

## Staff Report

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**Report To:** Community Services Committee  
**Report From:** Jen Wright, Events and Activation Coordinator  
**Meeting Date:** November 16, 2022  
**Report Code:** CS-22-130  
**Subject:** 2022 Summer Events Wrap Up Report

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### Recommendations:

THAT in consideration of Staff Report CS-22-130 respecting 2022 Summer Events, the Community Services Committee recommends that City Council:

1. Direct staff to undertake the necessary planning to implement the changes to the Summer Events (Cultural Awards, Music at the Market, Waterfront Festival, TD Harbour Nights, Movie Nights) for 2023 as recommended within the report; and
2. Approve that that any 2023 surplus from the Events Division be set aside for future deck/stage improvements at the Visitor Centre/Community Waterfront Heritage Centre.

### Highlights:

- The city held 30 outdoor concerts/events throughout the summer of 2022. The attendance is estimated to be 5,250. These events are provided at no charge for attendees.
- For the first time in 2022, the city held a 4-day Waterfront Festival during the Canada Day long weekend. The attendance over the four days is estimated at 6,700.

### Strategic Plan Alignment:

[Strategic Plan](#) Priority: This report supports the delivery of Core Service

## **Previous Report/Authority:**

[Report CS-22-004](#) – 2022 Summer Events Report

## **Background:**

Each year, the City's Event Facilitator plans and delivers several no charge events in the community.

In February 2022 Committee considered reports CS-22-003 and CS-22-004 and approved the following motions providing direction respecting planning for 2022 summer events:

CS-220216-004

*"THAT in consideration of Staff Report CS-22-03 respecting the Home & Cottage Expo, the Community Services Committee recommends that City Council approve the cancellation of the 2022 Home and Cottage Expo."*

CS-220216-005

*"THAT in consideration of Staff Report CS-22-004 respecting 2022 Events and Activation Report, the Community Services Committee recommends that City Council:*

- 1. Approve the events for the 2022 summer events season as detailed in the report;*
- 2. Approve the Sound Waterfront Festival, subject to the receipt of funding from the Ontario Cultural Attractions Fund; and*
- 3. Redirect funds initially allocated to Harbourfest to the Sound Waterfront Festival."*

This report provides a review of events and activations from May to August 2022, reports on budget performance and makes recommendations looking forward to 2023 event and activation planning.

The current roster of events is supported by the City's operating budget. In many cases, costs to the city are reduced by sponsorship and donations. These are summarized in detail under each event below. As an overall theme for 2022 was increased costs relating to producing events and procuring talent.

## **Arts & Culture Awards (Sunday, May 1, 2- 4 p.m.)**

The Owen Sound Cultural Awards celebrate excellence in the arts, culture, and heritage in the greater Owen Sound area. These awards serve to underline the importance of culture to Owen Sound residents, and to recognize groups and individuals for their outstanding achievement and contributions to the area's cultural vitality.

The Arts and Culture Awards were held at The Georgian Bay Centre for the Arts with an attendance of 225 people.

Awards were handed out to 8 local winners. Cultural Catalyst - Christy Eaglesham (Taylor), Cultural Heritage - Potters Field Monument Volunteer Steering Committee, Outstanding Event - Georgian Bay Symphony Virtual Sessions, Outstanding Group - Gitche Namewikwedong Reconciliation Garden Project Committee, Outstanding Individual - Tyler Boyle, Emerging Artist - Paige Warner, Most Promising New Event - Earth Day Grey Bruce, Lifetime Achievement - Shirley John. Award winners received a custom, locally made wooden bowl handcrafted by Ron Ball. The winner of the Emerging Artist award received a \$500.00 cash prize.

The jury consisted of six past award winners. There was complimentary food and a cash bar.

### **Budget Recap**

Item	Expense/Revenue
Entertainment	\$350
Sound	\$100
Emcee	\$500
Venue	\$600
Advertising	\$888
Awards, Food etc.	\$1,451
Food & Beverage	\$209
<b>Total Costs</b>	<b>\$4,098</b>
Sponsorship	(\$1,000)
<b>Total</b>	<b>\$3,098</b>

The event was budgeted at \$2,500.00, sponsorship received was \$1,000.00.

