

General Committee

Date: January 25, 2023
Time: 9:30 AM
Location: Council Chambers, Civic Centre, 2nd Floor
300 City Centre Drive, Mississauga, Ontario, L5B 3C1
And Online Video Conference

Members

Mayor Bonnie Crombie	
Councillor Stephen Dasko	Ward 1
Councillor Alvin Tedjo	Ward 2
Councillor Chris Fonseca	Ward 3
Councillor John Kovac	Ward 4
Councillor Carolyn Parrish	Ward 5 (CHAIR)
Councillor Joe Horneck	Ward 6
Councillor Dipika Damerla	Ward 7
Councillor Matt Mahoney	Ward 8
Councillor Martin Reid	Ward 9
Councillor Sue McFadden	Ward 10
Councillor Brad Butt	Ward 11

Participate Virtually, Telephone OR In-Person

Advance registration is required to participate and/or make a comment in the meeting. Questions and/or Presentation Materials must be provided in an advance of the meeting. Comments submitted will be considered as public information and entered into public record.

To register, please email allyson.dovidio@mississauga.ca and for Residents without access to the internet can register by calling Allyson D'Ovidio at 905-615-3200 ext. 8587 **no later than Monday, January 23, 2023, before 4:00PM**. Directions on how to participate will be provided.

An asterisk (*) symbol indicates an Item that has been either Revised or Added.

Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services
905-615-3200 ext. 8587 | Email: allyson.dovidio@mississauga.ca

Find it Online

<http://www.mississauga.ca/portal/cityhall/generalcommittee>

Meetings of Council streamed live and archived at Mississauga.ca/videos

1. **CALL TO ORDER**

2. **INDIGENOUS LAND STATEMENT**

“We acknowledge the lands which constitute the present-day City of Mississauga as being part of the Treaty and Traditional Territory of the Mississaugas of the Credit First Nation, The Haudenosaunee Confederacy the Huron-Wendat and Wyandotte Nations. We recognize these peoples and their ancestors as peoples who inhabited these lands since time immemorial. The City of Mississauga is home to many global Indigenous Peoples.

As a municipality, the City of Mississauga is actively working towards reconciliation by confronting our past and our present, providing space for Indigenous peoples within their territory, to recognize and uphold their Treaty Rights and to support Indigenous Peoples. We formally recognize the Anishinaabe origins of our name and continue to make Mississauga a safe space for all Indigenous peoples.”

3. **APPROVAL OF AGENDA**

4. **DECLARATION OF CONFLICT OF INTEREST**

5. **MINUTES OF PREVIOUS MEETING**

5.1 General Committee Minutes - January 11, 2023

6. **PRESENTATIONS - Nil.**

7. **DEPUTATIONS**

7.1 Meghan Nicholls, CEO, The Mississauga Food Bank, regarding the results from Mayor Crombie's 2022 Holiday Food Drive

7.2 Rianna Ford, Brad Stott and Cyrus Hambaz, Cannabis Retail Consultant and Event Planner regarding Legal Cannabis Retail Stores in Mississauga

7.3 Item 10.2 - Victoria Clarke, Director, Tourism

8. **PUBLIC QUESTION PERIOD - 15 Minute Limit**

Public Comments: Advance registration is required to participate and/or to make comments in the public meeting. Any member of the public interested in speaking to an item listed on the agenda must register by calling 905-615-3200 ext. 8587 or by emailing allyson.dovidio@mississauga.ca by **Monday, January 23, 2023, before 4:00 PM.**

Pursuant to Section 58 of the Council Procedure By-law 0044-2022, as amended:

General Committee may grant permission to a member of the public to ask a question of General Committee, with the following provisions:

1. Questions may be submitted to the Clerk at least 24 hours prior to the meeting;

2. A person is limited to two (2) questions and must pertain specific item on the current agenda and the speaker will state which item the question is related to;
3. The total speaking time shall be five (5) minutes maximum, per speaker, unless extended by the Mayor or Chair; and
4. Any response not provided at the meeting will be provided in the format of a written response.

9. **CONSENT AGENDA**

10. **MATTERS TO BE CONSIDERED**

- 10.1 Transportation and Works – 2023 Electric Vehicle Procurement
- 10.2 Tourism Mississauga – Annual Report and 2023 Business Plan and Budget
- 10.3 Single Source Procurement of Banking Remittance Services from Symcor Inc. – Contract Amendment and Extension (File Ref: PRC002048)
- 10.4 Tax Exemption for a Municipal Capital Facility- Parks Depot LCPL lands Lakefront Promenade

11. **ADVISORY COMMITTEE REPORTS**

- 11.1 Heritage Advisory Committee Report 1 - 2023 - January 10, 2023
- 11.2 Accessibility Advisory Committee Report 1 - 2023 - January 16, 2023

12. **MATTERS PERTAINING TO REGION OF PEEL COUNCIL**

13. **COUNCILLORS' ENQUIRIES**

14. **OTHER BUSINESS/ANNOUNCEMENTS**

15. **NOTICES OF MOTION**

16. **CLOSED SESSION**

(Pursuant to Section 239(2) of the *Municipal Act, 2001*)

- 16.1 The security of the property of the municipality or local board:
- Authority to Approve and Execute a Management and Operations Agreement with Crane Creations Theatre Company at the Maja Prentice Theatre, 3650 Dixie Road (Procurement No. PRC003228 Management and Operation of Maja Prentice Theatre)**
- 16.2 Personal matters about an identifiable individual, including municipal or local board employees:
- Reappointment of Tourism Mississauga Board Directors**

17. **ADJOURNMENT**



THE MISSISSAUGA FOOD BANK

A message from Martím

7.1

MAYOR CROMBIE'S
2022
HOLIDAY
FOOD DRIVE



MAYOR CROMBIE'S 2022

HOLIDAY

FOOD DRIVE

November 14 - January 6

Goals:

\$1,700,000

450,000 pounds of food

Sponsored by



Mayor Crombie's 2022 Holiday Food Drive

\$0

<https://youtu.be/0RvI4S8G8Ww>



MAYOR CROMBIE'S
— 2022 —
HOLIDAY
— FOOD DRIVE —

Councillor Challenge



Angel Award Winner 2022



This year's winner is
Councillor Carolyn Parrish,
Ward 5!

Corporate Challenge Winners 2022

This year's Corporate Challenge winners are:

Lakeview Community
Partners Ltd.

Shahid Khawaja Real
Estate Inc. Brokerage



Community Challenge Winner 2022

This year's Community Challenge winner is:

Canadian Coptic
Church

Our Sponsor



It takes all of us to feed our hungry neighbours.

