



The Corporation of the Town of LaSalle
Parks, Recreation and Events Committee Meeting
Agenda

Tuesday, April 23, 2024, 4:30 p.m.
Council Chambers, LaSalle Civic Centre, 5950 Malden Road

Accessible formats or communication supports are available upon request. Contact the Clerk's Office, rosa.tufts@lasalle.ca, 519-969-7770 extension 1262.

Pages

A. Opening Business	
1. Call to Order	
2. Land Acknowledgement Statement	
B. Disclosures of Pecuniary Interest and the General Nature Thereof	
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Recommendation	
That the minutes of the meeting of the Parks, Recreation and Events Committee dated February 27, 2024 be adopted as presented.	
D. Items for Consideration	
1. 2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works	6
Recommendation	
That the report of the Manager of Culture and Recreation dated April 5, 2024 (CR-2024-13) regarding 2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works be received.	
2. 2024 LaSalle Strawberry Festival Updates	11
Recommendation	
That the report of the Supervisor of Recreation dated April 4, 2024 (CR-2024-12) regarding the updates for the 2024 LaSalle Strawberry Festival be received.	

3. Updates to Facility Rentals – Outdoor Sport Surface Use Policy 16
- Recommendation
That the report of the Supervisor of Recreation dated March 18, 2024 (CR-2024-04) regarding the updates to the Facility Rentals – Outdoor Sport Surface Use Policy (M-CR-002) be received, and that the updated policy be approved.
4. Updates to the Policy for Fee Waiving Related to the Use of Town Facilities 28
- Recommendation
That the report of the Director of Culture and Recreation dated March 25, 2024 (CR-2024-08) regarding updates to the Policy for Fee Waiving Related to the Use of Town Facilities (Policy M-CR-007) be received and that the updated policy be approved.
5. CR-2024-09 Municipal Alcohol Risk Management Policy Updates 34
- Recommendation
That the report of the Director of Culture and Recreation dated April 8, 2024 (CR-2024-09) regarding updates to the Municipal Alcohol Risk Management Policy (M-GEN-005) be received;
And that updates to the policy be approved.
6. Summer 2024 Activities Update 48
- Recommendation
That the report of the Supervisor of Programming dated April 4, 2024 (CS-2024-11) regarding upcoming activities from April 2024 to October 2024 be received.
7. Sean Kenney’s Animal Superpowers Exhibit Preliminary Evaluation Report 53
- Recommendation
That the report of the Director of Culture and Recreation dated April 8, 2024 (CR-2024-06) regarding the preliminary evaluation of the Sean Kenney Animal Superpowers exhibit be received.

E. Questions/Statements from Members of the Committee

F. Next Meeting

The next scheduled meeting will be held on August 27, 2024 at 4:30 p.m.

G. Adjournment



The Corporation of the Town of LaSalle

Minutes of a Meeting of the Parks, Recreation and Events Committee

February 27, 2024

4:30 p.m.

Council Chambers, LaSalle Civic Centre, 5950 Malden Road

Members of
Committee Present: Mayor Crystal Meloche, Councillor Terry Burns, Councillor Mark Carrick, Councillor Anita Riccio-Spagnuolo

Members of
Committee Absent: Deputy Mayor Akpata, Councillor Sue Desjarlais, Councillor Jeff Renaud

Administration
Present: J. Milicia, Chief Administrative Officer, P. Marra, Deputy Chief Administrative Officer, P. Funaro, Director of Culture and Recreation, J. Osborne, Director of Public Works, D. Langlois, D. Langlois, Director of Finance/Treasurer, D. Hadre, Director of Strategy and Engagement, L. Jean, Deputy Clerk, M. Beggs, Manager of Parks and Roads, M. Masonovich, Manager of Fleet & Facilities, S. Bisson, Manager of Parks and Recreation, I. Middleton, Supervisor of Information Technology Technology, R. Tufts, Council Coordinator

A. Opening Business

1. Call to Order

Mayor Meloche called the meeting to order at 4:30 p.m.

2. Land Acknowledgement Statement

Mayor Meloche read the land acknowledgment statement.

B. Disclosures of Pecuniary Interest and the General Nature Thereof

C. Adoption of Minutes

PRE-01-24

Moved By: Councillor Burns

Seconded By: Councillor Carrick

That the minutes of the meeting of the Parks, Recreation and Events Committee dated October 24, 2023 be adopted as presented.

Carried.

D. Items for Consideration

1. Spring 2024 Activities Report

P. Funaro, Director of Culture and Recreation presented the report.

PRE-02-24

Moved By: Councillor Riccio-Spagnuolo

Seconded By: Councillor Carrick

That the report of the Supervisor of Recreation dated February 8, 2024 (CR-2024-01) regarding upcoming activities from April 2024 to June 2024 be received.

Carried.

2. 2024 LaSalle Strawberry Festival Update

P. Funaro, Director of Culture and Recreation presented the report.

PRE-03-24

Moved By: Councillor Burns

Seconded By: Councillor Riccio-Spagnuolo

That the report of the Supervisor of Recreation dated February 9, 2024 (CR-2024-02) regarding the updates for the 2024 LaSalle Strawberry Festival be received;

And that, the budget projecting a surplus of \$1800 for the 2024 LaSalle Strawberry Festival be approved.

Carried.

3. Addition to Activity Registration and Admission Policy

P. Funaro, Director of Culture and Recreation presented the report.

PRE-04-24

Moved By: Councillor Riccio-Spagnuolo

Seconded By: Councillor Burns

That the report of the Supervisor of Recreation dated February 6, 2024 (CR-2024-03) regarding the addition to the Activity Registration and Admission Policy (M-CR-005) be received;

And that the updated policy be approved.

Carried.

4. 2023 Annual Report of Joint Programs between Culture and Recreation and Public Works

S. Bisson, Manager of Culture and Recreation presented the report.

PRE-05-24

Moved By: Councillor Riccio-Spagnuolo

Seconded By: Councillor Carrick

That the report of the Manager of Culture and Recreation dated February 9, 2024 (CR-2024-05) regarding 2023 joint program and events between Culture and Recreation and Public Works be received.

Carried.

5. Memorial Requests to Consider

M. Beggs, Manager of Roads and Parks presented the report.

PRE-06-24

Moved By: Councillor Carrick

Seconded By: Councillor Riccio-Spagnuolo

That the report of the Manager of Roads and Parks dated February 9, 2024 (PW-CR-2024-01) regarding the installation of a memorial plaque in area of the LaSalle Stompers Clubhouse, and a memorial in Rosati Park be received;

And that, the recommendation to proceed with the installations of the memorials be approved.

Carried.

E. Questions/Statements from Members of the Committee

Councillor Riccio-Spagnuolo inquired if having a Facebook strictly for Town run events would be possible.

D. Hadre, Director of Strategy and Engagement advised all Town run events are shared through the Town of LaSalle main Facebook page.

Councillor Carrick inquired about the deer incident at the Vollmer Complex and if there were any emergency alarm buttons within the facility.

S. Bisson, Manager of Culture and Recreation, advised that there are emergency alarm buttons and staff are trained to use them when necessary.

P. Funaro, Director of Culture and Recreation provided an overview of the deer incident at the Vollmer Complex and advised how staff training played an important role in incident management.

F. Next Meeting

The next scheduled meeting will be held on April 23, 2024 at 4:30 p.m.

G. Adjournment

The meeting is adjourned at the call of the Chair at 5:20 pm

Chair

Deputy Clerk



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Scott Bisson, Manager of Culture and Recreation

Department: Culture and Recreation

Date of Report: April 5, 2024

Report Number: CR-2024-13

Subject: 2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works

Recommendation

That the report of the Manager of Culture and Recreation dated April 5, 2024 (CR-2024-13) regarding 2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works be received.

Report

Each quarter, the Culture and Recreation, Facilities, and Parks departments bring forward a report to the Parks, Recreation and Events Committee detailing the activities, events, and projects that took place in the previous quarter, and any other important information that needs to be shared with the Committee. Below is a high-level summary of the activities, events, and projects that took place during the Winter 2024 session, January 1 to March 31, 2024.

Facilities Update

During the Winter 2024 session the Facilities division is responsible for supporting the daily delivery of regular Town led and third-party activities and events at the Vollmer Complex and Riverdance through the delivery of equipment, the cleaning of venues, resurfacing of ice, monitoring of ice and pool conditions, and the set-up and tear-down of activities. In total, the Facilities department helped support the delivery of over 5,000 hours of Town and third-party activities throughout the Winter 2024 session.

In addition, to the regular daily responsibilities there were also several large events that took place in the Winter 2024 session including the Larry Floyd Hockey Tournament, the Skate Ontario Super Series, the LMHA Day of Champions, and Sean Kenney's Animal Super Powers Made with Lego Bricks. The Facilities division was instrumental in

assisting Culture and Recreation to facilitate these events, and in making them successful. The collaboration between Culture and Recreation and Facilities continues to be an integral part of the successful operation of the Vollmer Complex and the facilities at LaSalle Landing.

Parks Update

Although the outdoor sports fields are closed, the Winter Session remains a busy time for Parks. In early January, Parks is responsible for removing the Holiday Lights Heritage Nights display throughout the Civic Centre property and storing it until next season. In addition, winter control activities, daily tree trimming, and trail trimming keep the Parks team busy throughout the first quarter of the year. The Parks team also worked collaboratively with Culture and Recreation throughout the winter to prepare for the upcoming sports field season, event season, and planning for major events like the LaSalle Strawberry Festival. The collaboration and planning between Parks and Culture and Recreation in the winter session is essential to the success of the outdoor sport and event seasons.

Culture and Recreation Update

The Winter 2024 session very closely resembled the Winter 2023 session as registration begins to level after a post-pandemic surge and as fill rates move towards capacity in aquatic programming. The following information will provide further details on the performance of each area within Culture and Recreation.

Programming Update

In total there were 1,941 participants who took part in either aquatic or recreation programming in Winter 2024.

Aquatic Programming

- 1512 participants were registered in aquatic programming activities in Winter 2024, which exceeded Winter 2023 by 7 participants.
- The aquatic programming fill rate was 91.4%, which was up from 89% from Winter 2023.
- We are starting to see some levelling off in aquatic programming, as we move further away from the pandemic and as we approach full capacity.

Recreation Programming

- 429 participants were registered in recreation programming and camps in Winter 2024, which is down from 642 in Winter 2023.
- The overall recreation programming fill rate was 80%, which was the same as Winter 2023. The reduction in overall participants was due primarily due to a

reduction in total number of programs offered, with fewer one day workshops being offered. Some workshop opportunities that were offered in Winter 2023 will be returning but they are returning in Spring 2024.

Memberships

Membership and membership visits continue to grow as they have for the past two years. Revenue for Winter 2024 was approximately 33% greater than Winter 2023. The increase can be contributed to the strong retention of long-time customers coupled with a steady increase each week in new members to the facility.

- 31,479 total number of member visits in Winter 2024, which was an increase of 4,617 visits over the 26,862 total number of member visits in Winter 2023.
- The average visits per day was 357.71, which was nearly 56 visits more per day than the Winter 2023 average of 301.82 visits per day.
- This includes visits to aqua fitness, adult length swims, open swims, the fitness centre, group fitness classes, and the walking track.

Facility Rental Update

Winter 2024 very closely matched the ice surface and room rentals experienced in Winter 2023, as prime time ice continues to be in high demand.

- 1881.50 hours of total ice booked during Winter 2024, which was a decrease of 38.50 hours from Winter 2023.
- The decrease in hours was related to Easter falling earlier this year and two holiday closures (Good Friday and Easter Sunday) that were not in the Winter session last year.

Event Update

The Winter 2024 session saw an increase in event activity over Winter 2023, mainly due to the delivery of Sean Kenney's Animal Super Powers Made with Lego Bricks.

- The Town led or facilitated a total of five major events in Winter 2024, including Sean Kenney's Animal Super Powers Made with Lego Breaks, the Larry Floyd Hockey Tournament, The Skate Ontario Super Series, the LMHA Day of Champions, and the WFCU Easter Egg Drop.
- This does not include the LaSalle Vipers 9 regular season and 5 playoff games.
- In total there were 70 days that had at least one major event taking place out of the 91 total days in the Winter 2024 session.

Consultations

Patti Funaro, Director of Culture and Recreation

Mark Beggs, Manager of Roads and Parks

Mark Masanovich, Manager of Facilities

Owen Stichhaller, Supervisor of Recreation

Julie Turnbull, Supervisor of Programming

Financial Implications

n/a

Prepared By:

A handwritten signature in black ink, appearing to read "Scott Bisson", with a long horizontal line extending to the right.

Manager of Recreation and Culture

Scott Bisson

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

n/a

Report Approval Details

Document Title:	2024 Winter Session Report of Joint Programs and Events between Culture and Recreation and Public Works.docx
Attachments:	
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Director of Culture & Recreation

Patricia Funaro



Chief Administrative Officer

Joe Milicia



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Owen Stichhaller, Supervisor of Recreation

Department: Culture and Recreation

Date of Report: April 4, 2024

Report Number: CR-2024-12

Subject: 2024 LaSalle Strawberry Festival Updates

Recommendation

That the report of the Supervisor of Recreation dated April 4, 2024 (CR-2024-12) regarding the updates for the 2024 LaSalle Strawberry Festival be received.

