada's most professional and productive experts in the field of travel. TMAC is currently comprised of 450 members who are experts in the field of travel across Canada – writers, photographers, filmmakers, bloggers and social media mavens, as well as highly respected representatives of the travel industry.

TMAC Membership is well represented from coast-to-coast-to-coast and supports four regional chapters: British Columbia, Alberta, Ontario, Atlantic and working on furthering its regional chapters, specifically developing a Quebec chapter. As a not-for-profit organization, TMAC is directed by a volunteer Board of Directors, supported by an association management company, T.O Corporate Services.

The 2015 conference in Peterborough & the Kawarthas will bring together an impressive group of A-list talent looking for travel stories to share with the world. Destinations that have bid and won the conference to host include most recently over the last few years include: Pittsburgh, Ottawa, Saskatoon, Fredericton and Wales, England. Previous host destinations have reported anywhere between 1.5 – 2.5 million in media value post hosting the TMAC conference.

**RETURN ON INVESTMENT and OPPORTUNITY VALUE:** Destinations from across Canada and now international, bid on hosting this conference in order to have a captive Travel Media audience to showcase their destination. There is no question media relations can be a cost effective way to introduce a destination to travelers; a single article can reach hundreds of thousands of people at the same time and at the same level of influence as word of mouth. Investment in media is a long term process, relationship based activity, with no promise of quick fixes. We have committed over the last 5 years to building our media relations to the point where now we have been chosen to host this prestigious national conference. **For every \$1 on average that we have spent in Travel media relations, we are seeing approximately \$10 – \$15 media value in return.** In 2013 alone we invested \$5500 in travel media relations and this resulted in editorial features in various print publications across Canada and US/International via digital. We received a public relations value of \$83,303. \*Calculations do not use any PR multiplier affect nor add value of digital activity via blogs and social media.

### **About the Conference**

Official launch of the 2015 Conference & AGM took place May 2014 within this year's Conference in Pittsburgh. The Peterborough & the Kawarthas tourism team hosted a lunch and officially invite delegates to Peterborough & the Kawarthas in 2015.

This ambitious and wide-ranging annual Conference is a place to exchange story ideas, explore new destinations and keep up-to-date on skills, trends and techniques. Most importantly, industry partners are able to showcase their destinations at the Media Marketplace, a scheduled business-to-business networking session.

As a host destination we are responsible for transportation to/ from and around our destination as well as all of the social and destination experience aspects of the conference that enables us to showcase our region and tell our experience stories. TMAC themselves oversee all aspects relating to the business of the conference. (see host destination responsibility breakdown below)

**The Dates: Conference & AGM:** Wednesday June 10<sup>th</sup> – Saturday June 13<sup>th</sup>, 2015. **Pre Tours** (Open to Travel media only): June 7<sup>th</sup> – 10<sup>th</sup>. **Post Tours** (Open to Travel Media Only): June 14<sup>th</sup> – 16<sup>th</sup>. Approximately 225 – 250 delegates anticipated.

**The Theme:** “OUR ROOTS ARE SHOWING”

### **Planning & Execution Committee:**

Fiona Dawson our Director of tourism along with the Peterborough & the Kawarthas Tourism team, will lead the execution of the conference with support from a Local TMAC Community Committee. The committee includes individuals who are committed to the growth and promotion of our region. There is representation from: the City and County of Peterborough, the College and University, Accommodation, Venues, Communications, Arts, Culture, Heritage and



Parks/ Outdoor recreation. They encompass great knowledge of our region and are very passionate about the opportunity this conference brings to us.

Name (Local Member)	Organization
Guiel, Terry	DBIA Representative
Johnston, Lori (or assigned team)	Host off-site Meeting Space - TMAC Business – Trent University
Jopling, Karen	County Representative
Marshall, Anne	Resort Representative/ TMAC Member
Merrett Dana (or assigned team)	Carlson Wagonlit Travel - PED Board Member
Morton, Neil	Ptbo Canada/ Community Rep
Sauve, Susan	City Representation
Smith, Lisa	Host Hotel Representative – Holiday Inn Peterborough Waterfront
Waldbrook, Lori	Ontario Parks/ TMAC Member
Watson, Patti	Fleming College, Faculty of Business, Tourism
Nelson, Nikki	Event Planning/ Local Food
Doherty, Ken	Director Community Services, City of Ptbo
Austin, Natalie	Parks Canada, Event Sub Committee

### HOST DESTINATION RESPONSIBILITY

Opportunities to showcase our region’s experience are woven throughout the conference, below are some of the areas in which we need support and sponsorships to assist us in delivering a great experience in our region:

Transportation/ Logistics: Transportation to and from Toronto Airport/ Dntn + VIA Rail Cobourg station to Peterborough central on arrival day and departure day. Plus transportation requirements within region from accommodations to venues and tours as needed.

