



Regional Municipality of Waterloo

Economic Development and Promotion Committee

Minutes

Wednesday, June 3, 2015

4:05 p.m.

Regional Council Chambers

150 Frederick Street, Kitchener

Present were: Chair H. Jowett, D. Craig, D. Jaworsky, G. Lorentz, J. Nowak, S. Strickland, B. Vrbanovic, and K. Seiling

Declarations Of Pecuniary Interest Under The Municipal Conflict Of Interest Act

None declared.

Delegations

- a) Rob Deyman, Executive Director, and Bob Westhaver, Board Treasurer, Kitchener Blues Community Inc. (KBCI) appeared before the Committee with respect to their grant application. They provided a [presentation](#), a copy of which is appended to the original minutes. They gave an overview, highlighted the community programming, community collaboration, history, artists, revenue sources, economic benefit, and 2015 and beyond - growth plans.

Committee members had questions regarding the requested funding and R. Deyman responded the request is for ongoing funding. In response to a question, he advised they updated their strategic plan and it is due for renewal in 2016. The ticketed events at the festival were also discussed and they are projecting revenue of \$277,000 this year. After this year they will assess the ticketed events and determine if it can result in self-sustaining funds. With respect to other municipal funding, R. Deyman advised only the City of Kitchener provides support. A question

was raised about discussions with GRT and R. Deyman advised they had pursued that a few years ago but there were logistical difficulties. With respect to location, R. Deyman advised their launch party was held in Waterloo and the Blues in the Schools program moves around to different schools in the Region.

K. Seiling advised the Region has historically supported two festivals and there would need to be a new envelope of money in order to support this request. This should be done through the budget process.

It was noted this is the 15th anniversary for the Blues Festival and they have significantly increased the money spent on artists. The total amount is \$165,000 to bring in artists and this request is 10% of that total.

- b) Karen Gallant, President & CEO, Junior Achievement of Waterloo Region appeared before Committee stating the Region has supported Junior Achievement for the past 13 years. She gave a background of their programs, mission and impact. Part of the funding request is to target the rural schools directly this year.

Reports – Finance

- a) COR-TRY-15-54, 2015 Economic Development and Promotion Grant Requests

Angela Hinchberger, Director, Treasury Services and Deputy Treasurer gave an overview of the report. She stated the economic development and promotion budget is \$154,000 and anything beyond that was suggested to be absorbed through the economic development operating budget as there no longer is an operating budget contingency.

The grant application process was reviewed and it was advised applications are sent out to ongoing recipients but not one-time grant recipients. The Kitchener Blues Festival specifically requested an application this year. Advertising for applications is not done as there is not sufficient funding in the budget to deal with a large number of requests. The grants initially started with events and then a process was developed to include organizations that have an economic impact.

The float for the Oktoberfest parade was discussed and it was advised no money will be allotted to it for 2015. K. Seiling noted the float is refurbished every five years.

D. Craig suggested moving these grants into the core budget and open up room in the economic development and promotion budget. He suggested a background report be prepared on the economic effects of these festivals. The dollar amounts for some of the

groups was discussed. K. Seiling stated specifically for K-W Oktoberfest, this is a combination of bussing and parade sponsorship. Some of these grants were done prior to the policy being developed in 2003.

The core grants were brought forward for approval.

Moved by K. Seiling

Seconded by S. Strickland

That the Regional Municipality of Waterloo approve the following 2015 Economic Development and Promotion grants totaling \$154,600 to be funded from the 2015 budget for Economic Development and Promotion:

Junior Achievement of the Waterloo Region	\$21,600
Waterloo Region Small Business Centre	\$50,000
Business Education Partnership of Waterloo Region	\$8,000
Cambridge Highland Games	\$10,000
K-W Oktoberfest	\$65,000

Carried

S. Strickland brought forward a motion for the grant request from the Kitchener Blues Festival, stating this is a Regional event that deserves Regional support. He stated the \$5,000 is in line with the amount provided in 2014. He suggested the broader issues need to be considered and an overall review of the grants process needs to be completed. D. Craig proposed to increase the grant to \$10,000. It was noted the Kitchener Blues Festival also has a grant request with the Region of Waterloo Arts Fund.

Moved by S. Strickland

Seconded by G. Lorentz

That the Regional Municipality of Waterloo approve a one year grant for 2015 to the Kitchener Blues Festival in the amount of \$5,000 to be funded from the overall 2015 Economic Development Operating Budget;

1883166

And that the grant not be considered an ongoing operating grant and that the Economic Development and Promotion program be reviewed.