The event ran over budget \$598.00.

### **Recommendations for 2024**

The event is held every second year; the next awards will take place next again in the spring of 2024. This event venue was a great fit for the event, and it is recommended we use this location in 2024. The current jurors from the 2022 event have offered their assistance in 2024 and feel the awards would be better served yearly.

There is no charge for people attending the event. To offset facility costs in subsequent years, a donation or small ticket price could be established.

### **Summer concert series**

The City ran 2 summer concert series: TD Harbour Nights and Music at the Market.

#### *TD Harbour Nights (Sunday nights June 5 – August 21)*

Combining live music and a beautiful waterfront venue, TD Harbour Nights crosses a broad spectrum of ages and backgrounds to remain a summertime favourite in Owen Sound. Concerts take place every Sunday evening at the Owen Sound Visitor Centre and are free to attend (donations are accepted on-site). TD Harbour Nights took place over twelve Sunday evenings from June 5 to August 21 at the Owen Sound Visitor Centre.

The total attendance was 3,262 for an average of 271 people per concert.

The Owen Sound North Grey Union Public Library attended to promote their Open Card program, and Sundays Ice Cream purchased a vendor permit.

Rogers TV live-streamed the series as part of their summer programming, which covered Owen Sound, Meaford, Thornbury and Georgian Bluffs with an added link on social media to live stream across the country. This started during Covid and continued at no cost to the City.

TD Bank was the presenting sponsor of TD Harbour Nights with \$4,000.00 sponsorship. In addition, there were 12 event sponsors in the amount of \$500.00 for a total of \$6,000.00. In total, \$10,385.00 was received in sponsorship/vendor fees for this event.

Donations from the public were received in the amount of \$3,533.00 for an average of \$294.00 per night. Total revenue/sponsorship/donations were \$13,918.00.

Four concerts were moved indoors due to inclement weather. The cost to the city when an event is moved indoors is \$100.00 per evening. Moving the events indoors has a negative impact on attendance and donations.

Social media ads ran from June 1, 2022 to August 21, 2022 on the Owen Sound Events and Tourism Facebook, Instagram, and the City of Owen Sound's social media. Radio ads were scheduled with both Bounce Radio and Bayshore Broadcasting.

In 2022, performer fees and technical fees have increased. Total performer and technical costs for the 12 concerts was \$24,944.00.

### **Recommendations for 2023**

The event is well received and supported in the community as a source of entertainment and will continue in the summer of 2023. Attendance at all events was strong and the presenting sponsor is keen to return with weekly sponsors also eager to support this series.

For 2023, it is recommended that:

- Event sponsor amount per concert be increased from \$500.00 to \$650.00 for weekly sponsors and \$x for the presenting sponsor; and,
- Examine decreasing from 12 nights to 8.

#### *Music at the Market (Thursday and Fridays, July 7 – August 25)*

Music at the Market is a free series of outdoor musical concerts taking place every Thursday and Friday from 12:00 pm - 2:00 pm at the Owen Sound Farmers' Market Square. Sixteen different performers took the stage over the eight weeks, entertaining a lunchtime audience that sat under umbrellas and on Remax's big red chairs. Attendees were encouraged to bring a lawn chair and lunch from a River District restaurant or café.

Attendance on average was 50-75 people per day.

Remax Grey Bruce Realty sponsored \$5,000 towards the series. Donations are not collected at this event.

The event was promoted with rack cards that were distributed throughout Owen Sound and to outlying communities. Social media and radio ads ran

throughout the summer, as well as on all community event boards and information was shared at all city events.

Music at the Market was promoted within the River District in newsletter and website.

### **Recommendations for 2023**

Due to low attendance during the 12-2 p.m. concerts, we recommend rebranding the event to represent the arts and culture of the community and changing the times and dates of the concerts during the week. It is recommended that the event be one evening per week from 5-7 p.m. running over the summer including arts and crafts vendors, music, comedy and local restaurants and cafes at the Owen Sound Farmers Market and along the river on 1<sup>st</sup> Ave East.