Together we ensure no one goes hungry today, but what about tomorrow?





Thank you!

Mississauga's Need for Legal Cannabis

The reason why Authorized Legal stores are essential for growth and safety in the city.

AGENDA

Overview

Community Understanding

Mandated Age Gating

Health Canada Regulations

Opting out = Opting Irresponsibly

Growth for Small Businesses

Speakers



RIANNA FORD



BRAD STOTT



CYRUS HAMBAS



Overview/Speakers

Discussing the crucial need and impact Federally Authorized Cannabis Retail stores can provide for the city of Mississauga and their ongoing concerns of cannabis accessibility and consumption.

Today's speakers come from an extensive background in both the medicinal and legal market of cannabis, as well as a Mississauga native and Port Credit S.S. Alumni:

Rianna Ford - Cannabis Retail Expert and Event Coordinator and Mississauga native!

Cyrus Hambaz - C.E.O. of Canadian Clinical Cannabinoids and The Loud Plug

Brad Stott - R.P./Co-Founder of Canadian Clinical Cannabinoids and V.P. ProBed Medical Technologies Inc.



ONE: Community Understanding

Value of having a fellow citizen seeking the best for the city.

- 01 Mississauga is home for many, it's a community that extends vast cultural backgrounds. A community flourishing and ever growing in population and infrastructure.
- 02 Having experience and being a citizen in the city, allows a deeper understanding and passion to ensure the best and optimal legal cannabis retail experience in every ward.
- 03 Ensuring with potentially every store opened can offer/cater myself as a retail liaison to help navigate the community outreach, education, and overall buying habits to be conducive to not only the store but the area its serving.



TWO: Mandated Age Gating

Protecting youth accessibility to cannabis

- 01 Youth are mandated and permitted to have Government ID to access any retail store front. Must be 19+ to enter/purchase all/any cannabis product.
- 02 As Canada's sixth-largest city such a move will protect kids and public health by ensuring that regulated and responsible retailers can thrive while driving out those who choose to break the law.
- 03 Potentially with legal store fronts, youth consumption and illicit-market sales will go down, while employment in the regulated sector will go up



THREE: Health Canada Regulations

Illicit market provides no proper testing and extreme ways of contamination harming the public safety.


- 01 Everything with legal cannabis in Canada is being tested. SOPs (Standard of Operations) regulations/testing for cannabis and more security protocol than pharmaceuticals.
- 02 As it allows federal/governmental standard of procedures that all Licensed Producers(those growing) must adhere too. Far more aggressive security and tracking with product and people studies.
- 03 Health Canada Regulations removes the fear of cannabis consumption. Removes the stigma of traditional concerns. Providing federally mandated regulations to ensure safer consumption and higher consequences for those legally growing the product who don't follow suite.



FOUR: OPT-OUT = Irresponsibility for the City

If safety is of top priority then why is the illegal market thriving while providing safety risks to the city.

- 01 Why should our residents have to go outside of a city of this size to get a legal substance? We don't have that type of oversight for liquor stores or beer stores, so why are we insisting on having that much more of a prescriptive approach to a legal substance?
- 02 Peel Regional Police indicates that there are currently 100 to 150 illegal mobile dispensaries operating in the region.
- 03 We know that the illicit market (for cannabis) in Mississauga is alive and well, and many of the storefronts have moved to online delivery services. Our first priority should be public safety when it comes to accessing their legal marijuana.



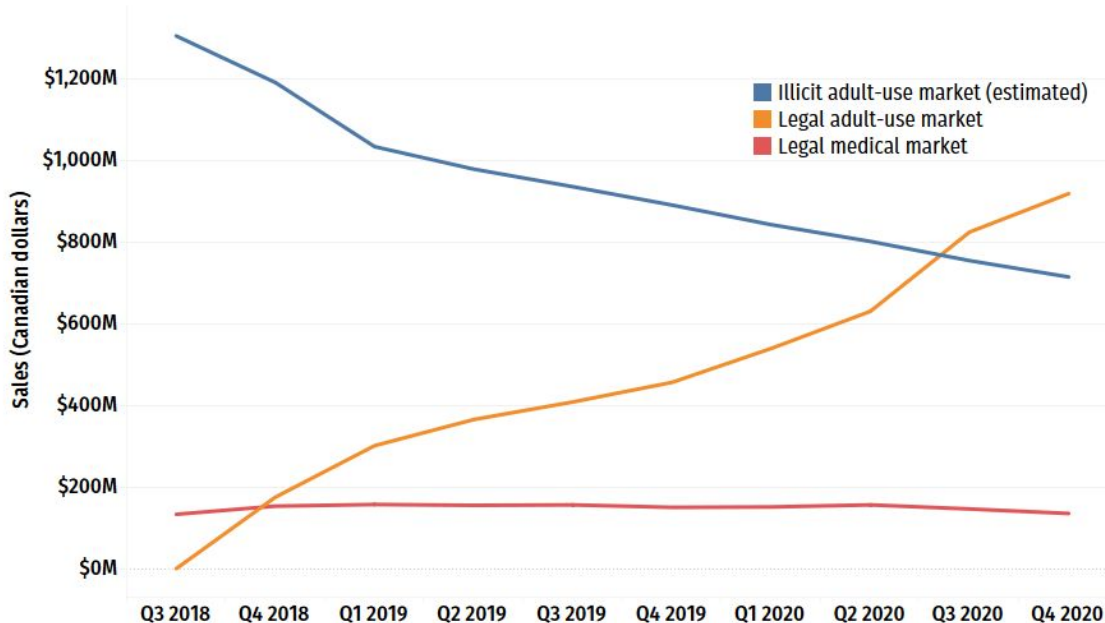
FIVE: Growth for Small Businesses

How legal storefronts will build and support the community.

- 01 Lifting of the ban would also allow legal merchants to challenge illegal sellers for their market share for the first time. Allowing business to flourish and provide upward to 1000+ jobs for the city.
- 02 Spending on legal recreational cannabis overtook illegal transactions for the first time in 2020, a sign that legalization in Canada was a success
- 03 Legal storefronts provide governed and regulated substances with mandated education. Allowing governed and Health Canada approved discussions provided and revised by Health Canada

Regulate it, Tax it, Educate it

Legal vs. Illegal Cannabis Expenditures in Canada



Source: Statistics Canada

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Allowing to have Federally Authorized Cannabis Stores will provide the resolution to concerns council and the city has.

We can not be concerned of safe consumption, youth accessibility if the current market in the city caters to illicit cannabis in which these markets are profiting of your concerns.