Moved by D. Craig

Seconded by B. Vrbanovic

That the Regional Municipality of Waterloo approve a one year grant for 2015 to the Kitchener Blues Festival in the amount of \$10,000 to be funded from the overall 2015 Economic Development Operating Budget;

Tie Vote, Motion Lost

Original Motion Carried

A request was made for a report to investigate the multiplier effects of festivals and to also review what other municipalities have in place. Consideration should be given to putting the five core groups the Region funds into the budget. There needs to be an element of fairness across the Region for festivals and events. This report should be done prior to the 2016 budget. A further request was made to have a better understanding of the Economic Development Corporation, tourism in Waterloo Region and the Economic Development and Promotion Committee.

Moved by B. Vrbanovic

Seconded by D. Craig

That staff be directed to review the Region of Waterloo program for Economic Development and Promotion giving consideration to the mandate of the Economic Development and Promotion Committee; the funding of festivals and community events that are of a Regional scope; and funding for business/economic development, and that the review include criteria and best practices from other municipalities;

And that staff report back to Economic Development and Promotion Committee prior to the 2016 budget process.

Carried

Reports

- a) Regional Economic Development Strategy and Region Economic Development Corporation (Verbal Update)

Rob Horne, Commissioner Planning, Development and Legislative Services stated the new Board is in place and have held their first informal meeting. They are working on finalizing by-laws, memorandum of understanding and formalizing the funding arrangements. The search for a CEO has been initiated and the 2016 start date is still on schedule.

Adjourn

Moved by K. Seiling

Seconded by D. Craig

That the meeting adjourn at 5:30 p.m.

Carried

Committee Chair, H. Jowett

Committee Clerk, L. Wetzel



Kitchener Blues Festival



Regional Municipality of Waterloo
Economic Development and Promotions Committee
June 3, 2015





Kitchener Blues Festival

Overview:

- August 6-9th, 2015 (15TH Anniversary)
- Not-for profit corporation
- One of Canada's largest Blues Festivals
- Internationally recognized
- Largest music event in the Region
- 4 days and over 90 performances
- 400+ volunteers = 8,000+ hours





Kitchener Blues Festival

Community Programming:

- Youth programs:
 - Blues in the Schools
 - Youth Legacy Showcase
 - Grand River Blues Camp

- Concerts:
 - Spring Launch
 - Special shows





Kitchener Blues Festival

Community Collaboration:

- Waterloo Region Tourism
- Downtown Kitchener BIA
- Communitech
- KOIFest
- Kultrun
- KW Oktoberfest
- Waterloo Region Museum
- Centre in the Square





Kitchener Blues Festival

History:

- 2001 – 1 day, 1 stage, 3,000 visits
- 2003 – 2 days, KBCI Inc. volunteer board
- 2004 – 3 days, 3 stages, 40,000 visits
added “12 Bar Blues”
- 2007 – 4 days, 3 stages, 65,000+ visits
- 2010 – 4 days, 7 stages, 100,000+ visits
- 2014 – 4 days, 6 stages, 140,000+ visits
- 2015 – 4 days, 6 stages, 170,000+ visits





© 2013 Stefan Myles. www.fandyphotography.ca



Kitchener Blues Festival

International Artists:

- Burton Cummings, Randy Bachman, Gregg Allman, Eric Burdon and the Animals, Jimmie Vaughan, Dr. John, Colin James, Taj Mahal, Buddy Guy, Ray Manzarek of the Doors, Mavis Staples

Regional Artists:

- Alysha Brilla, Steve Strongman, Conor Gains, Jon Knight and Soulstack, Matt Weidinger, Shawn Kellerman, Cheryl Lescom, Matt Storch and the Usual Suspects, Johanna Pavia and Souldrive, The Vaudevillian







Kitchener Blues Festival

Mostly Free Admission:

- Festival features over 90 performances
- Two ticketed concerts – all other weekend shows free admission
- 3 large stages, 3 workshop stages, 1 children's stage and after-festival shows "12 bar blues" in Kitchener and Waterloo clubs
- 2014 Festival spent \$0.5M on local suppliers
- 2015 Budget of \$1.5m (cash and in-kind)





Kitchener Blues Festival

Revenue Sources:

- Sponsorship – cash and in-kind
 - Linked to economy
- Sales – tickets, merchandise, beverage
 - Weather and audience dependent
- Grants – highly variable
 - growth dependent
- Fundraising
 - Special events, silent auction, daily donations





Kitchener Blues Festival

2014 Economic Benefit:

- \$4.3M spent by visitors and Festival (\$0.5M)
- \$3.9M spent by local residents
- **\$8.2M total economic benefits**

- 63% visitors would return to Downtown (2013)

*Source: Enigma Research Corporation
(surveys in 2013 and 2014)*





Kitchener Blues Festival

2015 and Beyond - Growth Plans:

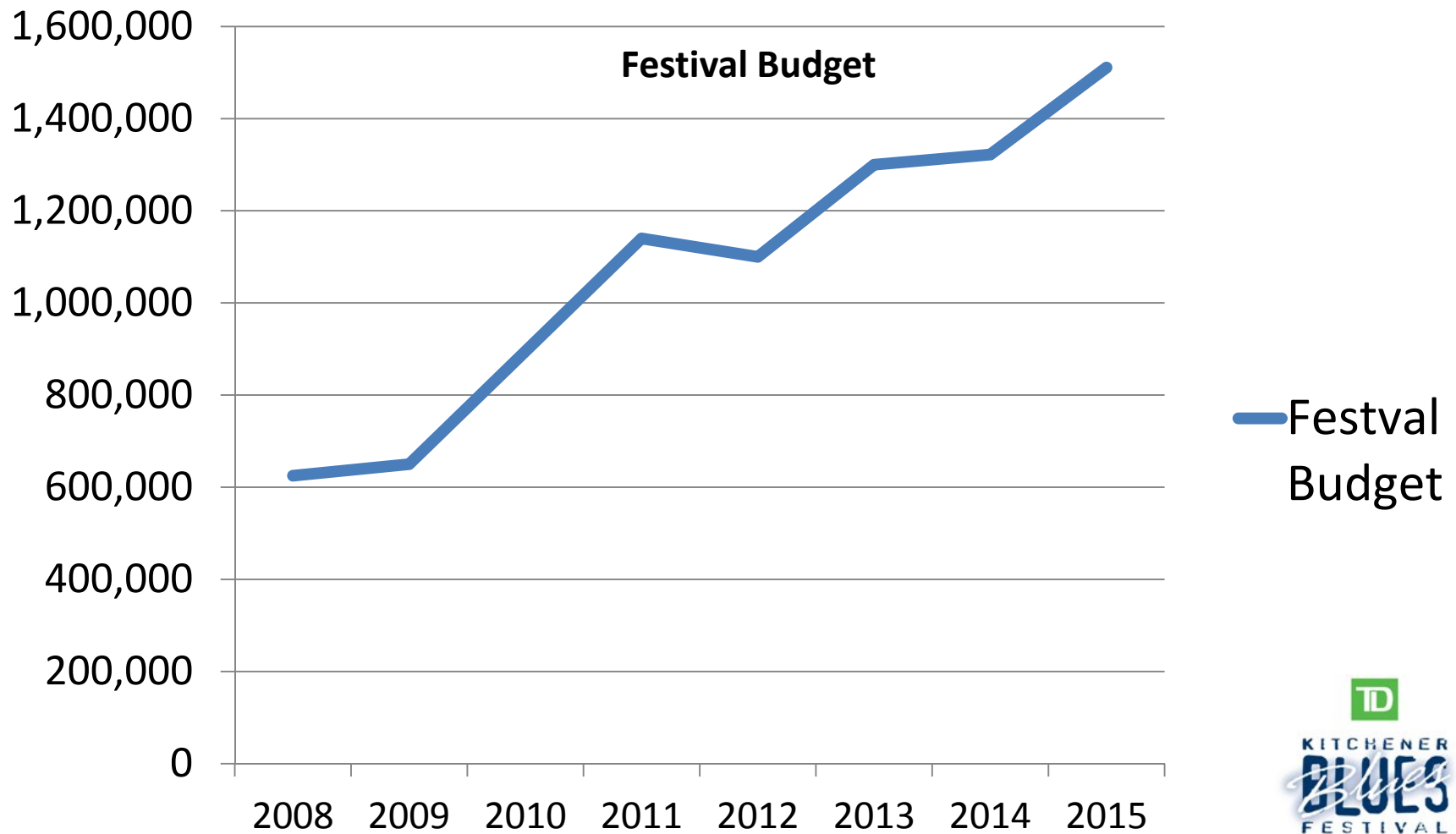
- Increase artistic expenditure by 50% in 2015
- Higher profile crossover blues-roots artists
- Enhanced marketing plan – greater reach
- Benefits:
 - Increased visitation and tourism
 - Increased audiences/revenues – sustainability
 - Greater economic benefit/impact





Kitchener Blues Festival

Festival Growth: Cash and in-kind Budget





Kitchener Blues Festival

City of Kitchener Tier 1 Investment:

Propose \$16,500 investment

- Supports 10% of the increase in artistic and marketing budget to draw new attendees
- Supports future sustainability
- Supports expenditures designed to leverage increased audiences, tourism and economic benefit





Kitchener Blues Festival



Thank You.