Pre Tours AND Post Tours: 2-3 day experience excursions for approximately 60-80 media delegates. Over the dates of June 7<sup>th</sup>-10<sup>th</sup> AND June 14<sup>th</sup> – 16<sup>th</sup>, 2015. Approximately 6-10 tours per dates required.

Local Tours: 4 hour day excursions for approx 250 conference delegates

Dine Around: An evening dining at many of our local dining establishments. All delegate opportunity

Welcome Receptions: 1<sup>st</sup> Informal Arrival Day and 2<sup>nd</sup> Official Conference Opening Evening Event

Gala Event: Formal Evening sit down dinner, entertainment and awards gala for 250 delegates

*Additional Items: Delegate Gifts* (arrival, departure and nightly gift opportunities), *Signage: Welcome* signage i.e. street banners, location signage. As well as directional signage for delegates to navigate through the conference. *Entertainment: local talent* opportunities within social elements of conference. *Misc. Activities/ Experiences* i.e. morning paddling, cycling.

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### **County and City Stakeholder 2015 Budget Request**

In support of our travel media relations efforts and executing and delivering the TMAC 2015 Conference and AGM

#### **Request of The County of Peterborough:**

\$25,000 in dollars plus equal value of inkind support i.e. Lang Pioneer Village and County required transportation for example

#### **Request of The City of Peterborough:**

\$50,000 in dollars plus equal value of inkind support i.e. city transportation/ logistics support as an example. \*Please note the City will be the host location during the main dates of the conference/ AGM

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## TMAC 2015 BUDGET

2014 Luncheon - 2015 Peterborough & the Kawarthas Conference Launch	Estimated Amount	\$ Secured	Notes
Travel - Pittsburgh	\$ 5,000.00	Completed	May-14
Pittsburgh venue/ Food/ AV for launch Lunch	\$ 15,500.00	completed	May-14
TMAC delegate gifts - Local Artisan carved compasses + shipping	\$ 6,000.00	completed	May-14
Presentation - Video	\$ 2,500.00	completed	May-14
<b>SUBTOTAL</b>	<b>\$ 29,000.00</b>	<b>DONE - 2014 PED Budget (Tourism)</b>	

2015 Peterborough & the Kawarthas Conference 2015	
Casual Welcome Reception - 250 delegates	\$ 14,287.50
Opening Reception & Dinner (250 delegates)	\$ 23,812.50
Dine Around (250 delegates)	\$ 19,050.00
TMAC awards, Closing Reception, Dinner & Entertainment (250 delegates)	\$ 31,750.00
TOURS: Pre/ Post and Day tours	\$ 23,000.00
Transportation and Logistics (to/ from TO PLUS within region)	\$ 50,000.00
Conference additional requirements: audio/ AV, communications, signage, venue space etc.	\$ 53,000.00
<b>SUBTOTAL</b>	<b>\$ 214,900.00</b>
<b>Sutotal</b>	<b>\$ 214,900.00</b>

TMAC Conference Coordinator (100% time)	40,500
Required staff person for day to day planning of conference and post results 1 year due to small tourism staff compliment currently	
<b>Sub TOTAL</b>	<b>\$ 254,297.50</b>

**CONFERENCE TOTAL** \$ 284,400.00

\* The above are estimated costs based on historic # provided from TMAC as well as local knowledge in hosting previous travel media tours etc. The estimates do not include PED tourism team human resources

**TMAC 2015 List of Community Partners/ Sponsors**

	Partnership/ Sponsorship Update	IN DISCUSSION \$ (estimate)	DECLINED Funding	CONFIRMED Funding	Notes
Peterborough & the Kawarthas Tourism Budget		\$ 64,000.00			PED Corporate Budget. <b>2014 Budget of \$29,000 already executed on the TMAC 2015 Launch in Pittsburgh.</b> The amount indicated for 2015 does not include the above, just remainder planned within 2015 budget awaiting final approval. Total dedicated to TMAC \$93,000
CFDC - EODP Program	Application for TMAC Conference support	\$ -	\$40,000.00		Application not provided funding due to change in program criteria
Provincial Funding: RED Program	In discussion currently with Program Coordinators to see potential program fit	\$ 64,000.00			Application being submitted
County of Peterborough	Appendix C - Budget request	\$ 25,000.00			PLUS equal amount inkind. To be requested within corporate Budget 2015 - Appendix C
City of Peterborough	Appendix C - bduget request	\$ 50,000.00			PLUS eugal amount inkind. To be requested within corporate Budget 2015 - Appendix C
Ontario Parks	Discussions underway	\$ -			
Parks Canada	Discussions underway	\$ -			
Ontario Tourism Marketing Partnership Corporation	Discussions underway	\$ -			
Regional Tourism Organization 8 - Kawarthas Northumberland	Discussions underway	\$ -			
Private Sector/ Other		\$ -			
		\$ -			

For Awareness ONLY: PED Leadership & Execution (Not included in calculations, this is approximate dedicated value of Human resources for Conference	<b>\$140,000</b>
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