Lets provide the city with education, regulation and taxation for this substance to provide a safer and economically stronger city.

mississauga tourism

Council Presentation

Presented By: Victoria Clarke and Sam Kohli, Chair

January 25, 2023



Presentation Overview

About Tourism Mississauga

- Our Mandate
- Board of Directors
- 2022 Highlights and Initiatives
- AGM

2023 Proposed Budget



Tourism Mississauga Mandate

- Promote tourism in the City of Mississauga in accordance with the City's Tourism Master Plan
- Promote the City of Mississauga as a destination for tourists, visitors, festival attendees, meeting and conference delegates and business travelers
- Develop a branding strategy and marketing plan
- Collect and disseminate information, including conducting targeted market research for purposes of identifying tourism and business travel opportunities in the City of Mississauga
- Develop promotion and business development strategic plans, including multi-year marketing plans and strategies that address the City's strategic goals for a robust tourism and business destination
- Facilitate a high level of collaboration amongst the city's tourism industry, business organizations and the City



Tourism Mississauga - Board of Directors



Sam Kohli

Chair, Tourism Mississauga
Mallin B&G Greater Toronto Executive
Centres Appraiser
Services / Organizations / Venues
Representative



Lesley Boughen

Vice Chair, Tourism Mississauga
Oxford Properties Group
Retail / Restaurant Representative



Toni Frankfurter

Past Chair, Tourism Mississauga
The Waterside Inn Hotel & Conference
Centre
Accommodation / Hotel Representative



Natasha Melanson

General Manager, Hilton Toronto
Airport Hotel & Suites
Hotel / Accommodations Representative



Stephen Dasko

City of Mississauga Council Member
Ward 1 Councillor



Carolyn Parrish

City of Mississauga Council Member
Ward 5 Councillor



Brad Butt

City of Mississauga Council Member
Ward 11 Councillor



Ron Duquette

Corporate Filmmaker (Retired)
Attractions / Festival / Event
Representative



Eileen Keown

Mississauga Symphony Orchestra
Attractions / Festival /
Event Representative



Lorrie McKee

Greater Toronto Airport Authority
Services / Organizations /
Venues Representative



Louise Manzo

Wierick Manzo & Dunn Inc., Advertising
Agency
Services / Organizations /
Venues Representative



Susan Stewart

Olympian, Coach & Author
Sport / Event / Organization
Representative



John Peppas

The Crooked Cue Restaurant
Retail / Restaurant Representative



Frank Russo

Four Points Toronto Airport Hotel
Accommodation / Hotel Representative



Sandra Martin

Vice President, Sales & Marketing,
International Centre
Services / Organizations / Venues
Representative



Victoria Clarke

CEO, Tourism Mississauga
City of Mississauga Director, Tourism



2022 Highlights & Initiatives

Position Mississauga as a business, sport and leisure destination through incentive programs:

- Attended 15+ sales events in 2022 raising awareness of Mississauga as a business events destination. Connected with thousands of meeting and event planners
 - Approx 3000 touchpoints across all sales events
- Hosted approximately 17 sporting events in 2022
 - resulting in \$22.5 Million in estimated economic impact
- Partnership with Uber Eats “Taste the World” Billboard
- Hopper partnership with Canada Jetlines
- Summer Campaign of #MySaugaSummer Bandwango Pass
- Continuation of IPTS 2.0 including SQ1 \$20 offer
 - Over 1,100 reservations to date



Uber Eats

Taste the world when you order local. Enjoy \$8 off food orders \$30+.



7.3



MISSISSAUGA IS CALLING!

From the largest light, sound and multimedia show to holiday shopping and delicious food, visiting Mississauga is a complete experience.

MISSISSAUGA IS CALLING!

From the largest light, sound and multimedia show to holiday shopping and delicious food, visiting Mississauga is a complete experience.



Contest Alert!
WIN a \$2500 Shopping Spree

Enter now at visitmississauga.ca/win
Contest ends December 12, 2022!
See Terms and Conditions for full contest details.



[Click here to see what's included!](#)



2022 Highlights & Initiatives

Position Mississauga as a business, sport and leisure destination through marketing (research) campaigns:

- DNEXT Assessment
- Destination Think Engagement
 - Place DNA Research , Brand Development & Strategy
- Welcome Installations at GTAA
- **#MySaugaSummer** social media campaign
- Hosted 12+ Social Media Influencers
- Illumi
- Destination Ontario Marketing Partnership



The best things to do and eat in Mississauga for summer

Discover under-the-radar gems, fun-filled activities and foodie faves in Mississauga this summer.

It pays to stay.
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Receive \$100 gift card spending money!
Book your stay today!



It pays to stay.
VISITMISSISSAUGA.CA

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Book your stay today!



FILE MISSISSAUGA ON the underrated list. Gone are the days when this metropolis was overlooked for bigger cities like, ahem, Toronto. Sauga city is a gem and a destination all on its own. For starters, it's bursting with culture — a mosaic of many different cultures that bring their own experiences, languages and food to the table.

From plaza restaurants located in strip malls — a.k.a. the best golden nuggets a foodie could find — to an iconic ice cream parlour that's been around since the 50s, Mississauga is a food city at heart. And summer is the best time to experience all of it.

It pays to stay in Mississauga

Book a night stay at a participating Mississauga hotel, and you'll receive a \$100 VISA gift card + \$20 voucher to Square One Shopping Centre. Click here to start planning your Sauga staycation.

Don't know where to start? We've got an awesome list of some of the best things to do in Mississauga. From food festivals at Celebration Square to patio hopping in Port Credit, a day spent in Mississauga will leave you feeling full in more ways than one. Plus, there are tons of nearby activities to work up your appetite, and, thanks to GO Transit, Mississauga is a breeze to get to for out-of-towners.

Psst, want in on a secret? [It pays to stay in Mississauga](#). When you book a minimum night stay at a participating hotel, you'll receive a \$100 pre-paid VISA gift card along with a \$20 voucher to Square One Shopping Centre — what are you waiting for?

BROUGHT TO YOU BY
foodism
PROMOTIONS



It pays to stay.
VISITMISSISSAUGA.CA

Book a 2 nights staycation in Mississauga, and receive a \$100 VISA Prepaid gift card to play with while you're here!
Start planning your stay today!

Conditions Apply. See Terms & Conditions for full details.

It pays to stay.
VISITMISSISSAUGA.CA

Book a 2 nights staycation in Mississauga, and receive a \$100 VISA Prepaid gift card to play with while you're here!
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Perspective

MISSISSAUGA 3

MISSISSAUGA: INNOVATING TODAY FOR TOMORROW

Message from Mayor Bonnie Crombie

A Canada's largest city, Mississauga is one of the most diverse in the world. Our city is a place where people from all over the world come to live, work and play. It's a place where we can all find a sense of community and belonging. We're proud to be a part of it, and we're committed to making it an even better place for everyone.

