

Summerfolk's Request to Owen Sound City Council



- **Removal of rental fees for Kelso Beach at Nawash Park**
- **Partnership with the GBFS as a Title Sponsor: \$10,000**

Longstanding Partnership

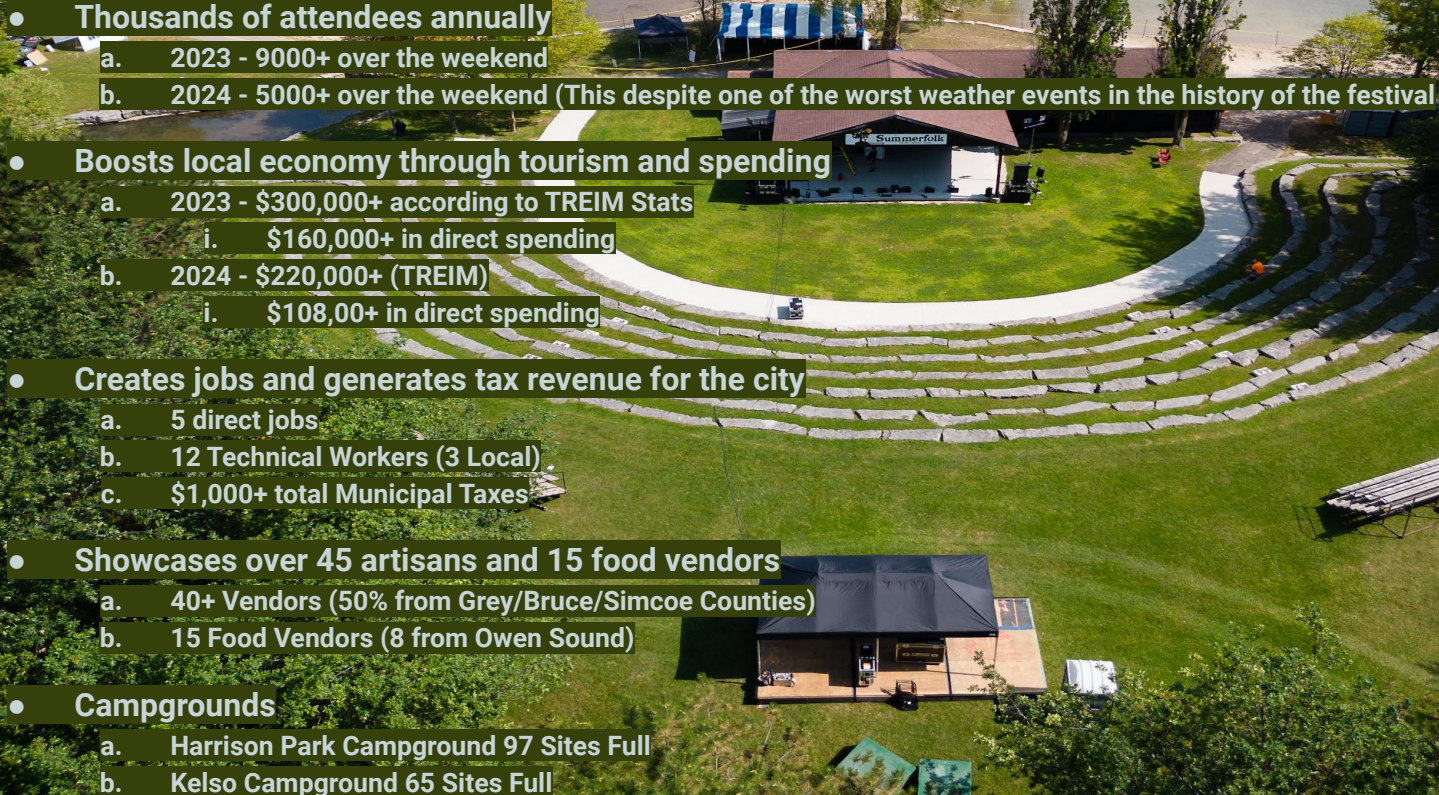
A man with grey hair and a beard, wearing a red and black striped shirt and a green and black kilt, is playing a bagpipe. He is standing in the foreground of a large outdoor festival. In the background, a large crowd of people is seated on folding chairs, many of which are blue and red. The setting is a grassy area with trees and a black tent in the distance.

- Summerfolk has been held at Kelso Beach at Nawash Park since 1976
- Collaboration led to creation of the Amphitheatre in memory of Stan Rogers
- 49 years of cultural enrichment for Owen Sound community

Economic Impact

Jason Hemstock – Owen Sound Chamber of Commerce Chair / General Manager The Best Western Inn on the Bay