Report

The purpose of this report is to provide a brief update on the 2024 LaSalle Strawberry Festival and continue the update from the February 2024 meeting of the Parks, Recreation and Events Committee Meeting (report CR-2024-02).

Parade Detour

As a result of a section of Old Front Road being closed due to ongoing Enbridge Gas station work, the parade will detour from Old Front down River Avenue and Antaya Street. The detour will add an additional 0.7 kilometers to the total distance of the parade. For those who participate in the parade by walking, pre-route staging will be held closer to River Ave to lessen the distance to walk for those groups. Regular staging for vehicles will still be held on Morton Drive.

Larger vehicles and tri-axle trucks will need to proceed directly to Front Road via an alternate route as the detour from River Ave to Antaya Street is likely too narrow to navigate.

Hours of Operation

The hours of operation have changed from 2023 and were approved by Council at the February 2024 meeting of the Parks, Recreation and Events Committee Meeting.

Thursday: 6:00 pm to 11:00 pm

Friday: 3:00 pm to 11:00 pm

Saturday: 11:00 am to 11:00 pm

Sunday: 11:00 am to 4:00 pm

Entertainment

At the time of submission of this report, headlining acts for on-stage entertainment have not been determined. The Town has been engaging in talks with a local organizer of a pageant show, with a potential to have the show return in 2024.

The weekend entertainment will consist of multiple shows from Krusher BMX Entertainment. Krusher BMX provides BMX bike shows for crowds all over North America. Based in Montreal, this will be their first time attending the LaSalle Strawberry Festival.

Additional on-stage entertainment will consist of local bands from across the region as well as several bands from the Greater Toronto Area. Entertainment submissions have been received and the Town is currently working to fill our remaining timeslots on the stage.

Carnival

Our carnival partner, Robertson Amusements, will be displaying their brand-new 'Century Wheel' at the Festival. Robertson Amusements has advised that ticket prices have increased slightly, but the annual 'Toonie Night' will not change. The Town plans to continue pre-Festival meetings with Robertson Amusements to keep accessibility in mind when planning their layout to ensure everyone can enjoy their rides and move throughout the Festival without obstruction.

Event Safety Plan

In 2023, a revised Safety Plan was developed for the Festival with input from many departments within the Town. The 2023 plan was successful and only minor adjustments have been made for 2024.

Bike Valet Stations

The Town is continuing to look at the possibility of adding a second bike valet station to provide guests an option to bicycle to the Festival and enter at either entrance. The feasibility of this will need to be confirmed with our partner, Bike Windsor-Essex, to ensure they have enough resources to accommodate this addition.

Consultations

Mark Beggs, Manager of Roads and Parks

Michael Cappucci, Manager of Engineering

Scott Bisson, Manager of Recreation

Financial Implications

Potential for additional monies to be spent on an addition of a second bike valet station which would be covered within the cost of the approved operating budget.

Prepared By:



Owen Stichhaller, Supervisor of Recreation

Link to Strategic Goals

1. Enhancing organizational excellence - No
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - No

Communications

Not applicable.

Notifications

Affected homeowners on River Ave, Old Front Road and Antaya Street were sent notification letters detailing the road closure day and times as well as a map of the temporary road closure.

Report Approval Details

Document Title:	CR-2024-12 2024 LaSalle Strawberry Festival Updates.docx
Attachments:	- Proposed LSF Parade Route Change (1).pdf
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Manager of Recreation and Culture

Scott Bisson



Director of Culture & Recreation

Patricia Funaro



Chief Administrative Officer

Joe Milicia

Proposed Alternative Route - LSF Parade



Legend

- Essex Terminal Railway
- Water Features

Scale: 1:11,809



0 197

394 Meters

Printed: 3/25/2024

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT A LEGAL SURVEY

Notes



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Owen Stichhaller, Supervisor of Recreation

Department: Culture and Recreation

Date of Report: March 18, 2024

Report Number: CR-2024-04

Subject: Updates to Facility Rentals – Outdoor Sport Surface Use Policy

Recommendation

That the report of the Supervisor of Recreation dated March 18, 2024 (CR-2024-04) regarding the updates to the Facility Rentals – Outdoor Sport Surface Use Policy (M-CR-002) be received, and that the updated policy be approved.

Report

The Facility Rentals – Outdoor Sport Surface Use Policy is used to identify the Town's policy for allocation of outdoor sport surfaces, maintenance on these surfaces, and the responsibilities of users renting these surfaces.

The policy has been updated with the following additions:

- 4.1.3 – Clarifying the policy that historical allocation will be based on the previous year only.
- 4.1.3 – Clarifying the policy that historical allocation will be based on consistent weekly rentals of the same time and field.
- 4.1.5 – Identify the policy for dealing with multiple Users requesting additional rental time, who meet the same priority status and who are requesting the same rental time, which now provides Users who are headquartered within the Town first preference.
- 4.4.5 – Addition of subsection 'e' which clarifies field assessments on holidays.
- 4.4.6 – Clarifying that the user is responsible for informing their participants about sport surface closures.
- 4.7.2 – Clarifying the involvement of Town employees for emergency medical situations during rentals.

Consultations

Patti Funaro, Director of Culture and Recreation

Jennifer Astrologo, Director of Council Services/Clerk

Scott Bisson, Manager of Recreation

Mark Beggs, Manager of Roads and Parks

Tom Brydon, Supervisor of Parks

Financial Implications

None

Prepared By:



Owen Stichaller, Supervisor of Recreation

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

Information of pending policy updates were shared at User Group meetings before this Council meeting, which includes LaSalle Stompers and LaSalle Turtle Club.

Notifications

Not Applicable.

Report Approval Details

Document Title:	CR-2024-04 Updates to Facility Rentals - Outdoor Sport Surface Use Policy.docx
Attachments:	- Facility Rentals - Outdoor Sport Surface Use Policy.pdf
Final Approval Date:	Mar 20, 2024

This report and all of its attachments were approved and signed as outlined below:



Manager of Recreation and Culture

Scott Bisson



Director of Culture & Recreation

Patricia Funaro



Chief Administrative Officer

Joe Milicia



Facility Rentals – Outdoor Sport Surface Use Policy

Policy Number: M-CR-002

Authority: 87/17

Date Approved: March 14, 2017

Department Responsible: Culture and Recreation

Revision Dates: January 2024

Review Date: January 2026

Status: Active

1. Policy Statement

- 1.1 It is the policy of the Town of LaSalle (hereby referenced as “the Town”) that Outdoor Sport Surfaces owned and operated by the Town should be regulated to ensure proper asset management and fair allocation amongst Users.

2. Scope

- 2.1 This policy applies to all Users and User-Groups that rent Outdoor Sport Surfaces owned and operated by the Town.

3. Definitions

- 3.1 **Adult Leagues** shall mean any User/User-group whose majority of participants consist of persons aged nineteen (19) years and above.
- 3.2 **Community Youth/Minor Sport Groups** shall mean a User/User-group that provides youth activities with an elected, volunteer executive that is not-for-profit. Minor sports groups shall mean any User/User-group whose majority of participants consist of persons eighteen (18) years of age and below. School groups are included within this definition.
- 3.3 **Facility** refers to any Town-owned or operated building, structure or space, both indoors and outdoors.
- 3.4 **Maintenance** refers to regular upkeep, repair or replacement of Town facilities, both scheduled and unscheduled.
- 3.5 **Municipal Activities** shall mean activities offered by the Town.

- 3.6 **Outdoor Sport Surfaces** shall mean a Town Facility which is further defined as those areas which require a rental permit and payment for use. For the purposes of this policy, these surfaces include soccer fields and baseball diamonds.
- 3.7 **Season** shall be defined as the period which Outdoor Sport Surfaces are open for use, which is typically May through October.
- 3.8 **Tournament** shall be defined as a local, regional, provincial, national or international competition between teams or individual competitors. A tournament may be held at one facility or several facilities within the span of one day or over multiple days.
- 3.9 **Town** shall mean the Corporation of the Town of LaSalle.
- 3.10 **User/User Group** shall mean any individual, organization, committee, event or membership or other designation that has been approved to use Town-owned and operated Facilities and engages in a contract with the Town for the use of these Facilities.

4. Policy

4.1 Allocation of Outdoor Sport Surfaces

- 4.1.1 Requests for regularly scheduled rentals, including annual tournaments, must be received in writing to the Department of Culture and Recreation annually by March 31.
- 4.1.2 Users requesting a schedule change, such as an addition or field switch, must notify the Town a minimum of two (2) weeks in advance, in accordance with the field change schedule. This schedule will be provided to Users at the beginning of the season. This advanced notice is required by the Town for maintenance scheduling.
- 4.1.3 The Town recognizes the advantages of maintaining consistency in Outdoor Sport Surface scheduling year over year. Therefore, the Town will hold a User Group's allocation from the previous year until the March 31 request deadline, outlined in section 4.1.1. Allocation will only be held for User Groups renting a consistent Outdoor Sport Surface at a consistent time each week during the Season. Ad-hoc or inconsistent rentals that do not follow a weekly recurrence will not be held for allocation. Should a User fail to submit a rental request by the above-noted date or submit a request for a lesser number of fields and/or timeslots, the Outdoor Sport Surface shall be deemed available for rental for the upcoming season and requests shall be prioritized based on the criteria outlined in 4.1.4.

- 4.1.4 Should Outdoor Sport Surface rental time become available, re-allocation will be prioritized in the following order:
- a. Priority one: Municipal Activities
 - b. Priority two: Community Youth/Minor Sport Groups
 - c. Priority three: Adult Leagues
- 4.1.5 Should multiple Users meeting the same priority status request the available fields, allocation will be prioritized in the following order:
- a. The residency of the User-Group is headquartered within the geographic boundaries of the Town.
 - b. The timeslot of the available sport surface(s) is adjacent to current bookings of the User.
 - c. Should 4.1.5 a. and b. fail to resolve the requests, the Town will engage in discussions with the User Groups to resolve the requests. A variety of factors may be considered in these discussions including, but not limited to, age of participants, availability of coaching staff, utilization of sport surface time, total hours booked and total registration demand within the User-Group.
- 4.1.6 In the event a dispute occurs between Users over the allocation of Outdoor Sport Surfaces in which the settlement is not defined within the confines of this policy or through additional mediations, the Town reserves the right to allocate use to a User as it sees fit.

4.2 Outdoor Sport Surface Season

- 4.2.1 Outdoor Sport Surfaces typically open each year on the first Monday of May and close no later than the Tuesday after Thanksgiving. Factors such as weather conditions and maintenance may disrupt the opening and closing dates.
- 4.2.2 Outdoor restroom facilities typically open annually on the first Monday of May and close on the Tuesday after Thanksgiving.
- 4.2.3 Users are permitted to use Outdoor Sport Surfaces on holidays that fall within their regularly assigned allocation; however, maintenance is not typically conducted on holidays.

4.3 Maintenance of Outdoor Sport Surfaces

- 4.3.1 All maintenance of Outdoor Sport Surfaces will be completed by the Town.
- 4.3.2 Users may not make any alteration, change, or repair to an Outdoor Sport Surface without written permission from the Town. Users wishing to make alterations, changes or repairs to an Outdoor Sport Surface must submit a written request to the Supervisor of Recreation.
- 4.3.3 Standard maintenance, including grass mowing, floating, and lining, is performed weekly during the Outdoor Sport Surface season, subject to weather. Requests for additional lining or changes to Outdoor Sport Surface layouts for tournaments or other events must be submitted in writing two (2) weeks' prior to the requested date. Submission in writing does not indicate approval and Users are responsible for paying for fees for additional service. In some occurrences, Outdoor Sport Surfaces may be maintained on a different schedule, or maintained as per the Parks Maintenance Policy.
 - a. Vollmer Culture and Recreation Complex diamonds are floated daily, subject to weather conditions and employee scheduling. Outfield grass cutting and foul line painting is done weekly, subject to weather conditions. Bases will be set as requested in advance on the available locations and placed only on skinned infields.
 - b. River Canard diamonds are floated and cut weekly, subject to weather conditions. A home plate is provided, but all other bases must be provided by the User.
- 4.3.4 A field resting schedule is critical to the overall health and maintenance of Outdoor Sport Surfaces. As such, a field resting schedule shall be implemented annually and will be provided to Users prior to the start of the season. This schedule provides staff with an opportunity to conduct routine maintenance to all fields, undertake planned or necessary repairs and make improvements for selected sites on an annual rotating basis. When a field is closed for resting, it is not permitted for play by any User.

4.4 Inclement Weather and Outdoor Sport Surface Closures

- 4.4.1 The Town reserves the right to cancel or suspend permits for games, practices, or other uses whenever Outdoor Sport Surface conditions could result in damage to the surface or injury to players. Use is not permitted on Outdoor Sport Surfaces that have been closed. Users found to violate a field closure direction from the Town may be sanctioned in accordance with the Respect and Responsibility Policy, including being billed for damages to the field.