The good news is that Mississauga is already a leader in many ways. We have a strong economy, a diverse workforce, and a high quality of life. We're also a city that's always looking for ways to improve itself. We're committed to making sure that we're always at the forefront of innovation and progress.

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PUBLISHER, CEO
Doree Heston

VICE-PRESIDENT
Editorial

EDITORIAL
Maurice Moudon

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DAY TRIPPER

Taylor Newlands ventures to Port Credit to indulge her sweet tooth at Carlo's Bakery, the new Canadian outlet from the Cake Boss himself.

IS A NUTSHELL
You've probably seen those trending macarons checked with rainbow-hued cakes in some of the GTA's most popular malls — the Eaton Centre, Yorkdale and Sherway Gardens among them. But all those treats behind the glass are just a small slice of the real deal: Carlo's Bakery. Starting in the fall reality TV show *Cake Boss*, Buddy Valastro and his father-long Carlo's Bakery are famous for their incredible cakes and doughnuts. And now the brand has landed on our shores, opening its first Canadian outpost in Port Credit at the end of last year. Its menu may go back to Valastro's original shop in Elizabeth, NJ, but the new location of Carlo's Bakery is Canadian-made and inspired.

WHAT'S ON THE MENU
Of course, you'll find those eye-catching rainbow cakes, along with other desserts like chocolate fudge, red velvet and carrot cake. But we dare you come all this way for just cake, so we'll be taking the whole cake, thank you very much. Order in advance for the signature treat or for a custom cake, or pass your luck and see what they have in the display case. But be warned: The most popular items tend to sell out. One of the best secrets to give your taste buds was this decadent lobster tail. This heavenly poultry might as well be a feast of French cuisine and decorated with long sugar doughnuts, raspberries, carrots, cake balls and more will tempt you from behind the glass.

WHY IT'S WORTH THE TRIP
Now, you can order their cakes for delivery, but a visit to the beautiful location is well worth it. The space is the glass backdrop of your dreams — lit up with lots of marble, gold detailing and beautiful light fixtures. Keep your eyes peeled for cake surprises like Alfredo's macaroni sauce. Grab one of those macarons or pizza for lunch and just go on the patio. Once you're all off with gifts, and don't forget all your baked goods to go, carterbury.ca





2022 Highlights & Initiatives





Financial Summary

2023 Proposed Budget

Description	Comments	2023 Proposed Budget (\$000s)	2022 Budget (\$000s)
Expenditures to Deliver Current Services			
Programs & Services	Tactical initiatives that leverage opportunities in Destination Development, Destination Marketing and Visitor Services	1,800	1,525
Marketing & Communications	Tools and initiatives that will position Mississauga as a tourism destination by promoting product offerings and experiences	1,985	1,120
Industry Insights	Resources that will monitor, measure and forecast tourism development and industry performance	200	180
Partnerships	Opportunities for collaboration with local, regional, provincial and national tourism related associations	135	127
Visitor Services	Customer service programs and servicing tools to enhance the visitor experience	55	55
Overhead	Includes labour & other operating expenses provided by the City	249	272
Miscellaneous	Includes audit fees, Board expenses, printing, office supplies, etc.	100	59
General Labour	Staff Salaries	1,412	1,150
Total Expenditures		5,936	4,488

Note: Numbers may not balance due to rounding

An aerial night photograph of a city skyline. In the foreground, a large, modern building with a curved facade and a glass-enclosed dome is visible. To its right, a large, open plaza is filled with people and decorated with numerous blue and white lights, including a large, illuminated Christmas tree. In the background, several tall skyscrapers are lit up, and a city street with traffic is visible. The text "Thank You" is overlaid in the center of the image.

Thank You

City of Mississauga Corporate Report



Date: January 3, 2023

To: Chair and Members of General Committee

From: Geoff Wright, P.Eng, MBA, Commissioner of
Transportation and Works

Originator's files:

Meeting date:
January 25, 2023

Subject

Transportation and Works – 2023 Electric Vehicle Procurement

Recommendation

1. That the report entitled "Transportation and Works 2023 – Electric Vehicle Procurement" dated January 3, 2023 from the Commissioner of Transportation and Works be approved.
2. That the Chief Procurement Officer or designate be authorized to execute contracts with various suppliers for the supply and delivery of new and/or lightly used electric vehicles as they become available for the period ending December 31, 2023, notwithstanding that each contract may exceed \$100,000 and would normally require Council approval.
3. That the MiWay funds of \$990,000 be pre-authorized ahead of the 2023 Business Plan and Budget approval. In addition, funds of \$1,185,000 be pre-authorized ahead of the 2024 Business Plan and Budget approval to allow the procurement of new or lightly used electric vehicles as outlined in the Corporate Report dated January 3, 2023 entitled "Transportation and Works 2023 – Electric Vehicle Procurement"

Executive Summary

- With the City's commitment to reduce greenhouse gas emissions from fleet vehicles and with the recent and successful installation of the electric vehicle (EV) chargers for fleet use, the City is committed to purchasing EVs.
- As part of the regular replacement cycle, MiWay plans to replace up to (36) gas vehicles with EVs, and Corporate Fleet plans to replace up to (20) gas vehicles with EVs in 2023 and 2024.
- In April 2022, MiWay issued an RFT procurement for the Supply & Delivery of (3) EVs, however no bids were received. Due to supply issues, the availability of EVs has been significantly impacted and has created long wait times. MiWay and Corporate Fleet are requesting approval to pre-authorize funding to purchase new and/or lightly used EVs as

they become available on the market. This includes advancing the funds from the 2023 and 2024 Capital Budget, and authorizing the Chief Procurement Officer or designate to issue contracts to purchase new and/or lightly used EVs as they become available on the market. Individual awards will be in accordance with typical approvals and contract execution processes.

Background

Climate Change Action Plan

The Climate Change Action Plan was approved in 2019 and calls for the City to significantly reduce its greenhouse gas (GHG) to meet a 40% GHG reduction by 2030 and an 80% reduction by 2050. As Transit is the most significant source of GHGs corporately (approx. 70%), the electrification of the MiWay fleet for both revenue and non-revenue is critical to meet these targets. In addition, the Corporate Green Fleet and Equipment Policy, which was approved in 2020, prioritizes investment in low and zero emissions fleet, equipment and infrastructure. The accompanied Electric Vehicle Charging Station Standard to this policy guides the installation of electric vehicle chargers on City property.