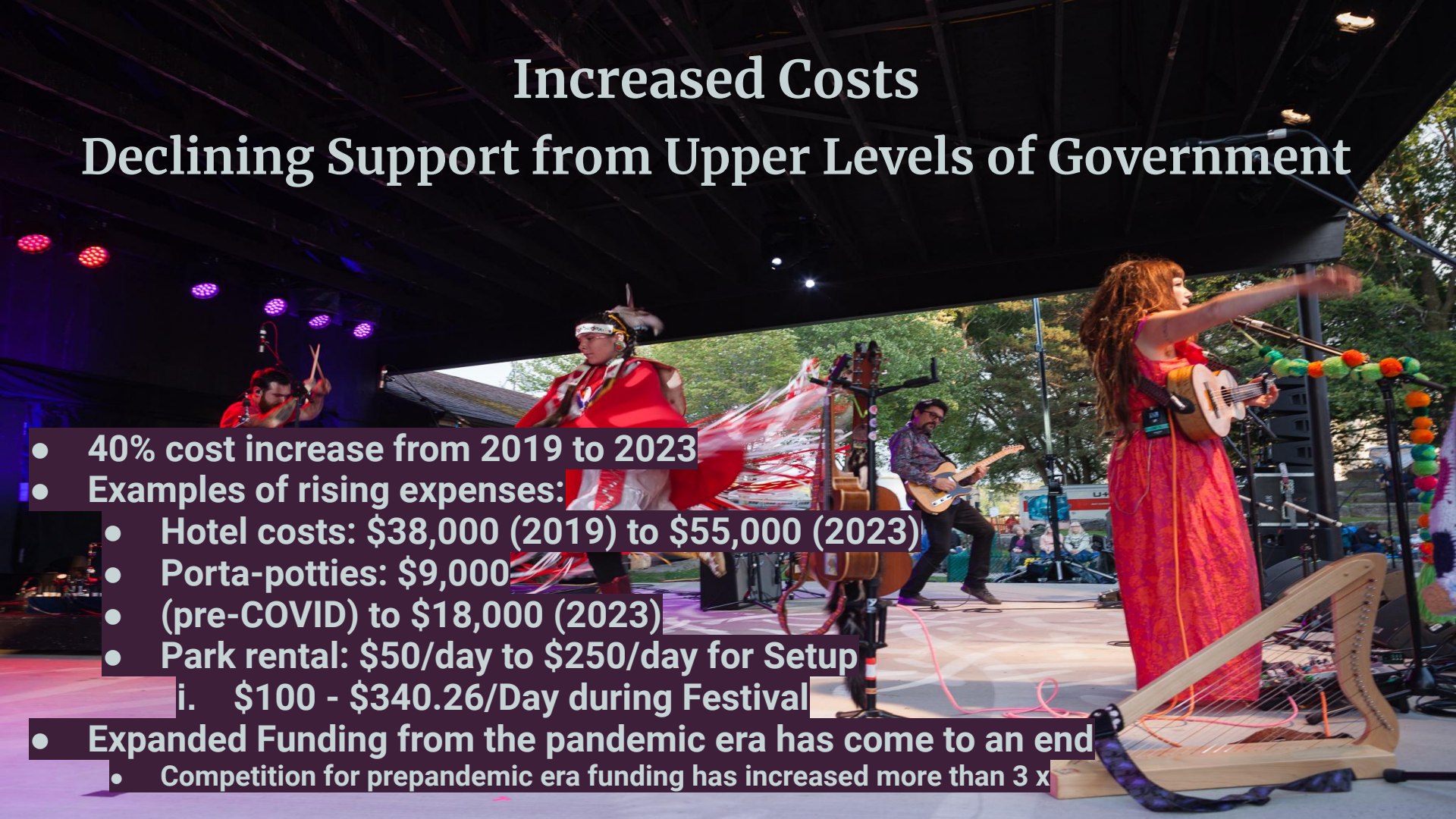
“Summerfolk is the number one event in this city to put heads in beds.”

- **Thousands of attendees annually**
 - a. 2023 - 9000+ over the weekend
 - b. 2024 - 5000+ over the weekend (This despite one of the worst weather events in the history of the festival)
 - **Boosts local economy through tourism and spending**
 - a. 2023 - \$300,000+ according to TREIM Stats
 - i. \$160,000+ in direct spending
 - b. 2024 - \$220,000+ (TREIM)
 - i. \$108,00+ in direct spending
 - **Creates jobs and generates tax revenue for the city**
 - a. 5 direct jobs
 - b. 12 Technical Workers (3 Local)
 - c. \$1,000+ total Municipal Taxes
 - **Showcases over 45 artisans and 15 food vendors**
 - a. 40+ Vendors (50% from Grey/Bruce/Simcoe Counties)
 - b. 15 Food Vendors (8 from Owen Sound)
 - **Campgrounds**
 - a. Harrison Park Campground 97 Sites Full
 - b. Kelso Campground 65 Sites Full
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Increased Costs

Declining Support from Upper Levels of Government

- 40% cost increase from 2019 to 2023
- Examples of rising expenses:
 - Hotel costs: \$38,000 (2019) to \$55,000 (2023)
 - Porta-potties: \$9,000 (pre-COVID) to \$18,000 (2023)
 - Park rental: \$50/day to \$250/day for Setup
 - i. \$100 - \$340.26/Day during Festival
- Expanded Funding from the pandemic era has come to an end
 - Competition for pre-pandemic era funding has increased more than 3 x



Community Value

- **Promotes local and international musical talent**
 - a. 30+ acts with 60+ musicians
- **Promotes and Supports other Community Not for Profit Organizations**
 - a. Community Village offers local organizations to promote to thousands of people per day
- **Offers family-friendly entertainment and activities**
 - a. Crafts, Stage, Puppets, Dance
- **Supports youth through Youth Discoveries program**
 - a. Youth Discoveries is recognized nationally and internationally in the folk music scene as an incredibly successful youth program
- **Contributes to Owen Sound's cultural identity**