- 4.4.2 During periods of changing, adverse weather conditions where surfaces remain open, Users will be responsible for pre-game inspections to determine field safety and the potential for causing damage. Users should stop using a field when:
- a. There is a presence of standing water.
 - b. Water sponges around the foot when walking on a field.
 - c. When the game has begun, and weather conditions deteriorate, and the field is being damaged.
- 4.4.3 In the event of severe weather (high winds, thunder, lightning), Users are expected to stop play until thirty (30) minutes after the sound of thunder or sighting of lightning. Indoor facilities may not be open for shelter. Users should ensure that all participants are able to leave the premises immediately.
- 4.4.4 When evaluating field status for safety and playability, factors such as the evidence of standing water, the level of field saturation (where a field cannot absorb any additional moisture), anticipated required maintenance and repairs, as well as any safety or liability concerns with the surface are used in the evaluation.
- 4.4.5 Field status will be assessed based on the following schedule:
- a. Morning field use (Monday through Friday from 8:00 am to 2:00 pm) will be assessed at 7:30 am.
 - b. Afternoon field use (Monday through Friday from 2:00 pm to 5:00 pm) will be assessed at 12:00 pm.
 - c. Evening field use (Monday through Friday from 5:00 pm to 8:00 pm) will be assessed at 3:00 pm.
 - d. Weekend field use (Saturday and Sunday all day) will be assessed at 7:30 am.
 - e. Holiday field use is not assessed by the Town and must be assessed by the User based on the criteria in 4.4.2 through 4.4.4.
- 4.4.6 Field status will be communicated to organization contacts of User-Groups by text message or email once an assessment is made. User-Groups are then responsible for informing their participants about field closures once communication is received from the Town.

- 4.4.7 The final decision on a field closure is based on actual conditions at the time of assessment and not based on forecasted conditions. Only authorized Town staff can re-open a closed field.

4.5 Permits and Fees

- 4.5.1 All Outdoor Sport Surface rentals shall require a signed rental permit. All Users will be charged rental fees as outlined in the Town of LaSalle User Fee By-law. All Users must either provide a Certificate of Insurance naming the Town of LaSalle as an additional insured in the amount of five million dollars (\$5,000 000.00) or purchase insurance through the Town. Full payment of rental time, a copy of insurance certificate, and a signed copy of the rental contract must be provided to the Department of Culture and Recreation before the first scheduled date or access to the surface may be denied.
- 4.5.2 Users must provide a minimum of two (2) weeks' notice of rental cancellations to be eligible for a refund. Cancellation requests received with less than two (2) weeks' notice will not be permitted and the User will not receive a refund.
- 4.5.3 All festivals, events or tournaments will be charged rental fees as outlined in the Town's User Fee By-law. In addition to the rental space and permit fees, Users may be assessed other permit fees such as Town personnel or resource fees. Rental fees will be charged for all event dates including the set up and tear down dates. In some circumstances, the Town may approve a billing schedule with the User.
- 4.5.4 Users will not be responsible for payment for Outdoor Sport Surfaces that are closed by the Town due to weather or other circumstances. All Outdoor Sport Surfaces closed by the Town shall receive a credit that will be placed on the User's account, which can be used to pay future permits. At the end of the season, the User shall receive a refund for any unused credits remaining.
- 4.5.5 User Groups must use the fields or diamonds assigned to them in their permit. User Groups are not permitted to switch fields or diamonds without prior written approval from the Town. User Groups must also use fields and diamonds for their intended purposes. User Groups found to violate this policy may be sanctioned by the Town in accordance with the Respect and Responsibility Policy, including but not limited to, being billed for field damages or having their permits revoked.

4.6 Responsibilities of Users

- 4.6.1 No User may sub-let Outdoor Sport Surfaces to another group.

- 4.6.2 Users are encouraged to report concerns about Town Facilities through the online customer service portal.
- 4.6.3 For after-hours emergencies, User Groups shall contact the Supervisor of Recreation or designate. Contact information will be shared at the beginning of each season.
- 4.6.4 Requests to modify, improve or increase levels of service to any Town Facility shall be submitted in writing to the Department of Culture and Recreation annually by the end of April to be considered for future capital improvements.
- 4.6.5 User-Groups and their participants are expected to observe and comply with all policies, procedures, rules and regulations of the Town. The Respect and Responsibility Policy requires that while using Town Facilities, Users take responsibility for their actions and respect people, property and equipment. The User is responsible for the conduct and supervision of all persons associated with their rental and shall ensure that all facility rules and regulations are strictly observed and enforced.
- 4.6.6 It is the responsibility of the User to ensure that Town property is protected from damage and vandalism during use. The cost to repair damages to Town property will be the responsibility of the User.
- 4.6.7 Violation of this policy may result in consequences to the User. Town By-Laws must be adhered to by all Users. Failure to abide by Town By-Laws may result in the termination of use of Outdoor Sport Surfaces and other Facility privileges.

4.7 Health and Safety

- 4.7.1 Users must comply with all applicable health and safety laws, including the Occupational Health and Safety Act and the advice and instructions of public health officials. Users must also comply with all orders issued by the Chief Medical Officer of Health and the Region's Medical Officer of Health, as well as the Windsor-Essex County Health Unit. The User must comply with all additional health and safety guidelines and requirements of the Town.
- 4.7.2 In the event of a medical emergency, the User must immediately suspend activity and take appropriate action. It is the responsibility of the User to provide first aid to participants and spectators of their activity. If present, Town employees may assist by way of calling emergency services and/or providing a first aid kit and/or an automated external defibrillator, if available.

- 4.7.3 Users are responsible for tracking and communicating extreme weather conditions to their participants.
- 4.7.4 The User is required to provide all the necessary safety equipment for their rental including, but not limited to:
 - a. First aid equipment
 - b. Drinking water
 - c. Directional signage
 - d. PPE/Reflective Equipment
- 4.7.5 Users hosting tournaments or special events must abide by the guidelines set forth in the Town's Facility Rentals – Event Hosting Policy.

4.8 Alcohol Use

- 4.8.1 Users that wish to serve or sell alcohol must adhere to both Provincial and Municipal requirements and laws. Users must abide the Town of LaSalle Municipal Alcohol Risk Management Policy. In addition to adhering to Municipal policies, Users must abide by all Alcohol and Gaming Commission of Ontario (AGCO) guidelines. The AGCO is responsible for granting Special Occasion Permits (SOPs). No User may consume, serve or sell alcohol without an authorized SOP and permission from the Town.

4.9 Smoking and Vaping

- 4.9.1 In accordance with the *Smoke Free Ontario Act, 2017*, smoking and vaping is prohibited at all rentals on Town property. Users shall enforce this policy and ensure their participants refrain from smoking on the property. The Windsor-Essex County Health Unit tobacco enforcement officers conduct inspections to ensure compliance of the Act. Users must also abide by Town By-law 7775.

4.10 Parking and Traffic Management

- 4.10.1 Parking is permitted in designated parking lots only. The User must communicate the parking rules to their participants. Parking on grass, pathways, driving lanes, fire routes, and all other areas outside of designated parking spaces is prohibited.
- 4.10.2 The User shall consider the following parking considerations for tournaments and events:
 - a. Additional off-site parking should be arranged if on-site parking is insufficient.

- b. All participants should be made aware of parking arrangements and enforcement policies.
- c. Carpooling should be suggested to participants in advance.

4.11 Signs

- 4.11.1 No unauthorized signs, marketing, promotional materials, flags or banners shall be posted on Town property or attached to Town facilities. The Town reserves the right to remove items to be in violation of Town By-Law 6407.

4.12 Venue Housekeeping

- 4.12.1 Normal servicing of garbage receptacles will be completed by the Town. All waste must be properly disposed of and removed from Town property. Town garbage cans shall not be overfilled.
- 4.12.2 The User shall maintain a clean site. For tournaments and special events, the User may be requested to provide additional garbage removal services at their own cost. The User is responsible to pay any additional cleanup costs or damage fees, as deemed appropriate by the Town and in accordance with the Respect and Responsibility Policy.

5. Roles and Responsibilities

- 5.1 The Director of Culture and Recreation is responsible to oversee and administer this policy and may delegate authority to other employees to oversee and administer this policy.

6. References and Related Documents

- 6.1 Alcohol and Gaming Commission of Ontario Resources
- 6.2 Smoke Free Ontario Act, 2017
- 6.3 Town of LaSalle Alcohol Risk Management Policy
- 6.4 Town of LaSalle Event Hosting Policy
- 6.5 Town of LaSalle Parks Maintenance Policy
- 6.6 Town of LaSalle Respect and Responsibility Policy



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Patti Funaro, Director of Culture and Recreation

Department: Culture and Recreation

Date of Report: March 25, 2024

Report Number: CR-2024-08

Subject: Updates to the Policy for Fee Waiving Related to the Use of Town Facilities

Recommendation

That the report of the Director of Culture and Recreation dated March 25, 2024 (CR-2024-08) regarding updates to the Policy for Fee Waiving Related to the Use of Town Facilities (Policy M-CR-007) be received and that the updated policy be approved.

Report

The following items have been changed:

- To simplify the name, the policy has been renamed from the Policy for Waiving or Reducing Fees Related to Use of Town Owned Facilities and Spaces to the Policy for Fee Waiving Related to the Use of Town Facilities.
- The policy statement and policy have been updated to reflect the practice of charging fees in accordance with the User Fee By-law and stating that fees shall not be waived, either in part or in full.
- The criteria for waiving fees has been removed to reflect the practice of charging all fees so as to not be misleading.

Consultations

Joe Milicia, C.A.O.

Jennifer Astrologo, Director of Council Services and Clerk

Linda Jean, Deputy Clerk

Scott Bisson, Manager of Culture and Recreation

Owen Stichhaller, Supervisor of Recreation

Financial Implications

none

Prepared By:



Director of Culture & Recreation

Patti Funaro

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

n/a

Notifications

n/a

Report Approval Details

Document Title:	CR-2024-08 Updates to the Policy for Fee Waiving Related to the Use of Town Facilities.docx
Attachments:	- Policy for Fee Waiving Related to the Use of Town Facilities.pdf
Final Approval Date:	Apr 5, 2024

This report and all of its attachments were approved and signed as outlined below:


Chief Administrative Officer

Joe Milicia



Policy for Fee Waiving Related to the Use of Town Facilities

Policy Number: M-CR-007

Authority: 030/22, 099/22

Date Approved: February 8, 2022

Department Responsible: Culture and Recreation

Revision Dates: March 2024

Review Date: March 2026

Status: Active

1. Policy Statement

- 1.1 The Town of LaSalle establishes administrative fees for services and activities, as set out in the User Fee By-law 8847. These fees are reviewed annually and approved by Council. It is the policy of the Town of LaSalle (hereby referenced as “the Town”) that fees for the use of Town-owned and operated facilities are charged in accordance with this By-law.

2. Scope

- 2.1 This policy applies to all rentals of Town Facilities.

3. Definitions

- 3.1 **Community Meeting Space** shall mean the Friendship Club Room at the LaSalle Civic Centre.
- 3.2 **Council** shall mean the Council of the Corporation of the Town of LaSalle.
- 3.3 **Organizer** shall be defined as any individual, organization, committee, event or other designation that has been authorized to use Town Facilities and has entered into a contract with the Town for the use of the Facilities.
- 3.4 **Facility** refers to any Town-owned or operated building, structure or space, both indoors and outdoors.
- 3.5 **Fees** shall mean all fees outlined within the User Fee By-law, in effect from time to time, and charged for rental spaces within the Town.
- 3.6 **Town** shall mean the Corporation of the Town of LaSalle.

4. Policy

4.1 Waiving of Fees for Facility Space

- 4.1.1 The administrative fees as outlined in Appendix A of By-law 8847 shall be imposed for the use of Town Facilities. These fees shall not be waived, either in part or in full.

4.2 Community Meeting Space

- 4.2.1 The Town has designated a space for community use that does not have associated rental fees. The "Friendship Club" room at the LaSalle Civic Centre may be used for not-for-profit (non-revenue generating) meetings when not otherwise in use. The room reservation will follow the same process and requirements as other facility room rentals including a facility booking permit and provision of general liability insurance. All Town policies apply to the use of this space.
- 4.2.2 The guidelines set out below are provided to ensure consistent and fair use of the space. Use of the Community Meeting Space will be prioritized to the Town and the Friendship Club over other requests. The following types of gatherings are not permitted:
 - a. Personal activities or social functions such as parties, showers or gatherings.
 - b. The solicitation of business for profit, including direct sales of products and services, or for fundraising.
 - c. Religious services.
 - d. Programs or events that are similar in nature to Town programs or events.
- 4.2.3 The Town reserves the right to deny requests, limit the frequency of bookings and/or cancel bookings. The Town reserves the right to limit a daily booking to ninety (90) minutes and monthly booking to two (2) times per month, should demand for the room exceed available times.
- 4.2.4 This space may not be used to serve alcohol. All food and beverage arrangements are the responsibility of the Organizer. All items brought in by the Organizer must be removed at the end of the booking.
- 4.2.5 Organizers are responsible for maintaining the room in the same condition it was received in. In accordance with the Town's Event Hosting Policy, garbage must be disposed of properly.

- 4.2.6 The Friendship Club Room is available during the regular operating hours of the LaSalle Civic Centre.
- 4.2.7 Any damage to Town equipment or facilities shall be repaired or replaced at the expense of the Organizer.