In 2022, MiWay and Corporate Fleet worked with the Environment Section and Facilities and Property Management to successfully install EV charging stations to facilitate the transition of gas-powered vehicles to zero-emission vehicles. MiWay installed charging stations at the Malton Transit Garage to allow for (6) charging connectors for Change Off vehicles. MiWay also installed EV charging connectors at the Central Parkway Transit Garage to allow for (43) charging connectors used for Change Offs, Route Supervisors, and Infrastructure Vehicles. This is in addition to the existing (10) connectors that were previously installed at this location in 2019. Corporate Fleet installed (10) charging connectors at the Mavis facility in 2022.

MiWay currently owns and operates seven (7) Nissan Leaf EVs and three (3) Chevrolet Bolt EVs used for Change Offs and is looking to grow this number. Corporate Fleet owns (10) Mitsubishi Outlander Plug-in Hybrid-Electric Vehicles (PHEV) that were purchased in 2018. As the City transitions away from traditional gas-powered vehicles to electric vehicles, it is important to coordinate the timing of the vehicle replacement needs with the supporting EV infrastructure. The installation of these new EV chargers has been deliberately timed to accommodate the purchase of electric vehicles for MiWay and Corporate Fleet needs.

Electric Vehicle Supply Challenges

In April 2022, MiWay issued an RFT procurement (PRC003420) for the Supply & Delivery of (3) EVs, however no bids were received. Corporate Fleet also issued and received bids for a full electric pickup (PRC003157) and issued a PO, however the manufacturer cancelled the order before the vehicle could be built due to manufacturing availability. After consultation with

prospective dealers, it was discovered that this was largely due to the lack of EV availability. Short supply of EVs in the Ontario market are attributed to a number of factors including uptick in EV purchases, supply chain issues (such as global semiconductor chip shortage and global parts shortages), and auto manufacturers prioritizing and sending their vehicles to jurisdictions that have significant provincial EV incentives (e.g. British Columbia and Quebec).

While supply of EVs have been a challenge, the demand for EV vehicles has also increased due to many factors including rising gasoline and diesel costs. Most EV dealers expect that the supply shortage will not recover for at least another two (2) years, at the earliest. Mississauga is not alone in experiencing procurement challenges when trying to electrify the fleet as the majority of public agencies are having similar struggles.

As per market research and benchmarking EV procurements across Municipalities across Ontario, dealers may bid to supply new vehicles, however the delivery timelines are unknown and unpredictable. MiWay and Corporate Fleet have experienced this issue in other recent fleet procurements.

Both Transit Services and Corporate Fleet provide an essential service. Transit support vehicles enable a safe and efficient transit system in Mississauga and Corporate Fleet vehicles are used by various departments all across the City. As the existing vehicles begin to age and their replacements are delayed, service is, and will continued to be, impacted. While we wait for EVs to become available when market situation allows, MiWay and Corporate Fleet requires the authorization to single source purchase new or lightly used EVs.

Comments

EV Procurement

MiWay is planning to purchase (36) EVs in 2023 and 2024, and are requesting that \$2,175,000 be pre-authorized ahead of the 2023 and 2024 Capital Budget, to allow the 2023 and 2024 procurement of EV Fleet. Corporate Fleet has already received approval to advance the funds as per the “2023 Advance Capital Project Approval” Corporate Report dated November 30, 2022.

Due to the limited EV supply on the market, MiWay and Corporate Fleet are also considering procuring lightly used EVs that still meet all applicable technical specifications (e.g. age, model, battery range, mileage, front wheel or all wheel drive, etc.) and are in good physical condition. Based on conversations with a local, authorized used EV dealer, each purchase can be evaluated on a case-by-case basis without any financial implication.

Given the City’s commitment to climate action and the recent installation of the EV chargers, MiWay and Corporate Fleet intends to continue to replace gas or diesel powered vehicles at

their end of life with EVs, with acceptable and equivalent models that are available on the market. The last gas-powered vehicle purchased by MiWay was in 2019.

Single-Sourcing EVs

MiWay and Corporate Fleet are requesting approval to single-source and purchase EVs as they become available on the market, due to limited supply and staff need to act quickly to secure supply. MiWay and Corporate Fleet have done some initial market scans and found that there are situations where some dealers may have stock of EVs, but since they are in high demand, these EVs are usually sold quickly and well before we are able to initiate a procurement process. Creating the ability to single-source EVs would allow MiWay and Corporate Fleet to save staff time and have a greater chance in securing EVs in the event that EVs become available on the market for purchase.

The Procurement By-law # 0013-2022 requires Council approval for single source contract awards with a value of more than \$100,000. This request is for authority for the Chief Procurement Officer or designate to execute contracts for EVs on a single source basis to promptly secure supply for the period ending December 31, 2023, notwithstanding that each contract may exceed \$100,000.00 and would normally require Council approval.

Strategic Plan

The purchase of EVs would contribute to two strategic goals: **Move** (Develop Environmental Responsibility) and **Green** (Lead and Encourage Environmentally Responsible Approaches). Mississauga has been proactive in sustainability and climate change governance for over two decades. More recently, the purchase of EVs supports the City's Climate Change Action Plan and the Corporate Green Fleet and Equipment Policy.

Financial Impact

Total funding of \$2,175,000 is being requested to be pre-authorized ahead of budget approvals to start the procurement process for EVs due to extended delivery timelines.

The City (MiWay specifically) is requesting \$990,000 to be pre-authorized ahead of the 2023 Business Plan and Budget approval.

Project Number	Project Name	2023 Funded
TWTR002740	Transit Route Supervisor Vehicle Acquisitions - Replacement	\$55,000
TWTR002761	Transit Change-Off Vehicle Acquisitions - Growth	\$55,000

General Committee	2023/01/03	5
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TWTR003760	Transit Change-Off Vehicle Acquisitions - Replacement	\$440,000
TWTR008410	Transit Other Vehicles (Vans/Cars/Trucks) Acquisitions - Growth	\$220,000
TWTR009590	Transit Other Vehicles (Vans/Cars/Trucks) - Growth	\$220,000
	Total:	\$990,000

The City (MiWay specifically) is requesting \$1,185,000 to be pre-authorized ahead of the 2024 Business Plan and Budget approval.