### **Budget Recap – Summer concerts**

Item	Expense/Revenue
Entertainment	\$30,595
Sound	\$21,523
Advertising	\$6,899
Materials & Supplies	\$999
Venue	\$407
<b>Total Costs</b>	<b>\$60,423</b>
Donations	(\$3,533)
Sponsorship & Vendor fees	(\$15,385)
Total Revenue	(\$18,918)
<b>Total</b>	<b>\$41,505</b>

The event was budgeted to operate at a budget of \$41,500.

The summer music concerts were on budget.

## **Outdoor Movie Nights (Thursday, August 4, 11, 18)**

Outdoor Movie Nights occurred Thursday evenings throughout August at the Owen Sound Farmers' Market. Each movie had a theme and included the kids' activities and food/beverage.

Thursday, August 4, featured the movie SING 2, with the evening starting with an interactive dance party by Tyler Boyle as kids came dressed in their favourite dance outfits. Kids were then treated to cookies from Sugar Dust Baking. The site was busy with activities, including a Billy Bishop-themed scavenger hunt, connect four, corn hole, sidewalk chalk and a photo booth.

Thursday, August 11, featured the movie Spiderman No-Way Home and featured a local juggler who taught kids how to juggle different objects. Each child received a spiderman mask, and many wore their favourite superhero costume. Each child also received one scoop of ice cream donated by Sunday's Ice Cream. The site was busy with activities, including a themed scavenger hunt, connect four, corn hole, chalking and a photo booth.

Thursday, August 18, featured the movie Tangled, with the evening starting with an interactive dance by the Saugeen Shimmy Dancers dressed in princess costumes. Each child received water/chips and treats donated by the Wholesale Club. The Owen Sound and North Grey Union Public Library were on-site with an interactive Lego exhibit, button making, kids book sale and themed scavenger hunt.

Each night one family won the best seats in the house by participating and dressing up according to the theme. Several sponsors attended movie nights, and Canadian Mental Health handed out positive messages to families. The total attendance for the three movie nights was 330.

Pickleball courts were open on the final movie night, and three families did enjoy the courts before the movies started.

### **Budget Recap**

Item	Expense/Revenue
Entertainment	\$1,018
Sound/Screen	\$1,725
Advertising	\$2,590
Materials & Supplies	\$1,975

Misc.	\$23
Movies & Licensing	\$1,448
Total Costs	<b>\$8,779</b>
Sponsorship	(\$1,975)
<b>Total</b>	<b>\$6,804</b>

The event was budgeted to operate at a budget of \$10,200.00. The event was underbudget \$3,396.00

Nine businesses sponsored the event for a total of \$1,975.00.

Several businesses also provided in-kind donations featuring food and beverage items, positive messaging, grocery bags, colouring books, and giveaways.

Ads were placed in the Sun Times newspaper and on social media. Radio ads were scheduled with both Bounce Radio and Bayshore Broadcasting.

### **Recommendations for 2023**

The event was well received in the community as a source of entertainment for parents and children and will continue in the summer of 2023.

Feedback was received that many families didn't attend due to it being a weeknight; it is recommended that the night be moved from Thursday to Friday. Four movie nights will occur in 2023, one in June, one in July, August and one in September, instead of 3 consecutive evenings. The budget can support the extra evening.

### **The Sound Waterfront Festival (Thursday, June 29 – Sunday, July 3)**

Council had asked that staff plan and deliver a multi day festival, celebrating inclusivity and diversity. The Sound Waterfront Festival featured 4 full days of programming, music, food, culture, and fun.

### **Thursday, June 30 – Youth Day**

Thursday, June 30 was Youth Day at the City's Visitor Centre in the west harbour area and ran from noon to 8 p.m. Activities included hula hoop and juggling workshops, scavenger hunts, dancing and singing, performers, crafts and activities, games stations, frisbee golf, yoga sessions, a photo booth, bike safety checks, and much more. Food and craft vendors were on-site.

There were approximately 625 people who attended youth day, with several visitors in the area taking part.

The organizations involved were appreciative of the invitation to attend and felt the event was worthwhile and it was nice to be interacting with families again.