5. Roles and Responsibilities

- 5.1 The Director of Culture and Recreation is responsible to oversee and administer this policy and may delegate authority to other employees to oversee and administer this policy.

6. References and Related Documents

- 6.1 Council Report AD-09-2023
- 6.2 Town of LaSalle By-law Number 8847
- 6.3 Town of LaSalle Facility Rentals – Event Hosting Policy



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Patti Funaro, Director of Culture and Recreation

Department: Culture and Recreation

Date of Report: April 8, 2024

Report Number: CR-2024-09

Subject: CR-2024-09 Municipal Alcohol Risk Management Policy Updates

Recommendation

That the report of the Director of Culture and Recreation dated April 8, 2024 (CR-2024-09) regarding updates to the Municipal Alcohol Risk Management Policy (M-GEN-005) be received;

And that updates to the policy be approved.

Report

The Municipal Alcohol Risk Management Policy has been updated with the following changes:

- policy format updated to be consistent with new corporate policy template
- removed items that are covered in other Town policies
- removed specific items that are outlined in the *Liquor Licence and Control Act, 2019* and/or by the Alcohol and Gaming Commission of Ontario (AGCO) and referenced the act and agency instead
- changed the department responsible from CAO and Legal Counsel to Culture and Recreation
- updated the indemnification clause to be consistent with current procedures

Consultations

Domenic Dadalt, Legal Counsel

Jennifer Astrologo, Director of Council Services/Clerk

Scott Bisson, Manager of Culture and Recreation

Owen Stichhaller, Supervisor of Recreation

Financial Implications

n/a

Prepared By:



Director of Culture & Recreation

Patti Funaro

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

n/a

Report Approval Details

Document Title:	CR-2024-09 Municipal Alcohol Risk Management Policy Updates.docx
Attachments:	- Municipal Alcohol Risk Management Policy.pdf
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia



Municipal Alcohol Risk Management Policy

Policy Number: M-GEN-005

Authority: 242/15

Date Approved: June 23, 2015

Department Responsible: Culture and Recreation

Revision Dates: February 2024

Review Date: February 2026

Status: Active

1. Policy Statement

- 1.1 The Corporation of the Town of LaSalle (hereby referred to as “The Town”) Alcohol Risk Management Policy provides for responsible management practices at events held at Town facilities where alcohol is available under the authority of a Special Occasion Permit or Caterer’s Endorsement.

2. Scope

- 2.1 This Policy applies to all events hosted at Town-owned facilities which include the sale or consumption of alcohol and require a Special Occasion Permit.

3. Definitions

- 3.1 **Alcohol and Gaming Commission of Ontario (AGCO)** refers to a Provincial regulatory agency with authority under the *Liquor Licence and Control Act, 2019* to regulate the alcohol sectors in accordance with the principles of honesty, integrity, and the public interest.
- 3.2 **Capacity** refers to a limit of persons permitted in an occupied space. Capacity may be determined by the *Ontario Fire Code*, use of the occupied space, health measures and restrictions and Town limits. In all circumstances, the Town reserves the right to determine Capacity.
- 3.3 **Event Organizer** shall be defined as any individual, organization, committee, or other designation that has been approved to use Town owned and operated facilities and engages in a contract with the Town for the use of Town-owned facilities.

- 3.4 **Event Staff** refers to individuals working on behalf of the Event Organizer to manage an event. Event Staff must wear identification. Event Staff may include:
- **Bartenders/Servers** who accept payment for the purchase of alcohol drinks, serve drinks, monitor for intoxication, refuse service when patron appears to be intoxicated or near intoxication and offer non-alcoholic substitutes. Must be Smart Serve Certified.
 - **Floor Monitors** observe guest behaviour, monitor for intoxication, respond to problems and complaints, refuse service to intoxicated persons and promote safe transportation options. Must be Smart Serve Certified.
- 3.5 **Facility** refers to any Town-owned or operated building, structure or space, both indoors and outdoors.
- 3.6 **Government-issued identification** refers to current and valid photo identification issued by a Provincial or Federal government. Examples include a driver's licence, passport or citizenship card.
- 3.7 **Private Events** are limited to invited guests only and may not be publicly advertised. If choosing to include alcohol, there can be no intent to gain or profit from the sale of liquor at the event and attendance tickets cannot be sold to the public.
- 3.8 **Public Events** are open to the public for anyone to attend. These events can be advertised and if including alcohol, fundraising and/or profit from the sale of liquor at the event is permitted with a Special Occasion Permit.
- 3.9 **Special Event Review Team (SERT)** refers to the Municipal review group that reviews the event health and safety plan and provides guidance to Event Organizers so that events hosted on Town property are executed in a safe manner.
- 3.10 **Special Occasion Permit (SOP) / Caterer's Endorsement** refers to an approved document issued by the Alcohol and Gaming Commission of Ontario that is required any time liquor is offered for sale or consumption anywhere other than in a licensed establishment. The Special Occasion Permit is to be submitted to the Town prior to the event.
- 3.11 **Town** shall mean the Corporation of the Town of LaSalle.

4. Policy

The Event Organizer may be held liable for, among other things, injuries and damages arising from failing to adhere to the *Liquor Licence and Control Act, 2019*, including serving someone to intoxication, serving someone who is already intoxicated, serving minors, and failing to prevent impaired individuals from driving. The Event Organizer is responsible for adhering to the Town's Event Hosting Policy in addition to the requirements set forth within this Policy.

4.1 Alcohol Permissible Facilities

The following Facilities have been designated by the Town as suitable facilities for Special Occasion Permit functions, provided that the Event Organizer obtains a Special Occasion Permit from the Alcohol and Gaming Commission of Ontario and agrees to all conditions as set out by the Town. Town Facilities are not alcohol-licensed establishments.

4.1.1 LaSalle Civic Centre

- a. Atrium

4.1.2 Event Centre at LaSalle Landing

- a. Event Floor
- b. Event Room
- c. Event Plaza

4.1.3 Town Parks/Pavilions

- a. Front Road Park/Pavilion
- b. Vince Marcotte Park/Pavilion
- c. Brunet Park/Pavilion

4.1.4 Riverdance Building

- a. Community Room

4.1.5 Vollmer Culture and Recreation Complex

- a. Multipurpose room
- b. Lobby/Food Court
- c. Arena Hallway/Dressing Rooms

d. Pavilion

4.2 Obtaining a Special Occasion Permit

- 4.2.1 The Event Organizer must apply for a Special Occasion Permit through the AGCO. The Special Occasion Permit must clarify the Facility where the event is taking place, the day(s) of the event, the responsible person as well as the estimated attendance.
- 4.2.2 For Public Events hosted on Town property, the Event Organizer must seek a Designation of Municipal Significance from the Town to attach with their Special Occasion Permit application.
- 4.2.3 The Town reserves the right to refuse to any Event Organizer permission to host a licensed event on Town property and may, at the sole discretion of the Town, impose on the event any restriction or requirement deemed appropriate.
- 4.2.4 The Event Organizer is responsible for ensuring the event adheres to the *Liquor Licence and Control Act, 2019*.

4.3 Controls for Serving Alcohol

- 4.3.1 In recognition of the fact that several of the requirements of this Policy may not be necessary or appropriate for a Private Event, the Town may waive compliance with some of the requirements of this Policy. It shall be the obligation of the Event Organizer to comply with all the requirements imposed by the Town for the Private Event.
- 4.3.2 All Event Staff must be at least 19 years of age. All workers serving alcohol must be Smart Serve Certified, in accordance with AGCO guidelines.
- 4.3.3 The Event Organizer must ensure that all guests purchasing or consuming alcohol are of the legal age and that current and valid Government-issued identification shall be accepted to confirm.
- 4.3.4 If minors are attending a Public Event, they must be distinguished from other participants by a visible means, such as a hand stamp, while participants of drinking age should be distinguished by a wrist band. It is unlawful to allow anyone under the legal age of 19 to consume alcohol at any Special Occasion Permit event. All necessary precautions must be taken by the Event Organizer to ensure that this is being enforced.
- 4.3.5 The Event Organizer must provide Event Staff to monitor the event in accordance with Schedule 'B' attached hereto. The Event Staff shall:

- a. Ensure that guests who are minors are identified by a visible means;
 - b. Ensure that guests that fail to provide current and valid Government-issued identification are not permitted into the event;
 - c. Monitor Capacity of the event;
 - d. Remove guests displaying inappropriate behaviour such as rowdiness and aggression;
 - e. Monitor each exit to prevent alcohol from leaving the licensed areas and to promote safe transportation options for guests leaving the event;
 - f. Encourage patrons to consume food, low alcohol beverages, and non-alcoholic beverages;
 - g. Not serve oversize drinks, double shots of spirits, or beer in pitchers;
 - h. Not permit drinking contests, volume discounts, or other marketing practices that encourage increased alcohol consumption. No person shall be served more than two (2) drinks at any one time.
 - i. Be aware of the signs of intoxication and be prepared to stop service of alcohol to intoxicated guests;
- 4.3.6 The Event Organizer must ensure the following requirements are adhered to:
- a. If tickets are sold for redeeming an alcoholic beverage, unused tickets must be refunded on demand, which refunds shall be made available for at least fifteen (15) minutes after the bar has closed to serving alcohol.
 - b. Ensure the Facility is adequately lighted, emergency signs are visible, and stairways and exits are clear from obstructions. The Event Organizer is required to ensure the physical setting is safe for all guests and staff.
 - c. Abide by the *Liquor Licence and Control Act, 2019*, by refusing to serve minors, intoxicated guests, or by serving to intoxication. Ensure that Event Staff know the signs of intoxication and are prepared to stop service.
 - d. Alcohol sales/service must end no later than 12:00 am. To discourage rapid consumption of alcohol, no announcement for a 'Last Call' shall be made.
 - e. All spirits, wine and beer must be removed from the tables by 12:45 am.

- f. All spirits, wine and beer must be removed from the Facility immediately after 12:45 a.m. All spirits, wine and beer left in the Facility are the responsibility of the Event Organizer.
 - g. Persons must vacate the Facility no later than 1:00 a.m. If the building is not vacated by 1:00 am, an additional charge may be added to the contract/rental permit.
 - h. No alcohol shall be brought outside of any area that is not licensed under the Special Occasion Permit (parking lot, sidewalks, restrooms).
- 4.3.7 Suggestions to mitigate the effects of alcohol consumption on guests include the following:
- a. Offer various food options at low or no cost.
 - b. Offer free drinking water.
 - c. Provide low or no cost options for responsible persons/designated drivers.
 - d. Communicate in advance safe ride home options.

4.4 Requirements for Event Organizers Hosting a Public Event

- 4.4.1 Event Organizers must attend a Special Event Review Team meeting prior to the event date. Prior to the meeting, an Event Health and Safety Plan shall be completed.
- 4.4.2 Provide a security guard who is licensed under the *Private Security and Investigative Services Act, 2005* to be posted at each public entrance for the entire duration of the event.
- 4.4.3 Provide Event Staff, in accordance with the requirements outlined in Schedule 'B', attached hereto, to monitor the event.
- 4.4.4 Event Staff shall remain unimpaired for the duration of the event and shall not consume any alcohol.
- 4.4.5 Adhere to all additional requirements of the AGCO, including posting a copy of the Special Occasion Permit at the bar.
- 4.4.6 Required signage must be displayed at the serving area and at every entrance and exit point to the Facility/event. An example of the required signage can be found attached hereto as Schedule 'A' of this Policy.
- 4.4.7 The Event Organizer may be required to provide additional resources including fencing, portable restrooms, and lighting, depending on the

nature and location of the event. The Town may impose any additional requirement on the Event Organizer as a condition of the contract/rental permit.

- 4.4.8 The Event Organizer is solely responsible for the safety of attendees at the event. If a guest becomes intoxicated at the event, the Event Organizer is responsible for promoting safe transportation options.

4.5 Requirements for Event Organizers Hosting a Private Event

- 4.5.1 If the Private Event has an attendance of 41 or more persons, the Event Organizer must attend a Special Event Review Team meeting prior to the event date. Prior to the meeting, an Event Health and Safety Plan shall be completed.
- 4.5.2 Provide Event Staff, in accordance with the requirements outlined in Schedule 'B', attached hereto, to monitor the event.
- 4.5.3 Event Staff shall remain unimpaired for the duration of the event and shall not consume any alcohol.
- 4.5.4 Adhere to all additional requirements of the AGCO, including posting a copy of the Special Occasion Permit at the bar.
- 4.5.5 Required signage must be displayed at the serving area and at every entrance and exit point to the Facility/event. An example of the required signage can be found attached hereto as Schedule 'A' of this Policy.
- 4.5.6 The Event Organizer may be required to provide additional resources including fencing, portable restrooms and lighting, depending on the nature and location of the event. The Town may impose any additional requirement on the Event Organizer as a condition of the contract/rental permit.
- 4.5.7 The Event Organizer is solely responsible for the safety of attendees at the event. If a guest becomes intoxicated at the event, the Event Organizer is responsible for promoting safe transportation options.

4.6 Non-Permissible Events

- 4.6.1 In accordance with the Town's Event Hosting Policy, events are subject to review and approval by the Town.
- 4.6.2 Stag and Doe/Jack and Jill type events are not permitted on Town property.