Project Number	Project Name	2024 Forecast
TWTR006036	Transit Other Vehicles (Vans/Cars/Trucks) Acquisitions - Replacement	\$100,000
TWTR010505	Transit Change-Off Vehicle Acquisitions - Replacement	\$660,000
TWTR010500	Transit Route Supervisor Vehicle Acquisitions - Replacement	\$110,000
TWTR009590	Transit Other Vehicles (Vans/Cars/Trucks) - Growth	\$55,000
TWTR008874 *	Transit Change-Off Vehicle Acquisitions Replacement	\$260,000
	Total:	\$1,185,000

** This project includes Federal and Provincial ICIP Funding.*

Conclusion

The City is committed to decarbonizing its fleet to help meet the City's GHG reduction targets. Recognizing the current supply issues, MiWay and Corporate Fleet are requesting approval to use single source and purchasing activities to ensure alignment with the City's climate change commitments and Corporate Green Fleet and Equipment policy and procure new and lightly used EVs to maintain and support both existing and new levels of service delivery.



Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

Prepared by: Stephen Bacchus, Manager Transit Fleet Assets

City of Mississauga

Corporate Report



Date: January 3, 2023

To: Chair and Members of General Committee

From: Jodi Robillos, Commissioner of Community Services

Originator's files:

Meeting date:
January 25, 2023

Subject

Tourism Mississauga – Annual Report and 2023 Business Plan and Budget

Recommendation

That the corporate report dated January 3, 2023 from the Commissioner of Community Services entitled "Tourism Mississauga – Annual Report and 2023 Business Plan and Budget" be approved in accordance with the following:

- a) That the 2023 Business Plan and Budget for Tourism Mississauga with a gross cost of \$5,936,000, and a net cost of zero - \$4,836,000 funded from Municipal Accommodation Tax and \$1,100,000 transfer from Tourism Mississauga Reserve, be approved.
- b) That the staff complement supporting Tourism Mississauga be increased by two full time positions.
- c) That the auditor for the City (or designate) be appointed as the auditor for Tourism Mississauga to hold office until the completion of the next annual meeting, or until a successor is appointed, and such auditor shall have all the rights and powers of an auditor provided under the *Municipal Act, 2001*.
- d) That the City Clerk be authorized as the delegated signing authority to sign all necessary Tourism Mississauga resolutions to represent the annual general meeting for Tourism Mississauga and to give effect to Council's decision as the sole voting member to approve the 2023 Budget and Business Plan, appoint the auditor and approve the election of Directors to the Board for a three-year term.
- e) That all necessary by-laws be enacted.

Executive Summary

- Tourism Mississauga is a Municipal Services Corporation that was formed to promote tourism in Mississauga. The Corporation is controlled 100 per cent by the City of Mississauga (“City”), funded by Municipal Accommodation Tax (“MAT”), with Council acting as the sole voting member.
- According to Tourism Mississauga By-law No.1, Council is required to approve the business plan and budget on an annual basis. On December 8, 2021, Council approved the 2022 Business Plan and Budget (Resolution 0220-2021) with the business plan having a continued focus on Tourism Recovery Services and the implementation of new tools and processes.
- The 2023 Business Plan and Budget (Appendix 1) has a focus to build on brand development and the momentum created by the return of business events, sports and domestic leisure travel audiences to help to continue to drive recovery. The proposed budget recommends a substantial increase in sales, marketing and communications investment, along with two additional full-time equivalent (“FTE”) positions totalling approximately \$173,000.
- Tourism Mississauga has no impact on City budget as it is funded entirely from the MAT reserve. The 2021 financial statements audit report conducted by KPMG LLP is attached as Appendix 2.

Background

On July 3, 2019, Council authorized the establishment of a Municipal Services Corporation for the purpose of promoting Mississauga as a tourism destination, and to comply with the provincial regulations regarding the MAT use of funds.

Tourism Mississauga was established as the official destination marketing organization for Mississauga. As the sole voting member, Council acts as the primary shareholder or owner, approving decisions and recommendations of the Board of Directors. According to Tourism Mississauga By-law No.1, Council is required to approve the business plan and budget, be presented with an annual auditor report and approve the election of Directors on an annual basis.

On December 8, 2021, Council approved the 2022 Business Plan and Budget (Resolution 0220-2021) with the business plan having a continued focus on Tourism Recovery Services and the implementation of new tools and processes. Key 2022 highlights and initiatives included:

- Positioning Mississauga as a leisure destination through incentive programs and marketing campaigns;

- Providing financial and in-kind marketing support for festivals and events;
- Undertaking sales activations to attract future meetings and conferences;
- Hosting successful sport tourism events in Mississauga;
- Enhancing destination marketing tools; and
- Stakeholder engagement and industry collaboration.

Comments

2023 Business Plan and Budget

The focus for the 2023 Business Plan and Budget (Appendix 1) is to build on brand development and the momentum created by the return of business events, sports and domestic leisure travel audiences to help to continue to drive recovery. Tourism Mississauga's service model will continue to be delivered across three distinct strategic areas, to include Destination Development, Destination Marketing and Destination Management. Highlights of the business plan include the following:

- Sales and marketing tactics that will build a story that will support the attraction of sport and business related events and festivals in the City of Mississauga that result in large economic spin-offs;
- Marketing and communication initiatives that promote Mississauga as a stand-alone destination;
- Opportunities to develop strategic partnerships and leverage additional resources to advance tourism initiatives; and
- 2022 financial overview & 2023 proposed budget.

The proposed budget recommends a substantial increase in sales, marketing and communications investment to position Mississauga as a tourism destination by promoting product offerings and experiences. In addition, the proposed budget requests two additional FTEs, totaling approximately \$173,000. The new FTEs, as with all Tourism Mississauga staff, would be City employees and include a Sport Tourism Regional and Provincial Coordinator and a Business Events Corporate Coordinator. Through leveraging the MAT funding, these positions will help to increase tourism activity in the City and successfully execute the approved tourism plan and tactics.

2021 Financial Statements

According to Tourism Mississauga By-law No. 1, the financial statements and the report from the auditor are to be presented to Council on an annual basis. The 2021 financial statements audit report conducted by KPMG LLP is attached as Appendix 2.

Approval of Auditor

According to Section 68 of the *Not-for-Profit Corporations Act, 2010* (Ontario), the members of a not-for-profit corporation are required to appoint an auditor to hold office until the close of the next annual meeting. In order to meet this legislative requirement, staff is requesting that

Council reconfirm that the auditor for the City (or designate) shall be the auditor for Tourism Mississauga.

Annual General Meeting

As a municipal services corporation, Tourism Mississauga is required to have an annual general meeting for Council as the sole voting member. According to Tourism Mississauga By-law No.1, meetings of the membership can be captured by way of a resolution, in lieu of a meeting. Subject to Council's approval of the recommendations in this report, resolutions will be prepared to be signed by the City Clerk which will represent the annual general meeting for 2022 for Tourism Mississauga.

