

REPORT FROM THE DIRECTOR OF RECREATION AND CULTURE

Re: Arts on the Trail Event in 2023

RECOMMENDATION

THAT the report from the Director of Recreation and Culture be received;

AND THAT Staff be directed to secure community group(s) to present the Arts on the Trail event in 2023;

AND THAT The City serve as a sponsor of the event at an upset limit of \$3,000 cash plus in-kind donation of the Collins Hall for the duration of the event.

BACKGROUND

The Arts on the Trail event has had a long standing history in the City. The event, presented against the backdrop of the amazing fall colours in the region, allows visitors and locals alike to purchase and experience multiple art disciplines. In previous years, the event was held at a mix of local municipal facilities/businesses on the last Saturday of September.

ANALYSIS

In the City's ongoing effort to support community groups, the Arts on the Trail is an ideal event to allow these groups to generate revenue without the undertaking of a large scale event. This event lends itself well for collaboration between the private sector and community groups as there is limited set up involved (as opposed to events like the street dance or drag races).

The Arts on the Trail event is a significant event for the community. As the city renews its focus on tourism, diverse events that have a significant draw into the community play a large role. Above the infusion of dollars into our economy through locals and tourists being out and about, the artists (that serve as "vendors") also stay and eat locally, further providing a local impact.

The most recent event where financial data is available (chart below) shows that a loss was realized in the amount of \$6,265. The bulk of this cost was due to the large advertising and promotion spend. Not reflected is the countless hours put in by City Staff. Additionally, the opportunity cost of staff focusing on these events as opposed to other municipally significant projects is considerable. In 2022, staff budgeted \$5,750 for the event, but due to lingering effects of the pandemic early in the year during the planning phase, the event was not held.

City of Elliot Lake	2019 Actual
MISCELLANEOUS REVENUE	(3,183)
PUBLIC DONATIONS	(700)
SPONSORSHIP INCOME	(2,955)
SUPPLIES & EQUIPMENT	110
SUNDRY EXPENSES	1,347
RECEPTIONS	(16)
POSTAGE	-
ADVERTISING & PROMOTIONS	11,662
Arts Tour	6,265

Staff are recommending that in place of facilitating the event, the City of Elliot Lake serve as one of the title sponsors to an upset limit of \$3,000. Over and above the monetary commitment, it is recommended that the rental cost of Collins Hall be included for the duration of the event (the cost would depend on whether it is a one or two-day event). As with any other event, the city would also promote it through its social media channels and website.

To summarize, handing this event off to a local group offers several advantages:

- Maximizes staff time spent on corporate priorities and/or a select few events
- Local community groups have a new way to generate revenue (given that past models of a donation for service are no longer possible given insurance and risk considerations)
- Events are run more efficiently and content specific if organized by groups with expertise (eg. arts groups hosting an arts event)

It is imperative that this event enter the planning stages as soon as possible. Participating artists need a large ramp up period to prepare and we want to be sure we become part of the plans for fall 2023. Many artists plan their season as a circuit and we want to ensure that Elliot Lake is on their radar.

FINANCIAL IMPACT

The city would have a cash outlay of \$3,000 plus the in kind donation of the Collins Hall.

LINKS TO STRATEGIC PLAN

The Arts on the Trail event aligns with the City's strategic through the following:

- Support in the arts and culture community
- Development of strong partnerships

SUMMARY

Staff are recommending that Council offer the Arts on the Trail event to community group(s) as opposed to running it as a municipal event.