4.7 Indemnification

- 4.7.1 The Event Organizer shall defend, indemnify and hold harmless the Town, its elected officials, officers, employees and agents from and against any and all claims of any nature, actions, causes of action, losses, expenses, fines, costs (including legal costs), interest or damages of every nature and kind whatsoever, including but not limited to bodily injury, sickness, disease or death or to damage to or destruction of tangible property including loss of revenue or incurred expense resulting from disruption of service, arising out of or allegedly attributable to the negligence, acts, errors, omissions, misfeasance, nonfeasance, fraud or willful misconduct of the Supplier, its directors, officers, employees, agents, contractors and subcontractors, or any of them, in connection with or in any way related to the delivery or performance of the event. This indemnity shall be in addition to and not in lieu of any insurance to be provided by the Event Organizer in accordance with their contract/rental permit.
- 4.7.2 The Event Organizer agrees to defend, indemnify and hold harmless the Town from and against any and all claims of any nature, actions, causes of action, losses, expenses, fines, costs (including legal costs), interest or damages of every nature and kind whatsoever arising out of or related to the Event Organizer's status with WSIB. This indemnity shall survive this Policy as a binding part to the contract/rental permit.
- 4.7.3 In accordance with the Town's Respect and Responsibility Policy and Event Hosting Policy, the Event Organizer is responsible for all damage and vandalism to the Facility during the rental period. The Event Organizer may also be responsible for additional cleaning costs, if warranted.

4.8 Failure to Comply

- 4.8.1 Any violation of this Policy, the *Liquor Licence and Control Act, 2019* or any condition imposed on a Special Occasion Permit will be treated as a serious matter. In addition to any penalties issued by the AGCO or police service, any consequence or penalty for any such violation of this Policy shall be at the sole discretion of the Town, as per the Respect and Responsibility Policy.
- 4.8.2 Town employees, police officers and AGCO inspectors are permitted on the premises at any time to inspect the event.

5. Roles and Responsibilities

- 5.1 The Director of Culture and Recreation is responsible to oversee and administer this Policy and may delegate authority to other employees to oversee and administer this Policy.

6. References and Related Documents

- 6.1 Accessibility for Ontarians with Disabilities Act
- 6.2 Alcohol and Gaming Commission of Ontario Resources
- 6.3 Ontario Fire Code
- 6.4 *Liquor Licence and Control Act, 2019*
- 6.5 *Private Security and Investigative Services Act, 2005*
- 6.6 Town of LaSalle Event Hosting Policy
- 6.7 Town of LaSalle Respect and Responsibility Policy

7. Attachments

- Schedule A: Required Signage
- Schedule B: Event Staff Ratio for Public Events on Municipal Property

Schedule 'A' - Required Signage

The following sign must be posted during the event at the entrance, exit and serving area.

<p style="text-align: center;">Town of LaSalle</p> <p style="text-align: center;">Responsible Alcohol Management for Event Organizers</p> <p>It is against the law to serve anyone underage, to serve anyone to intoxication and/or to serve someone who appears to be intoxicated. All Servers in this Facility are required to obey the law.</p> <p style="text-align: center;">Report impaired drivers to police immediately.</p> <p>Event Organizers must abide by the following rules:</p> <ul style="list-style-type: none">• Proper ID must be presented to Event Staff when requested.• A maximum of two (2) alcoholic beverages per person may be served at one time.• At any time during the event, any unused tickets may be redeemed for a refund.
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Schedule 'B' - Event Staff Ratio for Events Hosted on Town Property

The required number of Event Staff corresponding to approximate guest attendance is outlined in the chart below. These numbers are subject to change at the discretion of the Town.

Attendance	Facility	Bartenders/Servers (all to be Smart Serve Certified)	Floor Monitors	Police Officers
0-40	All Facilities as outlined in Section 4.1	0	0	0
41-150	Town Parks, Event Centre at LaSalle Landing or Vollmer Recreation Centre	2	2	Off-duty police officers may be required to be hired for the event. Police officers working on Town-owned property must be hired through LaSalle Police Service.
151-500	Event Centre at LaSalle Landing	2	4	
501-600	Event Centre at LaSalle Landing	3	8	
601-800	Event Centre at LaSalle Landing	3	12	
801+	Event Centre at LaSalle Landing (Municipal events only)	3	12	



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Julie Turnbull, Supervisor of Programming

Department: Culture and Recreation

Date of Report: April 4, 2024

Report Number: CR-2024-11

Subject: Summer 2024 Activities Update

Recommendation

That the report of the Supervisor of Programming dated April 4, 2024 (CS-2024-11) regarding upcoming activities from April 2024 to October 2024 be received.

Report

Each meeting of the Parks, Recreation, and Events Committee the Culture and Recreation department brings forward a report to share with the Committee upcoming activities for the coming months. The following outlines important activities, events, and facility closures scheduled for April 2024 through October 2024.

Summer programming activities – important dates

- LaSalle Outdoor Pool
 - First day of operation: Sunday, June 30
 - Last day of operation: Friday, September 27
- Aquatic programming activities
 - First day of activities: Sunday, June 30
 - Last day of activities: Saturday, August 31
- Summer Day Camp
 - First day of camp: Tuesday, July 2
 - Last day of camp: Friday, August 30

Fall programming activities – important dates

- Fall activities viewable on www.lasalleactive.ca: Monday, August 19
- Recreation programming activities session dates: Sunday, September 15 to Thursday, December 12

- Vollmer Centre Indoor Pool re-opens: Saturday, September 28
- Aquatic programming activities session dates: Sunday, September 29 to Saturday, December 7

Registration

- Summer day camp registration: LaSalle residents: Tuesday, May 7
- Summer day camp registration: open to all: Thursday, May 9
- Summer activity registration: LaSalle residents: Tuesday, June 4
- Summer activity registration: open to all: Thursday, June 6
- Fall activity registration: LaSalle residents: Tuesday, August 27
- Fall activity registration: open to all: Thursday, August 29

Opening of Outdoor Amenities

- Sports Fields: First Monday in May (Monday, May 6, weather dependent)
- Splash Pad: Friday of Victoria Day Weekend (Friday, May 17, weather dependent)
- Outdoor Pool: Sunday, June 30

Events hosted by Town

- LaSalle Police Week: Thursday, May 16 (Event Centre)
- LaSalle Police Bike Rodeo: Sunday, May 26 (Event Centre)
- LaSalle Night Markets: Sunday, May 26; Sunday, June 30; Sunday, July 28; Sunday, August 25; Sunday, September 29 (LaSalle Civic Centre / Event Centre)
- Rotary Club Movie Night: Friday, May 31 (Event Centre)
- Strawberry Cleaning Night: Wednesday, June 5 (Event Centre)
- LaSalle Strawberry Festival: Thursday, June 6 to Sunday, June 9 (Vollmer Centre)
- Last Call Before Fall: Friday, September 6 to Saturday, September 7 (Event Centre)
- Truck or Treat: Saturday, October 26 (Vollmer Centre)

Third-party Events (confirmed as of the date of this report)

- Country at Heart: Saturday, April 27 (Event Centre)
- LaSalle Turtle Club Parade: Saturday, April 27 (Front Road)
- Pinklicious – The Woman's Show: Saturday, May 4 to Sunday, May 5 (Event Centre)
- LaSalle Firefighters Association Walleye Classic: Saturday, May 4 (Boat Ramp)
- Mother's Day Market: Saturday, May 11 (Event Centre)
- Cystic Fibrosis Walk: Sunday, May 26 (Vollmer Centre)
- Wolfhead Distillery presents Strawberrylicious: Saturday, June 1 (Event Centre)
- WRH NICU Picnic: Saturday, June 15 (Vollmer Centre)
- Cars for a Cause: Saturday, June 22 (Event Centre)

- Toy Box ECE Picnic: Saturday, June 22 (Vollmer Centre)
- JDRF Walk: Sunday, June 23 (Vollmer Centre)
- Summer Market: Sunday, June 23 (Event Centre)
- UNIFOR Picnic: Sunday, July 28 (Vollmer Centre)
- LaSalle Stompers Day of Champs: Sunday, August 11 (Vollmer Centre)
- Womanlicious Vendor Market: Saturday, September 21 (Event Centre)
- Weddinglicious: Sunday, September 22 (Event Centre)
- Gujarati Samaj of Windsor Navaratri: October 4, 5, 11, 12 (Event Centre)
- The MOM Market: Saturday, October 19 (Event Centre)
- Level Up! Ontario Skilled Trades Fair: Tuesday, October 22 to Thursday, October 24 (Event Centre)
- Higgi's Halloween Hoedown: Friday, October 25 (Event Centre)

Facility Closures

- Vollmer Centre
 - Victoria Day: Monday, May 20
 - Staff Emergency Training: Thursday, June 27
 - Canada Day: Monday, July 1
 - Civic Holiday: Monday, August 5
 - Labour Day: Monday, September 2
 - Annual Vollmer Centre Indoor Pool Maintenance Closure: Monday, September 2 to Friday, September 27
 - Thanksgiving Day: Monday, October 14
- Outdoor Pool
 - Canada Day: Monday, July 1
 - Labour Day: Monday, September 2
 - Closed for Season: Saturday, September 28

Consultations

Tom Brydon, Supervisor of Parks

Mark Masanovich, Manager of Facilities

Owen Stichhaller, Supervisor of Recreation

Financial Implications

None

Prepared By:



Julie Turnbull, Supervisor of Programming

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

Not applicable.

Notifications

Not applicable.

Report Approval Details

Document Title:	CR-2024-11 Summer 2024 Activities Update.docx
Attachments:	
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Manager of Recreation and Culture

Scott Bisson



Director of Culture & Recreation

Patricia Funaro



Chief Administrative Officer

Joe Milicia



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Patti Funaro, Director of Culture and Recreation

Department: Culture and Recreation

Date of Report: April 8, 2024

Report Number: CR-2024-06

Subject: Sean Kenney's Animal Superpowers Exhibit preliminary evaluation report

Recommendation

That the report of the Director of Culture and Recreation dated April 8, 2024 (CR-2024-06) regarding the preliminary evaluation of the Sean Kenney Animal Superpowers exhibit be received.

Report

During the Special Meeting of Council – Council Orientation on January 26, 2023, Council requested that Administration prepare a report detailing the feasibility of hosting a large-scale travelling exhibit at the Event Centre. This report (CR-2023-20) was received by Council at the April 25, 2023 meeting and the recommendation to host a large scale travelling exhibit as a pilot project at the Event Centre in the Winter of 2024 was approved. Financial outcomes were estimated to be between a net loss of \$370,000 and all costs recovered.

Administration worked with Imagine Exhibitions to choose the exhibit based on availability, size and largest general appeal to the public. Sean Kenney's Animal Superpowers Made with Lego Bricks featuring 26 sculptures made from about 1.3 million Lego pieces was selected. In addition to the widespread appeal of Lego, the educational content of science, technology, engineering, arts and mathematics (STEAM) made this an ideal exhibit to attract school field trips.

The following chart displays the projected expenses and revenues as estimated in April 2023 along with the actuals as of April 8, 2024.

Table 1- Expenses

Expenses	Project Cost	Draft Actual
Exhibit Rental (3 months)	236,000	227,000
Shipping	27,000	14,700
Set-up & Tear Down (labour)	30,000	47,005
Equipment Rental	20,000	57,000
Daily Operations Staff (5)	100,000	52,270
Daily Security	20,000	1400
Cleaning	20,000	13,750
Marketing & Promotion	20,000	19,000
Miscellaneous Expenses	27,000	30,575
Total Estimated Expenses:	500,000	462,700

Table 2 - Revenue

Revenue	Low End	Draft Actual	High End
Ticket sales	100,000	238,500	255,000
Sponsorships	30,000	73,800	50,000
Grants	-	unsuccessful	125,000
Wage subsidy grant	-	TBD	70,000
Funding from waterfront reserve	370,000	150,400	-
Total Estimated Revenue:	500,000	462,700	500,000

The overall contribution from the waterfront reserve at this time is \$150,400.00.

In total, 19,349 people visited the exhibit between January 19 and April 6, 2024.

- 11,436 of those were paid general admissions.

- 5187 of those were group ticket sales from field trips, most from school groups from 72 area schools and other groups such as Girl Guides and day camps.
- Other (unpaid) visitors included sponsor recognition events/tickets and children under three years of age.
- 9 birthday parties were held.
- 1068 visitors from beyond region (areas such as Chatham-Kent, London, Kitchener, Niagara Falls, Toronto, Michigan and Ohio to name a few).

It is not uncommon for expenses to exceed the revenue in a first-time event and the success of the event should not be measured solely on the financial result. It brought many visitors from the region and beyond while offering an indoor family activity during the shoulder event season and it has been a positive opportunity for LaSalle and the region through economic impact and exposure.

The Tourism Regional Economic Impact Model (TREIM) provided by the Ontario Ministry of Tourism, Culture and Sport (MTCS) was used to estimate the economic impact of the exhibit on the local economy. The model defines tourism as activities that people engage in when travelling outside their usual environment for any purpose from forty (40) kilometers or more away from their home. Further details on this model and a detailed economic impact report on the exhibit are included in Appendix A.