Board of Directors

The role of the Board of Directors is to provide financial oversight (develop a budget and allocation of resources); program planning (develop a business plan and/or strategic plans); develop/adopt policies; and performance measurement and monitoring.

The Board of Directors is composed of three City Councillors and 14 external stakeholders. These stakeholders represent relevant tourism sectors in the City, namely Accommodations/Hotels, Retail/Restaurant, Attractions/Festivals/Events, Sport/Events/Organizations and Services/Organizations/Venues.

Of the 14 external Board of Directors positions, there are currently two vacancies, which are being held for representatives from the Mississauga Board of Trade (MBOT) and the Greater Toronto Hotel Association (GHTA). The vacancies will be filled through representatives offered by the MBOT and GHTA, followed by the Tourism Mississauga Board accepting those recommendations and then approved by Council in a closed session memo.

The Board of Directors was established with staggered terms to ensure a minimum two thirds of experienced board members. Each member is entitled to serve three consecutive terms of three years each.

Financial Impact

Tourism Mississauga has no impact on the City tax levy as it is funded entirely from the MAT reserve; specifically the 50% of the net annual MAT collected that is legislated to be directed to a not for profit tourism entity. The proposed budget which has been approved by the Board for \$5,936,000 gross cost, and a net cost of zero – \$4,836,000 funded from MAT and \$1,100,000 funded from Tourism Mississauga Reserve (Account #30162), as shown on slide 6 of Appendix 1. The budget proposes that the complement supporting Tourism Mississauga be increased by two FTEs as outlined on slide 26 of Appendix 1.

Conclusion

Tourism Mississauga will continue to drive tourism in Mississauga, with the mandate to continue the successful implementation of the Council-approved Tourism Master Plan. With Council's approval of the 2023 Business Plan and Budget, Tourism Mississauga can continue to drive recovery and generate economic benefits for the city.

Attachments

Appendix 1: Tourism Mississauga 2023 Business Plan and Budget

Appendix 2: Tourism Mississauga 2021 Financial Statements

A handwritten signature in black ink, appearing to read "Jodi Robillos", is written over a horizontal line.

Jodi Robillos, Commissioner of Community Services

Prepared by: Tamara Bangura-Pagán, Business Advisor, Business Support Services

mississauga tourism

Tourism Mississauga

2023 Business Plan & Budget

Presented By: Victoria Clarke and Sam Kohli, Vice Chair

October 17, 2022





Presentation Overview

1. Business Plan Summary
2. About Tourism Mississauga
 - Board of Directors
 - Organizational Structure
 - Our Mandate
 - 2022 Highlights and Initiatives
3. Tourism Audience and Services Model
4. Financial Overview
5. Appendices



Business Plan Summary

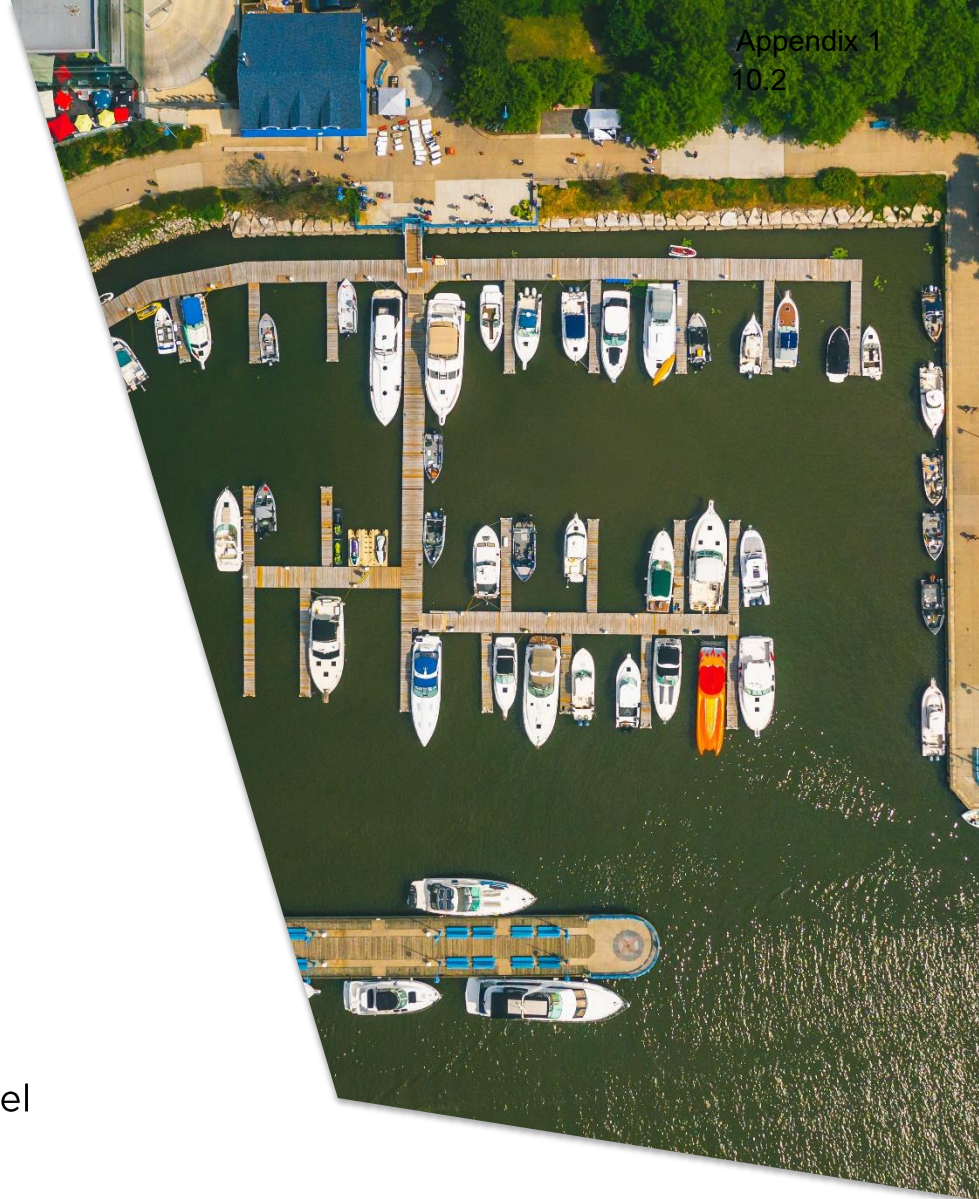
Tourism Mississauga, is the official destination marketing organization (DMO) for the City of Mississauga.

The Business Plan consists of three strategic focus areas:

- Destination Development
- Destination Sales and Marketing
- Destination Management

In 2022, many key initiatives were advanced, with a continued focus on Tourism Recovery Services and the implementation of new tools and processes.