### **Friday, July 1 – Canada Day**

On Friday, July 1 the festivities kicked off at noon at Kelso Beach at Nawash Park. There was a full day including live music, food trucks, vendors, family activities and games, entertainment, and a beer tent, followed by a spectacular display of fireworks over the Owen Sound Harbour. Entertainment included Tyler Boyle and his interactive groove dance party, dog shows, dancers and jugglers, and the Owen Sound City Band. Live Music ran throughout the day, featuring [Tianna Woods](#), [The Mike McCarthy Band](#) and [The Scott Howarth Band](#).

Closing out the night was Canadian blues and country music artist [Crystal Shawanda](#), who was born and raised on Wikwemikong First Nation, followed by fireworks at 10 p.m.

The Canadian Armed Forces coordinated a CC130 Hercules doing a 500-foot flyby of Kelso Beach at Nawash Park at 12:45 p.m. as part of training and community support in celebration of Canada Day.

There were approximately 45,00 people who attended the Canada Day Celebrations.

The food trucks and vendors felt the day was a success and mentioned the venue and day was well planned and appreciative of the opportunity to be at an event.

### **Saturday, July 2 – Black History**

Saturday, July 2 celebrated black history, showcasing musicians [Diana Braithwaite and Chris Whiteley](#), [Brooke Blackburn](#), [Bobby Dean Blackburn](#), [Josh Ritchie](#), and multi-award-winning recording artist [Liberty Silver](#). There were food trucks and vendors on site along with a beer tent, and displays from [The Sheffield Park Black History Museum](#), as well as free waterfront tours all day on [The Big Canoe](#).

Saturday also featured the [Corkscrew Spirit Tour](#) where participants heard tales of bootlegging, murders, mysteries, and hauntings of Corkscrew City. This tour combined two much-loved local experiences - Owen Sound Tourism's Corkscrew City Tour, and the Billy Bishop Museum's Ghost Walk tour. Tickets were sold for this event through a partnership with the Owen Sound Attack

38 individuals attended the Corkscrew tour and 10 of those were able to paddle the canoe to the Mudtown, the first stop on the tour.

The licensed area was not busy throughout the event.

### **Sunday, July 3 – Truth and Reconciliation**

On Sunday, July 3 the focus was Truth and Reconciliation. The day started at 9:30 a.m. at the [Giche Namewikwedong Reconciliation Garden](#) at Kelso Beach at Nawash Park with the lighting of a sacred fire and ceremony at the healing circle, followed by learning and sharing activities, walking tours, children’s activities and teachings.

There were over 300 people that attended throughout the day as their celebrations and teachings took place.

Those that attended felt it was a meaningful addition to our weekend and appreciative of the workshops and ceremonies that were arranged by the Reconciliation Garden Committee.

The weekend closed with Canadian country artist [Marshall Dane](#) performing at the Owen Sound Visitor Centre starting at 7 p.m.

The OCAF grant funding received for this event allowed us to inject funds into early promotions and to secure marketing (print) to meet the deadlines of the tourism annual brochure swap, mailers to Chambers and other Ontario tourism locations. We were also able to move forward with our digital campaign and implement early marketing into Ontario-wide outlets.

The OCAF funding with the repayment portion was an investment into our event. It kept us disciplined with expenses and allowed us to focus on marketing the event to outside communities.

The event was promoted across Ontario using digital media, print, radio, and social media, attracting over 7,000 people to the 4-day event.

### **Social Media via Owen Sound Tourism social media**

Event Ads - Facebook – 14,054 reaches, Volunteer Ads – Facebook – 2,388 reaches, Vendor Ads – Facebook – 5,290 reaches

### **Social Media via The City of Owen Sound social media**

Event Ads – 15,548 reaches, Volunteer Ads – 2,400 reaches, Vendor Ads - 1,804 reaches, Corkscrew Tour Ads – 4,201 reaches

### **Budget Recap**

Item	Expense
Contractor payments	\$18,098.00
Entertainment (4 days)	\$23,055.00
Activations	\$6,896.00

Materials and Supplies	\$12,599.00
Advertising	\$27,475.00
OCAF Return Payment	\$5,000.00
Misc. Expense	\$250.00
<b>Total Costs</b>	<b>\$93,375</b>
OCAF Grant	(\$25,000)
Sponsorship	(\$23,400)
Vendor Fees	(\$4,193)
Misc Revenue	(\$492)
Total revenue	(\$53,085)
<b>Total</b>	<b>\$40,290</b>

The Waterfront Festival was budgeted at \$29,850.00 this included \$17,000 allocated from the Harbourfest event.