The model estimates an economic impact of \$479,564.00 in the Southwest Ontario Tourism Region (RTO 1). The local economy was further supported by the creation of 21 part-time jobs to directly support the exhibit. Further employment was supported by the contracting of entertainers and event suppliers and services throughout the event. This supports the hospitality and tourism sector in the shoulder event season and continues to support post-Covid recovery.

Furthermore, the investment in this event has helped to promote the Event Centre, LaSalle Landing, the Waterfront Business District and the Town of LaSalle. For example, the VIP Launch Event welcomed 90 people to the exhibit featuring the artist, Sean Kenney and AM 800's Mike Kakuk and showcased the event centre and the exhibit to local dignitaries and community partners. The launch of the exhibit drew attention from 11 local media outlets, building recognition of LaSalle throughout the region.

Administration was able to secure a significant amount of sponsorship dollars. In addition to supporting the revenue of the event, 24 relationships with sponsors were developed or expanded, providing opportunities for the future. As a result of this, 6 private sponsor events with 767 visitors were held showcasing the event centre, the exhibit and LaSalle. In addition, administration contacted restaurants along Front Road to include them in promotions that were shared with the school groups attending the exhibit and has received unsolicited feedback from two local food service establishments that they have seen an increase in business as a result of the exhibit. An additional two local businesses had the opportunity to increase their sales and exposure by providing food and beverage services onsite for the duration of the event.

A partnership that was expanded was with Tourism Windsor Essex Pelee Island (TWEPI) to help promote the exhibit through a Social Media Influencer Event that brought ten local influencers and their guests to the exhibit. They created videos that were posted on their social media channels with a following of over 45,000 people and reshared to TWEPI's and the Town's pages. TWEPI also created a promotional flyer highlighting local experiences for day trippers, delivered promotional material to local hotels and listed the event in various special event guides.

Promotion for the event was handled in house by the Strategy and Engagement Department and is largest campaign ever undertaken with 216 social media posts, 178 unique graphics designed, 9 video promotions created, radio and digital campaigns and numerous other promotions including multiple media releases and print advertisements. The Promotions Infographic Report (Appendix B) indicates a high level of engagement with more than 1.9 million impressions. Some highlights include:

- Total impressions through all Town social media channels was over 450,000 reaching Windsor-Essex, Chatham-Kent and Michigan.
- There were over 35,000 page views of the exhibit webpage.
- There were over 600,000 impressions through agreements with Bell Media and Blackburn Media reaching audiences in Windsor-Essex and Chatham-Kent.
- Eleven local media outlets covered the event.

Visitor survey results provided by Imagine Exhibitions indicates a high level of satisfaction with the experience being rated at 4.83 out of 5 stars. In addition, 78% of attendees reported that it was their first visit to the event centre.

This pilot project provided an extensive learning opportunity for Town staff at all levels. As we continue to develop LaSalle Landing and expand our unique cultural programming, the Town is well positioned to continue to be an industry leader for the delivery of festivals and events.

Consultations

Joe Milicia, C.A.O.

Dale Langlois, Director of Finance

Dawn Hadre, Director of Strategy and Engagement

Scott Bisson, Manager of Culture and Recreation

Tana Ferraro, Manager of Finance

Owen Stichhaller, Supervisor of Recreation

Sue Nantais, Corporate Communications and Promotions Officer

Financial Implications

The overall contribution from the waterfront reserve is \$150,400.00.

Prepared By:



Director of Culture & Recreation

Patti Funaro

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

n/a

Notifications

n/a

Report Approval Details

Document Title:	CR-2024-06Sean Kenney's Animal Superpowers Status Report.docx
Attachments:	- Appendix A TREIM_Manual_2017_ENG.pdf - Appendix A - TREIM Economic Impact Summary.pdf
Final Approval Date:	Apr 9, 2024

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia

TREIM 2017: ONTARIO TOURISM REGIONAL ECONOMIC IMPACT MODEL USER MANUAL

Prepared for:

**Tourism Policy and Research
Branch**

**Ontario Ministry of Tourism,
Culture and Sport**

400 University Avenue

5th Floor

Toronto, Ontario, M7A 2R9

Prepared by:

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July 2017

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About this Manual

The Ministry of Tourism, Culture and Sport (MTCS) maintains and provides the Tourism Regional Economic Impact Model (TREIM) to estimate the economic impact of tourism activity in Ontario. While the TREIM model has been available for a number of years, the 2017 version of the TREIM has been redesigned to provide users with a more reliable, easy-to-use tool for analysis of a variety of tourism-related activities and events within the province. The purpose of this manual is to assist users to navigate through the TREIM and to conduct economic impact analysis.

For more information and research on tourism activity in Ontario, please visit the [ministry web site](#).

Introduction to TREIM

The Ontario Tourism Regional Economic Impact Model is a regional economic impact model that makes it easier for organizations and individuals working or interested in tourism to determine the economic impact of tourism-related activities on the local and provincial economies.

TREIM produces estimates of the:

- **Direct, Indirect and Induced** impacts of tourism-related activities on **Gross Domestic Product (GDP), Labour Income and Employment**
- **Direct and Total** impacts of tourism-related activities on Federal, Provincial and Municipal **Tax Revenues**

Tourism is defined as all activities that people engage in when travelling outside their usual environment for any purpose. For the purpose of this tool, a visitor is someone who takes an overnight out-of-town trip or an out-of-town same-day trip of 40 kilometres or more away from his/her home for purposes other than commuting to work or school, being on a diplomatic mission, going shopping as part of a regular activity, and going to regular appointments for doctors or religious ceremonies. For international visitors, it also excludes students who stay in Canada for 75 or more nights.

The Ministry of Tourism, Culture and Sport developed TREIM and made it available to the public in the 1980s. A web version was made available in 2005. The current updated version is based on data from the year 2011,¹ but is capable of simulating tourism-related economic impacts from 2010 to 2025. Future versions of the model will incorporate more recent data as it becomes available.

TREIM is intended to be a versatile tool capable of providing detailed tourism-related economic impact analysis for various user-selected geographies. The user can choose from one of 49 Census Divisions in Ontario, 43 Census Metropolitan Areas and Census Agglomerations, 16 Travel Regions and sub regions, or the entire province. The model can be used to estimate the economic impact of specific tourism events, the impacts on the supply side by tourism industry sector, or the impacts by type of capital project for the chosen region.

TREIM is a multi-region input-output model and differs from a standard input-output model in several aspects. The first different aspect is its treatment of time. Where other input-output models are static – that is their results are independent of the date of the simulation - TREIM explicitly adjusts the model for changes in prices and labour productivity for the year chosen for the simulation. The model provides users with the options to conduct analysis for an event in the past, the present, or several years into the future. The impact results are reported in the current year (nominal) dollars of the year in which the event takes place.

The second different aspect between TREIM and other standard input-output models is its treatment of income earned by households and businesses. Direct and indirect activity by businesses provides income for workers and generates profits. The re-spending of this income yields what is referred to as the induced impacts. Users can elect to either include or exclude the induced impact.

The third different aspect is TREIM's estimates of government tax revenue. Standard input-output models only provide information on indirect tax revenues arising from sales and excise taxes. However, in addition to these revenues, TREIM also includes estimates, by level of government, of personal and business income taxes, social insurance payments and other transfers to government.

¹ Provincial input-output tables are produced annually by Statistics Canada but with a four year lag. Input-output tables show what each industrial sector produced in that year, what inputs it used and who consumed its outputs and are central to the construction of TREIM.

The users are required to provide information on the type of tourism activity they wish to simulate. This information includes:

- a description of the type of activity;
- the location;
- timing; and
- approximate values for the key input assumptions.

Based on the required information input, TREIM provides the user with a report that includes a summary of the information provided and a set of economic impact tables.

Please note that TREIM is an abstract representation of economic activity in Ontario and is constructed using estimated data. Therefore, it produces information that will not and cannot exactly equal the “true” impacts of tourism-related events in the province and the results should be interpreted with appropriate caution. Based on continued research and user feedback, the ministry may continue to make improvements to this research tool.

TREIM 2017 Model Design

This section provides a brief overview of the design, methodology and data sources of the 2017 version of TREIM. The next section provides the user with information on the user inputs and options for the model. The final section provides a discussion of the model output and the interpretation of the results.

TREIM consists of 108 interregional input-output (IRIO) models plus the province-wide Ontario model. The province-wide Ontario model follows the standard input-output methodology. An IRIO model is used when the simulated spending occurs in one of the Census Divisions, Census Metropolitan Areas or Agglomerations, or Travel Regions included in TREIM. Each of the IRIO models consists of the region in which the simulated spending occurs and a second region that represents the rest of Ontario. The trade between these two regions helps determine the economic impacts that occur both in the simulation region and in the rest of the province.

TREIM Regions

Census Divisions

Stormont, Dundas and Glengarry (3501), Prescott and Russell (3502), Ottawa (3506), Leeds and Grenville (3507), Lanark (3509), Frontenac (3510), Lennox and Addington (3511), Hastings (3512), Prince Edward (3513), Northumberland (3514), Peterborough (3515), Kawartha Lakes (3516), Durham (3518), York (3519), Toronto (3520), Peel (3521), Dufferin (3522), Wellington (3523), Halton (3524), Hamilton (3525), Niagara (3526), Haldimand-Norfolk (3528), Brant (3529), Waterloo (3530), Perth (3531), Oxford (3532), Elgin (3534), Chatham-Kent (3536), Essex (3537), Lambton (3538), Middlesex (3539), Huron (3540), Bruce (3541), Grey (3542), Simcoe (3543), Muskoka (3544), Haliburton (3546), Renfrew (3547), Nipissing (3548), Parry Sound (3549), Manitoulin (3551), Sudbury (3552), Greater Sudbury (3553), Timiskaming (3554), Cochrane (3556), Algoma (3557), Thunder Bay (3558), Rainy River (3559), Kenora (3560)

Census Metropolitan Areas/Agglomerations

Cornwall (501), Hawkesbury (35502), Ottawa (35505), Brockville (512), Pembroke (515), Petawawa (516), Kingston (521), Belleville (522), Cobourg (527), Port Hope (528), Peterborough (529), Kawartha Lakes (530), Centre Wellington (531), Oshawa (532), Ingersoll (533), Toronto (535), Hamilton (537), St. Catharines - Niagara (539), Kitchener - Cambridge - Waterloo (541), Brantford (543), Woodstock (544), Tillsonburg (546), Norfolk (547), Guelph (550), Stratford (553), London (555), Chatham-Kent (556), Leamington (557), Windsor (559), Sarnia (562), Owen Sound (566), Collingwood (567), Barrie (568), Orillia (569), Midland (571), North Bay (575), Greater Sudbury (580), Elliot Lake (582), Temiskaming Shores (584), Timmins (586), Sault Ste. Marie (590), Thunder Bay (595), Kenora (598)

Tourism Regions

Southwest Ontario (RTO 1), Niagara Canada (RTO 2), Hamilton, Halton and Brant (RTO 3), Huron, Perth, Waterloo and Wellington (RTO 4), Greater Toronto Area (RTO 5), York, Durham and the Hills of Headwaters (RTO 6), Bruce Peninsula, Southern Georgian Bay and Lake Simcoe (RTO 7), Kawarthas Northumberland (RTO 8), South Eastern Ontario (RTO 9), Ottawa and Countryside (RTO 10), Haliburton Highlands to the Ottawa Valley (RTO 11), Muskoka, Parry Sound and Algonquin Park (RTO 12), North Eastern Ontario (RTO 13a), Sault Ste. Marie - Algoma (RTO 13b), Northwest Ontario (RTO 13c), North Ontario (RTO 13)

TREIM's input-output structure assumes that output is proportional to the inputs used during its production, which supports analysis to answer questions like: "If the demand for accommodation goes up by \$1 billion, how much would employment go up in the accommodation industry and in other industrial sectors?" Or "If the demand for accommodation goes up by \$1 billion, which other industrial sectors would be affected and by how much, in terms of output and employment?" The TREIM interface has been designed so that users can simulate the impact of both demand and supply side tourism-related activity in the province. The options available include: visitor spending, investment spending by tourism-related industries, operating expenses by tourism related industries and convention centre activity. The next section reviews the user inputs required for all these simulation options.

TREIM includes options for the user to include or exclude induced spending impacts arising from household and business income generated at the direct and indirect levels of impact. Income (net of direct taxes and savings) that is earned by workers at the direct and indirect level of impact is used to determine household spending. This spending (net of indirect taxes on products (i.e. sales and excise taxes) is allocated between commodities produced in the region, in the rest of the province and outside Ontario.² The impact of this household spending yields the household induced spending impact both in the region and in the rest of the province. Business net operating surplus at the direct and indirect levels of impact is used to determine business spending on new capital. This spending (net of indirect taxes on products) is also allocated between commodities produced in the region, in the rest of the province and outside Ontario. The impact of this business spending yields the business induced spending impact both in the region and in the rest of the province.³

The model yields economic impacts measured in dollar values based on the year in which the simulation occurs. This means that \$1 of spending yields \$x of economic impacts for whatever year is selected by the user. However, that \$1 of spending will yield different employment impacts in different years due to changes in wages and productivity. In general, \$1 of spending will yield more jobs now than in the future.

