



THE CORPORATION OF THE TOWN OF MILTON

NOTICE OF MOTION

INTRODUCTION DATE: May 29, 2023
SUBJECT: DMBIA & TJSF Event
CONSIDERATION DATE: June 19, 2023
REQUESTED BY: Councillor Tesser Derksen
SECONDED BY: Councillor Best

WHEREAS Section 107 of the Municipal Act, 2001 allows municipalities to provide grants on such terms as the Council considers appropriate for purposes that Council considers to be in the interests of the municipality.

AND WHEREAS the Downtown Milton Business Improvement Area (DMBIA) has hosted a winter street festival in downtown Milton (Holidayfest) for over five years, and the Tiger Jeet Singh Foundation (TJSF) has hosted a winter event in downtown Milton for 14 years (Miracle on Main Street),

AND WHEREAS the DMBIA and TJSF have entered a partnership to combine elements of Holidayfest and Miracle on Main Street to bring a single, expanded, enhanced, and coordinated winter event to downtown Milton while advancing the economic mandate of the DMBIA and the charitable work of the TJSF (the "Event")

AND WHEREAS the DMBIA and TJSF have both committed resources and financial investment to support the Event, but those resources do not cover the entire estimated cost, and the resulting shortfall requires additional financial support.

AND WHEREAS the DMBIA has provided a written request to the Town of Milton for financial support to bring the Event to Downtown Milton, (which request is attached to this Notice of Motion as Schedule "A").

AND WHEREAS the Town of Milton's Strategic plan to create placemaking and community attractiveness for future residents and employers suggests a focus on events that enhance community engagement and quality of life.

THEREFORE BE IT RESOLVED THAT the Town of Milton provide a one-time financial support of up to \$38,000.00 (thirty-eight thousand dollars) to the DMBIA to support of the Event subject to the following terms:

- Eligible costs include those items as presented in Appendix 1 to the DMBIA's letter
- The funding commitments from the DMBIA and TJSF will be applied to the costs outlined above first, followed by utilization of the Town's grant
- Payment of the funding is contingent on the submission of a post-event summary that includes a statement of the costs and revenues associated with the event (along with the related supporting documentation), as well as a summary of the outcomes of the event

AND THAT the grant be provided through the 2023 operating budget for the Mayor and Council, and that a transfer from the Ontario Lottery Corporation Proceeds reserve to the operating budget be approved to fund the grant.

AND THAT any future requests for the winter event be presented through the annual budget process as part of the DMBIA operating budget.



For: Town of Milton Council

CC: Glen Cowan, Chief Financial Officer & Treasurer, Town of Milton
Steve Palmer, Director, Recreation & Culture, Town of Milton
Andy Scott, Director, Strategic Initiatives & Business Development, Town of Milton

Date: May 19, 2023

Subject: **Request for financial support for winter event in Downtown Milton in 2023**

Hello,

The Downtown Milton Business Improvement Area (DMBIA) is committed to building a vibrant downtown and supporting the economic development of our community. Events are an important tool to achieve these objectives and are consistent with the goals set out in Milton's Economic Development Strategy and Culture Plan.

The DMBIA is proposing a partnership between our organization and the Tiger Jeet Singh Foundation (TJSF) to co-host a winter event in December 2023, and requesting financial support from the Town of Milton to make this possible. The combined winter event would include important elements of both Downtown Milton HolidayFest and Miracle on Main Street. It would feature vendors and local businesses, toy drive donation drop-offs, live music from local children's groups and performers, rides and attractions, local arts and cultural opportunities and lots more.

By working together, the DMBIA and TJSF teams could offer a truly unique, impactful and inclusive winter event in Downtown Milton that delivers significant economic and social benefits. We could provide an enhanced event while leveraging the strengths of each of our organizations, achieving cost efficiencies and mitigating risks.

Financial Request

To make this partnership and the winter event possible in 2023, we are requesting that the Tiger Singh family, the DMBIA and the Town of Milton provide financial contributions towards the event. To date, the Tiger Singh family has agreed to contribute \$23,000 towards the winter event. The DMBIA has agreed to contribute \$18,000 towards the event which would be sourced through our 2023 budget and fundraising activities we would undertake. The DMBIA would also contribute approximately \$25,000 worth of staff time into planning for the event.

We are requesting a financial contribution of \$38,000 from the Town of Milton towards the winter event in December 2023.



We would be willing to work with Town staff to ensure that Town dollars are directed towards the areas of our event budget that they deem the best fit (cost categories include programming and production, event/site logistics, media and promotions). See Appendix 1 for the proposed event budget.

We would not be requesting day-of support from Town of Milton administration or temporary staff to fill roles related to vendors, stage management or kids' activities for this event. We would engage other temporary staff and volunteers to fill these roles. Support from the Town of Milton Operations Department would be beneficial on event day for set-up, tear-down, maintenance, litter removal, garbages, etc. That said, we understand that Town Operations staff may not be available on the day and we may need to source this support elsewhere. (If that is the case, there would be changes required to our proposed budget.)

A Strategic Partnership

The Downtown Milton Business Improvement Area team is made up of staff and volunteers that work to support over 200 downtown businesses and property owners. The team has extensive event management experience, expertise in logistics and administration and strong connections with local businesses and stakeholders.

The Tiger Jeet Singh Foundation is a Milton-based charity with significant support in place from corporate partners and the local police. They have strong name recognition and experience delivering large-scale, inclusive events that target diverse demographics.

By joining forces, the DMBIA and TJSF teams can leverage the strengths, resources, contacts and experience of each organization and deliver the winter event in a way that provides the maximum value for local business businesses and the broader community.

Benefits of Great Community Events

High quality, well-organized festivals and events create tremendous value for the community. Through the combined winter event in December 2023, we would be helping to:

- Stimulate economic activity in Downtown Milton
- Attract new businesses downtown and support local jobs
- Build and promote Milton's quality of place
- Make Milton a premier destination for diverse talent
- Celebrate and share Milton's diversity and cultural opportunities
- Build a sense of belonging, togetherness and community pride
- Support and showcase local arts and culture
- Strengthen culture-led economic and social development



Looking Ahead

The 2023 event will be an important opportunity to pilot the joint event and partnership. For 2024 and beyond, funding requests will be made through the annual budget process or as otherwise directed by the Town of Milton.

Thank you again for your time and please feel free to reach out with any questions or to discuss further.

Sincerely,

A handwritten signature in black ink that reads "Rachel Shuttleworth". The signature is written in a cursive, flowing style.

Rachel Shuttleworth
Executive Director
Downtown Milton Business Improvement Area



Appendix 1

Miracle DMBIA Partnership Event
Draft budget for proposed event in Dec. 2023

EXPENSES	AMOUNT
Programming and Production	
Stage, sound speakers, performers	13,000
Amusement rides, animals	26,400
Activities, characters, décor, supplies	5,200
Subtotal	44,600
Media and Promotions	
Media buys, digital advertising	5,100
Printing, web & design	7,600
Photography, videography	2,400
Subtotal	15,100
Site/Event Logistics	
Health, sanitation, safety	7,300
Event equipment rentals	5,190
Electrical	3,100
Temporary event staffing & volunteers	2,900
Licenses, permits, supplies, other	3,740
Subtotal	22,230
Total Expenses	81,930

FINANCIAL CONTRIBUTIONS	AMOUNT
Town of Milton (requested)	38,000
Singh Family (confirmed)	23,000
Downtown Milton BIA (confirmed)	18,000
Total Financial Contributions	79,000

STAFF TIME FOR EVENT PLANNING
Estimated value of BIA staff time contribution: Over \$25,000