\$53,085 was received in revenue which included vendor fees, bar sales, ATM proceeds, sponsorship, and The Ontario Cultural Attractions Fund. \$12,000 was received from Celebrate Canada which was included in the City's budget support for the event.

\$93,375.56 in expenses included contractors, entertainment, materials and supplies, advertising, and marketing and \$5,000, which was returned as part of the OCAF agreement.

The event was \$10,440 over budget.

Like other City events in 2022, this event was impacted by significant increases in costs for items such as entertainment, fencing, tents etc. While event attendance was positive, the licensed area did not perform as anticipated and this created additional costs with little revenue.

### **Recommendations for 2023**

It is recommended that we continue The Sound Waterfront Festival in 2023 and possibly condense the event to a 2-3-day event occurring over the Canada Day long weekend.

Summer Student Ambassadors conducted random surveys throughout the 4-day festival asking if attendees found the entertainment, food truck etc. that they were looking for. We had no complaints from participants, visitors were elated to be out again celebrating The Canada Day long weekend.

In 2023 we will focus on having entertainment during the evening on Canada Day with a headliner band taking the stage before the fireworks. During the day we will focus on promoting the diverse community groups from the area.

It is also recommended that the licensed area not be included in the festival in 2023.

**Analysis:**

The 2022 summer event series, planned, marketed, and delivered by City staff, reflects, and achieves several strategic goals and targets set out in the Strategic Plan as well as the River District Action Plan.

These no cost events for residents and tourists, contributed to the quality of life and lifted morale in the community as Covid-19 guidelines relaxed in the province and promoted Owen Sound as 'where you want to live', providing safe ways to enjoy live music and movies. The events and animations bring people to the downtown and waterfront and animate this space.

The City of Owen Sound prides itself in offering free inclusive events to the community and surrounding area.

### Financial Implications:

Event	Budget	Revenue	Expenses	Surplus/Deficit
Arts & Culture Awards	\$2,500	\$1,000	\$4,098	-\$598
Summer Concerts Series	\$41,500	\$18,918	\$60,423	-\$5
Outdoor Movie Nights	\$10,200	\$1,975	\$8,779	+\$3,396
Waterfront Festival	\$29,850	\$53,085	\$93,375	-\$10,440
<b>Total</b>	<b>\$84,050</b>	<b>\$74,978</b>	<b>\$166,675</b>	<b>-\$7,647</b>
<b>Reconnect grant</b>		<b>\$29,970</b>		<b>\$22,323</b>

The City's summer events were budgeted to operate at a total cost of \$84,050.00.

Summer events was over budget \$7,647 in aggregate. The City is receiving an Ontario Ministry of Tourism, Culture and Sport - Reconnect Grant \$29,970 for The Summer Music Concert Series (Harbour Nights, Music at the Market).

This grant ensures that overall, Summer City events operated in a positive financial position. It is recommended that any 2023 surplus from the Events Division be set aside for future deck/stage improvements at the Visitor Centre/Community Waterfront Heritage Centre.

In 2023, the events budget will not need to increase, however, certain internal adjustments of the funding within the division are recommended to more accurately reflect the costs associated with the various events.

Beyond the summer events, the overall events budget is tracking to be overbudget by approximately \$25,000. The full-time wages were more than budgeted and the cancellation (CS-220216-004) of the Home Expo resulted in a loss of approximately \$12,000 in revenue.

### Communication Strategy:

Staff will bring forward a full report regarding the summer 2023 event roster that aligns with the City's approved operating budget.

### Consultation:

Pamela Coulter, Director of Community Services

**Attachments:**

None.

**Recommended by:**

Pamela Coulter, Director of Community Services  
Jennifer Wright, Events and Activation Coordinator

**Submission approved by:**

Tim Simmonds, City Manager

For more information on this report, please contact Jen Wright, Events and Activation Coordinator at [jwright@owensound.ca](mailto:jwright@owensound.ca) or 519-376-4440 ext. 1237.