The current version of TREIM is constructed using data from Statistics Canada's 2011 Census, National Household Survey, CANSIM database and Input-Output Division. It also draws on data from the Ontario Ministry of Municipal Affairs, the Ontario Ministry of Tourism, Culture and Sport and the Centre for Spatial Economics.

- The 2011 Census and National Household Survey tables provide information on employment, income, population and housing for detailed geographies across Ontario.
- Statistics Canada CANSIM matrices provide information on employment, income and tax revenue for the province.
- Statistics Canada's Input-Output Division national W-level tables and Ontario S-level tables for 2011 are used to construct custom tourism-focused input-output tables for Ontario.
- The Ministry of Municipal Affairs' 2011 Financial Information Reporting data is used to determine municipal and education property tax rates by region.
- The Ministry of Tourism, Culture and Sport's estimates of visitor spending by activity, visitor origin and duration are used to determine visitor spending when the user does not have estimates of spending by category. These estimates are derived from Statistics Canada's Travel Survey of Residents of Canada and the International Travel Survey. The Ministry's Tourism Price Index

² If the region selected is Ontario then all activity occurs in the province and there is no 'rest of province' economic activity.

³ As time does not exist in an input-output model, capital spending is assumed to be fully expensed thus reducing business net operating surplus and corporate income tax revenue.

history and forecast is used to adjust 2011 visitor survey spending to correspond with the year of the spending simulation.

- The Center for Spatial Economics wage and productivity forecasts are used to adjust employment impacts relative to 2011.

This data is used to estimate economic activity by industry for the 108 regions in TREIM. A set of impacts for the corresponding “rest of province” region is then generated along with a set of inter-regional trade matrices for each region.

Limitations of Input-output Models

Industrial Capacity Constraints:

The I-O tables, and TREIM, do not include any capacity constraints at the industry level. For example, if one wanted to study what would happen to the Ontario economy if demand doubled, then the answer will be that everything will double, i.e., employment, GDP, etc. Now this is a highly unrealistic answer since neither Ontario nor Canada, for that matter, have enough labour and materials to double Ontario's GDP and employment in one year. So what would happen to all that extra demand? It will go towards increasing prices and wages; and in terms of real output and employment those will increase only to the extent that there was some unused capacity in each industry.

Consequently, the users of TREIM will need to be aware of TREIM's limitations and the relative size of the tourism event they are trying to measure. If the event is small relative to the economy of the region under consideration, then the price effects could be safely ignored. But if the event is relatively large, then the user will have to estimate the impact of the excess demand on prices and wages outside TREIM and input into TREIM only the real increase in demand.

Gross versus Incremental Impacts:

The interpretation of TREIM's output should be as follows: “In order to meet the demand for its services, a particular tourism-related business or event employed X number of employees, produced \$Y of value added (GDP) and generated \$Z of taxes.”

Note that this interpretation does not imply that if the tourism-related business or event was not around, the employment, GDP and tax impacts will disappear from the Ontario economy. If a restaurant were to close tomorrow, most of its customers will likely switch to another restaurant. Or if someone goes to a particular restaurant on an evening out, that means s/he did not go to some other restaurant. The number of customers, who go out to a restaurant only because that particular restaurant exists, and will stay home in its absence, is rather small.

In order to attribute a portion of Ontario's economy to that particular event or business requires additional information. Namely, the user will need to know to what extent that event/business was the reason for tourists taking their trip to Ontario, without that particular event the trip would not have happened. And to gather this information one will need to carry out an exit survey in accordance with the guidelines provided [here](#).

Local Resident versus Tourism Impacts

Tourism events, or businesses serving tourists, are also attended by local residents. Since local residents would have done something else in the community in the absence of the tourism event, their impact on the local economy washes out and as such should not be included in the economic impact of an event. A user could include local residents only if the interpretation of TREIM's output is around its gross impact and not about the event's incremental impact on the local economy.

Model Use

TREIM can calculate how much GDP, federal, provincial and municipal taxes and how many jobs are generated from visitors' spending, or from investing in a tourism business or from the operation of an existing tourism business in the area where the above activities take place. It can also estimate what the spin-off impacts of these activities are on the rest of the province and which industries benefit the most. The current version of TREIM is able to estimate the impact of tourism-related activity that takes place between 2010 and 2025. However, the user will need to provide certain information about the tourism activity and identify the geographical area and the year that it will or has taken place.

TREIM is applicable to all the Census Divisions, Census Metropolitan Areas, Census Agglomerations and Travel Regions in the province. Due to data constraints, TREIM is not applicable to other geographical areas beyond those listed above. Special cautions should also apply to the results when an activity takes place in an area smaller than the ones listed above. For example, measuring the economic impact of a festival that takes place in Huntsville - while the model only applies to the Muskoka District. However, if the user decides to use the model for Muskoka District to assess the economic impact of this festival, the user is inferring that the economic structure of Huntsville resembles that of Muskoka District, and this may not necessarily be correct.

TREIM is accessed through the Tourism Research page of the Ontario Ministry of Tourism, Culture and Sport's [website](#). Users should review and accept the Terms and Conditions of use. For your privacy, please note that all information inputted by the User will be deleted at the end of the session.

Screens 1 & 2

TREIM 2017 consists of 4 modules that determine the impact of user-defined tourism-related activity or events. The modules are selected in the first screen of the application and then a sub-module is selected in the second screen:

- **Visitor Spending:** (i) spending by category is known, (ii) total spending is known, (iii) number of visitors is known
- **Investment Spending:** (i) industry spending detail is known, (ii) industry total spending is known
- **Spending on Operations:** (i) industry operating expense detail is known, (ii) total industry spending is known
- **Convention Centre Activity**

Screen 3

In the third screen, the user must specify the following input parameters:

- **Report Title:** user supplied text that appears in the PDF format report generated by the application
- **Region:** select one of 109 available regions
- **Year:** select the simulation year between 2010 and 2025
- **Induced Household Spending Impact:** yes or no⁴
- **Induced Business Investment Spending Impact:** yes or no⁵
- **Local Property Tax Impact:** yes or no⁶

Screen 4

The fourth screen will depend upon selections made in the first two screens. This is where the user supplies values on spending and spending-related activity for the selected module.

Visitor Spending: Spending by Category is known

The user enters spending values (in dollars) for each of the categories listed in the form. Spending is valued at purchaser prices (i.e. inclusive of sales and excise taxes) for the year of the simulation.

Visitor Spending: Total Spending is known

The user must select a tourism event or activity or, in the case the event/activity is not known, select option #18 below.

Activity (or Event) Options

1. Festivals/Fairs
2. Cultural Performances
3. Heritage Sites
4. Museums/Galleries
5. Any Cultural Activity (includes activities 1-4)
6. National/Provincial Nature Parks
7. Fishing
8. Golfing
9. Hunting
10. Boating
11. Downhill Skiing
12. Any Outdoors (includes activities 6-11)
13. Zoos, Botanical Gardens
14. Sporting Events
15. Casinos
16. Theme/Amusement Parks
17. Any Entertainment (includes activities 13-16)
18. Total (average of all activities)

⁴ The use of this option is discussed on page 3.

⁵ The use of this option is discussed on page 3.

⁶ The use of this option is discussed on page 8.

The user must also provide an estimate for total spending (in dollars, valued at purchaser prices). The user can provide information on the origin of the visitors responsible for this spending: percent from Ontario, other provinces, the USA and overseas. If these percentages are not provided or do not sum to 100 then they will be ignored and average spending values will be used.

Visitor Spending: Number of Visitors is known

The user must select a tourism event or activity or, in the case the event/activity is not known, select option #18 below.

Activity (or Event) Options

1. Festivals/Fairs
2. Cultural Performances
3. Heritage Sites
4. Museums/Galleries
5. Any Cultural Activity (includes activities 1-4)
6. National/Provincial Nature Parks
7. Fishing
8. Golfing
9. Hunting
10. Boating
11. Downhill Skiing
12. Any Outdoors (includes activities 6-11)
13. Zoos, Botanical Gardens
14. Sporting Events
15. Casinos
16. Theme/Amusement Parks
17. Any Entertainment (includes activities 13-16)
18. Total (average of all activities)

The user must provide estimates for the number of visitors from each origin: Ontario, other provinces, the USA and overseas. The user can select the percent split between same day and overnight visitors for each origin. However, this information will be ignored if the same day and overnight total does not equal 100 per cent for each visitor origin. Finally, the user can provide information on the average number of nights spent by overnight visitors from each origin. Where the number of nights is left at zero an average number of nights will be assumed for overnight visitors.

Spending on Operations: Industry Spending Detail is known

The user must select a tourism sector (North American Industry Classification System, or NAICS, industry) for this option.

Type of Tourism Facility/Operation Options

1. Retail Trade 4A
2. Arts, Entertainment and Recreation 71
3. Accommodation Services 721
4. Food & Beverage Services 722

The user enters spending values (in dollars) for each of the categories listed in the form. Spending is valued at net of sales taxes for the year of the simulation. The user can enter the number of people

directly employed by the enterprise or accept TREIM's estimate by leaving zero in the direct employment cell.

Spending on Operations: Total Industry Spending is known

The user must select a tourism sector (NAICS industry) for this option.

Type of Tourism Facility/Operation Options

1. Retail Trade 4A
2. Arts, Entertainment and Recreation 71
3. Accommodation Services 721
4. Food & Beverage Services 722

The user enters spending values (in dollars) for total spending on operations. Spending is valued net of sales taxes for the year of the simulation. The user can enter the number of people directly employed by the enterprise or accept TREIM's estimate by leaving zero in the direct employment cell.

Investment Spending: Industry Spending Detail is known

The user must select a tourism sector (NAICS industry) for this option.

Type of Tourism Facility/Investment Options

1. Retail Trade 4A
2. Arts, Entertainment and Recreation 71
3. Food & Accommodation Services 72

The user enters spending values (in dollars) for each of the categories listed in the form. Spending is valued at purchaser prices (i.e. inclusive of sales and excise taxes) for the year of the simulation.

Investment Spending: Total Industry Spending is known

The user must select a tourism sector (NAICS industry) for this option.

Type of Tourism Facility/Investment Options

1. Retail Trade 4A
2. Arts, Entertainment and Recreation 71
3. Food & Accommodation Services 72

Convention Centre Activity

The user enters spending values (in dollars) for the categories in the delegate spending, exhibitor spending and production cost forms. Delegate and exhibitor spending are valued at producer prices while the production costs are valued net of sales taxes for the year of the simulation.

Once all the user values for the simulation have been entered the user **submits** them in order to generate a report summarizing the results.

Model Output

After running the model, the TREIM provides a report summarizing the inputs provided by the user and the resulting set of economic outputs. This section provides definitions of the concepts included as economic outputs along with information on the interpretation of the results and, if desired, the calculation of various economic multipliers that can be used to summarize the impacts.

What information is produced by TREIM?

A report in PDF format is produced by the TREIM. The report includes an introduction that summarizes all the input data provided by the user, including the defaults and selections that the user has agreed to if applicable, followed by two tables with the information generated by the TREIM.

The first table provides TREIM's estimates of the direct, indirect, induced (if selected), and total impacts for GDP, labour income, employment and government revenue generated in the simulation region and the rest of the province or just for Ontario if a specific region is not selected.

A definition for each type or level of economic impact is provided below:

- **Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to visitors, 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 visitors, to other businesses or sectors.
- **Induced impact:** refers to the impact associated with the re-spending of labour income (household spending) and/or profits earned in the industries (business investment) that serve visitors directly and indirectly.
- **Total impact:** refers to the sum of the direct, indirect and, if selected, induced impacts.

A definition for each of the economic measures generated by TREIM is provided below:⁷

- **GDP:** is the value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. The GDP measures in TREIM are valued at market prices in nominal dollars.⁸

⁷ Like other input-output models, TREIM also generates estimates of the gross output generated by the simulation. The impact on gross output is of limited value for economic policy purposes; so it is not reported in the PDF format report to prevent any potential misinterpretation of the results.

⁸ There are several different GDP (also referred to as value added) measures. Income-based measures include GDP at factor cost which includes the returns to labour and capital, GDP at basic prices adds indirect taxes on production less subsidies on production to GDP at factor cost while GDP at market prices adds indirect taxes on products and production less subsidies on products and production. Expenditure-based GDP sums final purchases made by households, governments, foreigners and by businesses on new capital of domestically produced goods and services. Expenditure-based GDP is measured at market prices and is, theoretically, equal to income-based GDP at market prices. GDP can be measured in nominal dollars or in inflation-adjusted (real) terms. Real GDP is expressed in terms of the value of goods and services that a dollar will purchase in a given reference year.

- **Labour income:** is the value of income generated by labour from wages, salaries, supplementary labour income and mixed income. Mixed income largely consists of non-wage income earned by self-employed persons.
- **Employment:** refers to the number of jobs, including full-time, part-time, seasonal and temporary employment for employed and self-employed (paid and unpaid) persons.
- **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 deductions that are 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 the employer health tax collected by the Ontario government.
- **Municipal tax revenues:** include business and personal property taxes that are collected by municipalities. Collection, however, does not immediately follow the consumption or production of goods and services in a municipality (as is the case with GST/HST or personal income taxes). Rather, if selected, these taxes represent 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.

