

PROPOSED NEW CULTURAL TOURISM EVENTS FUND

Council Report May 29, 2024 - RTS 15894



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Purpose: Respond to a Council motion from July 25, 2023 (*2024 Arts and Culture Grants Program Framework, Clause D*), directing staff to “explore and report back on options for a Destination Festivals and Special Events Fund and Program”.

Summary

- Seek Council direction to advance this work through a recommendation to join a proposed new Cultural Tourism Events Fund Partnership. Specifically the fund:
 - Supports cultural destination events and festivals that elevate Vancouver's profile as a globally renowned cultural destination.
 - Invests in growing, developing, and attracting a portfolio of cultural destination events and festivals with a focus on events and festivals in October-April, in or near downtown, which are scalable or major, and that deliver significant economic, marketing, and social benefits.
- If approved, a \$150,000 grant would be funded by the City's 2024 Cultural Grant Operating Budget; staff will report back in 2025.

2015 Sport Tourism Development Fund the City, Destination Vancouver, and Vancouver Hotel Destination Association partner to establish the fund that a portfolio of destination sport events that optimize Vancouver's destination profile, visitor spend and community engagement.

2023 Tourism partners, Destination Vancouver and Vancouver Hotel Destination Association, **form a Cultural Tourism Partnership, conduct research and establish the *Cultural Tourism Events Fund*** with an initial \$1,175,000 contribution.

2023 Arts, Culture, & Tourism business unit restructure complements and integrates City support to grow and sustain the tourism and events sector, including sport, cultural, and wider destination priorities.

2024 *Cultural Tourism Events Fund* partners invite the City to join the partnership and fund

Vision:

Elevate Vancouver's profile as a globally renowned destination for cultural destination events.

Mission:

Grow, develop, and attract a portfolio of cultural destination events and festivals with a focus on events and festivals primarily **in October-April, in or near downtown, and considered major or scalable** that deliver significant economic, marketing, and social benefits.

A1. High-Impact Investment

G1. Leverage resources to increase investment in cultural destination events and festivals

A2. Product Development

G1. Balance cultural event calendar year-round; focus - gaps (October – April)

G2. Expand dynamic, vibrant event offerings (scale, type, and locations); focus – major, downtown

A3. Marketing Development

G1. Enhance producer cultural event marketing practices

G2. Leverage partners' marketing channels to amplify cultural event and festivals

Types:

Spectator, exhibition, & entertainment events, tournaments & competitions, e-sports and gaming, and community celebrations and parades.

Focus:

Performing Arts (music, theatre, dance, comedy), Visual Arts (fine art, craft), Literary Arts (published works, spoken word), Film/ Media/ Awards Ceremonies, Food & Drink, Multidisciplinary, Cultural Heritage, Neighbourhood, Themed, and Design, Fashion & Lifestyle.

October – April period.

Process:

- **Proposal** to support an event can be submitted by all partners on a rolling basis
- **Assessment review** led by designated partner, Destination Vancouver
- **Funding Determination** is discussed with all partners, facilitated by Destination Vancouver
- **Funding Recommendations** formally made by designated partner to executive committee
- **Funding approval** made by executive committee

Criteria:

Season, location, visitors, audience growth, profile/ marketing benefits, economic benefits, & social benefits (Nations benefit/ engagement, equitable practices, ecosystem approach).

- **Advances Council priorities** on cultural vibrancy and destination events.
- **Aligns** with existing policy and process improvement work, including *Culture | Shift* and *Making it Easier to Host Outdoor Festivals & Events*
- **Leverages and harmonizes** public/ private strategic support for cultural tourism
- **Strengthens City's role and influence** in tourism and destination marketing
- **Elevates Vancouver's cultural destination profile** and optimizes wider destination impacts
- **Creates major event typology research opportunities** to inform City work on Special Events
- **Pilots initial investment** ensures strong partnership and minimizes risk

Partners & Contributions

Partner	Year 1	Year 2
Destination Vancouver	\$ 400,000	\$ 500,000
Vancouver Destination Hotel Association	\$ 750,000	\$ 1,200,000
B.C. Pavillion Corporation*	\$ 25,000	\$ 25,000
City of Vancouver <i>(if approved)</i>		\$ 150,000
	\$1,175,000	\$ 1,875,000

**two-year seed funding*

- A. THAT Council **endorse the Cultural Tourism Event Fund Partnership, as outlined in Appendix A, as a framework** to inform the City's work with cultural destination event tourism partners and to support the City's priorities related to cultural destination events.
- B. THAT, subject to the terms of a grant agreement to be settled between the City and Destination Vancouver (the "Grant Agreement"), **Council authorize the City to contribute to and join the Cultural Tourism Event Fund Partnership** which currently includes the following partners: Destination Vancouver, the Vancouver Hotel Destination Association, B.C. Pavilion Corporation.
- C. THAT, upon approval of Recommendations A and B, and subject to the terms of the Grant Agreement to be settled, **Council approve a grant of \$150,000, payable to Destination Vancouver as the City's contribution to the Cultural Tourism Event Fund Partnership** which aligns with the City's culture, special events, and cultural vibrancy priorities as further described in this Report. Source of funding for the grant is the City's 2024 Cultural Grant Operating Budget.

- D. THAT **Council delegates its authority to negotiate, settle and execute the Grant Agreement, as well as any ancillary agreements** that may be required for the City to join the Cultural Tourism Event Fund Partnership, to the Deputy General Manager, Arts, Culture and Community Services or their designate in consultation with the City Solicitor.

- E. THAT **no legal rights or obligations are created by the approval of the Recommendations A through C** above unless and until the Grant Agreement and any ancillary agreements deemed necessary by the Deputy General Manager, Arts, Culture and Community Services or their designate and the City Solicitor, are executed and delivered by the City, Destination Vancouver and the other parties to those agreements.

Q & A