

CITY OF HAMILTON

M O T I O N

Council Date: March 28, 2012

MOVED BY COUNCILLOR J. FARR

SECONDED BY COUNCILLOR

7.2 Funding Request for 2012 Supercrawl

Whereas the approximate total direct Gross Domestic Product impact on Hamilton from Supercrawl was \$1.5million;

And Whereas based on the survey results taken on the street at the time of the 2011 event, and the responses to questions about where the attendees came from and what they spent, the Ontario government's Tourism Regional Impact Model concludes that the largest sector benefit was to the Food and Beverage industry, at \$283,000, the second largest sector benefit was to Retail Trade, at \$272,000, followed by Accommodation at \$114,000;

And Whereas this same model estimates that the total impact on Ontario's economy, when spin-off benefits and sales tax are included, was \$3.9 million. This number takes into account the money spent getting to Hamilton, and the benefit to the 'downstream producers' such as farmers, manufacturers and shipping and storage, amongst others;

And Whereas Supercrawl organizers have, in a short time, proven that this event is a major festival with respect to draw (approximate attendance of 50,000), and have done so for the most part at their own expense;

And Whereas the event is community based and features thousands of hours in community volunteer time;

And Whereas the 2012 Festival will have considerably more content, with a much larger street closure area than 2011;

And Whereas the organizers of this event are looking to continue to expand and create an event that will be a showcase for Hamilton for the Pan Am Games in 2015.

Therefore Be It Resolved:

That one-time funding in the amount of \$60,000 for the 2012 James Street North Supercrawl be approved, and that this amount be funded from the Economic Development Department 2012 Operating Budget.