The second table provides TREIM's estimates of the direct and total impacts for GDP by industry in the simulation region and the rest of the province or just for Ontario if a specific region is not selected.

- **GDP by Industry:** the industries shown in this table are custom input-output industries that include more tourism-related industries than are available in the standard S-level tables published by Statistics Canada. GDP is measured at market prices in dollars of the simulation year.
- **Exogenous Indirect Taxes on Products:** this is a measure of the sales and excise taxes paid on the tourism-related spending.

How to use this information

The information produced by TREIM may be useful to make your business case, such as indicating the significance of tourism or tourism activities to the local economy and to other areas in the province, or comparing the impact of tourism to that of other sectors, or in making a business proposal etc.

Users can report information on the impacts from either the selected region or, by adding the results from the rest of Ontario columns, for the province as a whole. The GDP, labour income and government revenue impacts are relatively self-explanatory but the employment impact can be subject to interpretation. The employment impact refers to an equivalent number of permanent jobs. For short-term events, many of these jobs may be temporary with the number of people impacted higher than reported by the model.

The use of the local tax revenue option influences the value of local government taxes generated by the model. For analysis of future or upcoming visitor spending events the 'no' option is likely to be the most appropriate choice.⁹ The 'no' option leaves municipal and education tax revenues unaffected by the

⁹ The local tax user option can be set to "yes" for investment and operating expenditure simulations but the results should still be interpreted with caution. For example, investment spending may raise the stock of non-residential buildings that will be taxed on an ongoing basis but the construction workers' presence in the region may be temporary and not contribute to a long-term increase in property tax revenue.

tourism event. This result is appropriate if tax mill rates and real property values are unaffected by the event. Alternatively, an analysis of previous events can use the 'yes' option to generate the impact on local government tax revenues. These impacts should be described as “the **contribution** of [your event] to the economy of [your region] is...” since the model's estimated impacts on GDP, employment and government revenues represent a portion of the actual activity that occurred in the region in that year.¹⁰ This interpretation of a historical impact differs from that of future events in which the event impacts will **add to** the regional economy.

The impacts produced by TREIM on GDP, labour income, employment and tax revenue are of value to policy makers. TREIM can also be used to summarize the impacts and provide “rules-of-thumb” through the calculation of various multipliers. The calculation and interpretation of various multipliers is discussed in the next section.

Multipliers

Multipliers are simply ratios of an impact divided by the source of that impact. They can be used to describe how the economy is affected by an incremental change in spending and, therefore, provide valuable rules-of-thumb for policy analysis. While multipliers can be used to predict the economic impacts of tourism activity, users should note that the impact of a given activity will depend on many factors, including the distribution of expenditure on different categories, geographical regions, and the propensity to import goods and services from abroad, other provinces and other regions. The use of multipliers to generalize economic impacts should be done with appropriate caution.

The following effects are sometimes referred to as multipliers and are used by policy makers and analysts to better understand how the economy will respond to an incremental change in tourism activity.

- **Income (GDP) Effects:** The income or GDP effect is expressed as the total GDP¹¹ change due to the change in tourism activity (total spending in the first output table). This effect tells us the dollar impact, in terms of GDP added to the economy, from a \$1.00 increase in tourism activity. The user should note that the GDP effect can be greater or less than one.
- **Labour Income Effects:** The labour income effect is expressed as the total change in labour income due to the change in tourism activity. This effect tells us the dollar impact, in terms of labour income added to the economy, from a \$1.00 increase in tourism activity. The user should note that the labour income effect is normally less than the GDP effect.
- **Government Revenue Effects:** The government revenue effects are expressed as the total change in government revenue (by level of government or for all levels of government) due to the change in tourism activity. This effect tells us the dollar impact, in terms of government revenue generated, from a \$1.00 increase in tourism activity.
- **Employment Effects:** The employment effect is expressed as the total change in employment per \$1 million of tourism activity (divide total spending in the first output table by \$1 million). This effect tells us the number of jobs added to the economy from a \$1 million increase in tourism activity.

¹⁰ Future year's activity for annual or regularly scheduled events could also be characterized as an “ongoing contribution” with the local tax revenue option set to “yes”.

¹¹ Multipliers can be generated with total impacts that include the induced impacts (referred to as Type II multipliers) or excluding them (Type I multipliers) and with either the impacts limited to just the simulated region or for the province as a whole.

The following multiplier measures are less useful for policy analysis but do have a role in helping users better understand relationships in the economy and its response to tourism activity.

- **Income (GDP) Multiplier:** The GDP multiplier is expressed as the ratio of the total GDP changes to the direct GDP change, due to a unit increase in final demand. In other words, if you have the change in direct GDP the GDP multiplier can be used to calculate the change in GDP for the economy as a whole.
- **Labour Income Multiplier:** This measures the change in labour income which occurs throughout the economy as a result of a change in final demand and is calculated by dividing the impact on total labour income by the direct impact on labour income.
- **Government Revenue Multipliers:** These measure the change in government revenue (by level of government or for all levels of government) which occurs throughout the economy as a result of a change in final demand and is calculated by dividing the impact on total government revenue by the direct impact for the same level of government.
- **Employment Multiplier:** The employment multiplier is the ratio of the total employment change to the direct employment change.

The Economic Impact of Animal Superpowers Exhibit - Town of LaSalle in Southwest Ontario (RTO 1) in 2024

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

April 08,2024

Note: The Ministry of Tourism, Culture and Sport 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 Animal Superpowers Exhibit - Town of LaSalle 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 MTCS Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Museums/Galleries

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	1,068	0.00%	0.00%	0
Rest of Canada	0	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
Total	1,068			

The user also has selected the following parameters:

- The visits take place in Southwest Ontario (RTO 1) in 2024
- The impact is to be shown for Southwest Ontario (RTO 1)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are included

2. Summary of Findings

Table 1. Economic Impacts of Animal Superpowers Exhibit - Town of LaSalle in Southwest Ontario (RTO 1) in 2024 (in dollars)

	Southwest Ontario (RTO 1)	Rest of Province
Total Visitors' Spending	\$479,564	
Gross Domestic Product (GDP)		
Direct	\$237,202	\$0
Indirect	\$49,762	\$22,146
Induced	\$69,497	\$27,641
Total	\$356,461	\$49,787
Labour Income		
Direct	\$127,705	\$0
Indirect	\$32,611	\$13,777
Induced	\$42,317	\$18,119
Total	\$202,632	\$31,896
Employment (Jobs)		
Direct	3	0
Indirect	0	0
Induced	0	0
Total	4	0
Direct Taxes		
Federal	\$41,245	\$0
Provincial	\$58,443	\$0
Municipal	\$5,129	\$0
Total	\$104,816	\$0
Total Taxes		
Federal	\$62,866	\$6,940
Provincial	\$73,964	\$4,821
Municipal	\$11,899	\$2,054
Total	\$148,729	\$13,815

Table 2. Economic Impacts of Animal Superpowers Exhibit - Town of LaSalle in Southwest Ontario (RTO 1) on GDP by industry (in dollars)

Industry	Impact on Southwest Ontario (RTO 1)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$384	\$0	\$1,697
Forestry, Fishing and Hunting	\$0	\$85	\$0	\$271
Mining and Oil and Gas Extraction	\$0	\$584	\$0	\$1,289
Utilities	\$0	\$2,083	\$0	\$1,642
Construction	\$0	\$7,480	\$0	\$3,177
Manufacturing	\$5,304	\$12,838	\$0	\$5,439
Wholesale Trade	\$3,207	\$8,099	\$0	\$7,724
Retail Trade	\$32,739	\$43,612	\$0	\$2,436
Other Transportation and Warehousing	\$2,965	\$5,666	\$0	\$3,209
Ground Passenger Transportation (excl. Rail)	\$1,662	\$2,163	\$0	\$509
Information and Cultural Industries	\$660	\$4,789	\$0	\$2,188
Other Finance, Insurance, Real Estate and Renting and Leasing	\$1	\$24,964	\$0	\$8,841
Car Renting and Leasing	\$345	\$840	\$0	\$196
Owner Occupied Housing	\$0	\$13,410	\$0	\$1,096
Professional, Scientific and Technical Services	\$0	\$9,213	\$0	\$2,498
Other Administrative and Other Support Services	\$0	\$5,311	\$0	\$1,307
Travel Agencies	\$0	\$232	\$0	\$100
Education Services	\$1,656	\$4,113	\$0	\$492
Health Care and Social Assistance	\$274	\$3,480	\$0	\$612
Arts, Entertainment and Recreation	\$22,047	\$22,441	\$0	\$880
Accommodation Services	\$44,584	\$44,863	\$0	\$69
Food & Beverage Services	\$43,854	\$46,301	\$0	\$776
Other Services (Except Public Administration)	\$5,079	\$6,960	\$0	\$1,102
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	\$2,602	\$3,519	\$0	\$770
Government Sector	\$2,313	\$4,960	\$0	\$628
Net Indirect Taxes on Production	\$67,910	\$78,073	\$0	\$838
Total	\$237,202	\$356,461	\$0	\$49,787

Appendix:

The Economic Impact of Visits in Southwest Ontario (RTO 1) 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 Southwest Ontario (RTO 1) 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.

**Total content created by
Strategy & Engagement**



Unique Graphics
178



Video Promotions
9

Media Relations



BellMedia

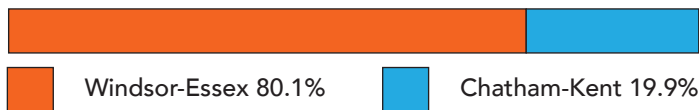


Campaign
February 19 - April 5



Impressions
166,615

Impressions by Geo-Location

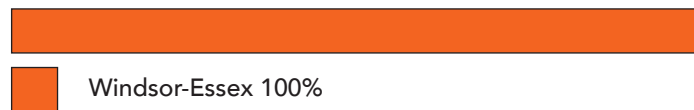


Campaign
February 5 - March 17



Impressions
442,200

Impressions by Geo-Location



Media Releases

Sean Kenney's Animal Super Powers® Made with LEGO® Bricks
Coming to LaSalle

Sean Kenney's Animal Super Powers Made with LEGO® Bricks
Opens to The Public on January 25, 2024

Book a School Field Trip to Sean Kenney's Animal Super Powers®
Exhibition

Celebrate Your Birthday at Sean Kenney's Animal Super Powers®

PA Day, Family Day, and March Break Fun at Sean Kenney's Animal
Super Powers®

Discover Sean Kenney's Animal Super Powers® During March Break

Coverage picked up by local media



Traditional Media



**Promotional
Flyer**

Biz X Magazine

Essex Free Press

Harrow News

LaSalle Amherstburg Observer

River Town Times

Tecumseh Post (digital version)

Tilbury Times

WindsoriteDOTca (digital version)

Windsor Star (digital version)

2,000

Truck or Treat

1,500

**TWEPI and
Vollmer Centre**

9,600

**Delivered with water
billing invoices**

LaSalle Post Ads
December - March



LaSalle Kiosks
December - April
9



LaSalle Messenger
Fall 2023 Edition
11,645



Social Media

Town of LaSalle
Facebook



Posts

71



Videos Watch Time

287.75 hours



Reach

236,247



Impressions

364,391



Link Clicks

2,934

Town of LaSalle
Instagram



Posts

54



Videos Watch Time

22.87 hours



Reach

40,285



Impressions

46,249

Culture & Recreation
Facebook



Posts

39



Videos Watch Time

3.06



Reach

42,077



Impressions

43,918



Link Clicks

109

Town of LaSalle
X



Posts

35



Reach

6,747

Culture & Recreation
X



Posts

17



Reach

1,215

**Total Numbers
at a Glance**



Reach (clicks)

326,571



Impressions (views)

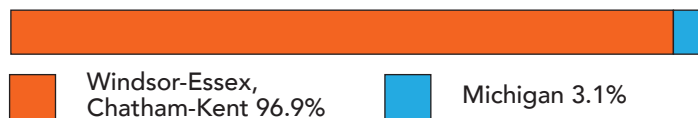
454,558



Link Clicks

3,043

Social Media Reach by Geo-Location



Partnership with
**Social Media
Influencers**

10



Total Followers

45,913

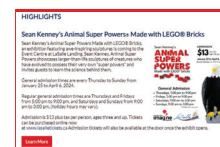
Digital Media

At the Event Centre,
970 Front Road, LaSalle
until Saturday, April 6, 2024

www.lasalle.ca/animalsuperpowers

Sean Kenney's
**ANIMAL
SUPER
POWERS**
Made with LEGO® bricks

imagine



Devonshire Mall, 2 Screens

February 1 - March 30



Impressions

900,073

Lobby Screens

Civic Centre
Vollmer Centre
Event Centre

**Stay Connected, LaSalle
E-Newsletter**



Subscribers

3,371

Town of LaSalle Website Users

December 7 - April 1

Total Unique Users: 101,773



Other 81,314



Sean Kenney Event Page 20,459



Most searched News Page:
Sean Kenney Exhibit Coming to
LaSalle 2,873

Town of LaSalle Website Sean Kenney Event Page

www.lasalle.ca/animalsuperpowers



Page Views

35,801