The focus for 2023 is to build on brand development and the momentum created by the return of business events, sports and domestic leisure travel audiences to help to continue to drive recovery.





Business Plan Summary

Highlights of the 2023 Business Plan include:

- Sales and marketing tactics that will build a story that will support the attraction of sport and business related events and festivals in the City of Mississauga that result in large economic spin-offs
- Marketing and communication initiatives that promote Mississauga as a stand-alone destination
- Opportunities to develop strategic partnerships and leverage additional resources to advance tourism initiatives
- 2022 financial overview & 2023 proposed budget

FAST FACTS

60+ hotels
7,000+ hotel rooms
750,000 sq. ft. of conference and event space
Over 1,200 local restaurants
30 minutes to downtown Toronto; 90 minutes to Niagara Falls
75 Fortune 500 companies

MISSISSAUGA:
Elevate your
Event Experience

As the largest city, Mississauga is in a class all its own. Our facilities offer big-city appeal, while lush green spaces, attractions and diverse villages and communities provide groups plenty of options for meeting and entertaining.

For conferences and everything in between, we offer the space and services to guarantee successful gatherings. With highways, transit and home to Canada's largest international airport (YYZ), this bustling city is easily accessible. Headquarters for many Fortune 500 companies, specializing in Sciences, Technology and Finance, Mississauga is a premier location for business.

















Our venues boast ample space for seamless conferences, while customizable and flexible spaces are perfect for memorable events. Best-in-class support, and with the support of our partners, we ensure your event is a success.



International Centre



Tourism Mississauga - Board of Directors

 <p>Sam Kohli</p> <p>Chair, Tourism Mississauga</p> <p>Mallin B&G Greater Toronto Executive Centres Appraiser</p> <p>Services / Organizations / Venues Representative</p>	 <p>Lesley Boughen</p> <p>Vice Chair, Tourism Mississauga</p> <p>Oxford Properties Group</p> <p>Retail / Restaurant Representative</p>	 <p>Toni Frankfurter</p> <p>Past Chair, Tourism Mississauga</p> <p>The Waterside Inn Hotel & Conference Centre</p> <p>Accommodation / Hotel Representative</p>	 <p>Natalsha Melanson</p> <p>General Manager, Hilton Toronto Airport Hotel & Suites</p> <p>Hotel / Accommodations Representative</p>	 <p>Stephen Dasko</p> <p>City of Mississauga Council Member</p> <p>Ward 1 Councillor</p>	 <p>Carolyn Parrish</p> <p>City of Mississauga Council Member</p> <p>Ward 5 Councillor</p>	 <p>Brad Butt</p> <p>City of Mississauga Council Member</p> <p>Ward 11 Councillor</p>	 <p>Ron Duquette</p> <p>Corporate Filmmaker (Retired)</p> <p>Attractions / Festival / Event Representative</p>	 <p>Eileen Keown</p> <p>Mississauga Symphony Orchestra</p> <p>Attractions / Festival / Event Representative</p>
 <p>Lorrie McKee</p> <p>Greater Toronto Airport Authority</p> <p>Services / Organizations / Venues Representative</p>	 <p>Louie Manzo</p> <p>Wierick Manzo & Dunn Inc., Advertising Agency</p> <p>Services / Organizations / Venues Representative</p>	 <p>Susan Stewart</p> <p>Olympian, Coach & Author</p> <p>Sport / Event / Organization Representative</p>	 <p>John Peppas</p> <p>The Crooked Cue Restaurant</p> <p>Retail / Restaurant Representative</p>	 <p>Frank Russo</p> <p>Four Points Toronto Airport Hotel</p> <p>Accommodation / Hotel Representative</p>	 <p>Sandra Martin</p> <p>Vice President, Sales & Marketing, International Centre</p> <p>Services / Organizations / Venues Representative</p>	 <p>Victoria Clarke</p> <p>CEO, Tourism Mississauga</p> <p>City of Mississauga Director, Tourism</p>		



Financial Summary

2023 Proposed Budget

Description	Comments	2023 Proposed Budget (\$000s)	2022 Budget (\$000s)
Expenditures to Deliver Current Services			
Programs & Services	Tactical initiatives that leverage opportunities in Destination Development, Destination Marketing and Visitor Services	1,800	1,525
Marketing & Communications	Tools and initiatives that will position Mississauga as a tourism destination by promoting product offerings and experiences	1,985	1,120
Industry Insights	Resources that will monitor, measure and forecast tourism development and industry performance	200	180
Partnerships	Opportunities for collaboration with local, regional, provincial and national tourism related associations	135	127
Visitor Services	Customer service programs and servicing tools to enhance the visitor experience	55	55
Overhead	Includes labour & other operating expenses provided by the City	249	272
Miscellaneous	Includes audit fees, Board expenses, printing, office supplies, etc.	100	59
General Labour	Staff Salaries	1,412	1,150
Total Expenditures		5,936	4,488

Note: Numbers may not balance due to rounding



Financial Summary

Overhead Costs

Description	2022 (\$000s)	2023 (\$000s)
Citywide Overhead Labour Cost Breakdown		
Marketing and Promotion	76	76
Finance Support	58	58
Community Services- Business Planning & Admin Support	41	41
IT Support	30	30
Legal Services	17	17
Senior Management Oversight	14	14
Material Management	10	10
Human Resources	3	3
Citywide Overhead Labour Cost	249	249
Citywide Overhead Operating Cost - Office Space	23	0
Total	272	249

Note: Numbers may not balance due to rounding



Tourism Mississauga Organization Structure





Tourism Mississauga Mandate

- Promote tourism in the City of Mississauga in accordance with the City's Tourism Master Plan
- Promote the City of Mississauga as a destination for tourists, visitors, festival attendees, meeting and conference delegates and business travelers
- Develop a branding strategy and marketing plan
- Collect and disseminate information, including conducting targeted market research for purposes of identifying tourism and business travel opportunities in the City of Mississauga
- Develop promotion and business development strategic plans, including multi-year marketing plans and strategies that address the City's strategic goals for a robust tourism and business destination
- Facilitate a high level of collaboration amongst the city's tourism industry, business organizations and the City



Tourism Recovery Services

- Continuation of “support local” messaging & raise destination awareness through #MississaugaMade
- Participation in RTO5’s Regional Workforce Development Program
- Participation in Industry Events and Advocacy
- Promoting and support of TRF in partnership with RTO5
 - The Tourism Relief Fund (TRF), a Government of Canada investment delivered by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario)





2022 Highlights & Initiatives

1. Position Mississauga as a leisure destination through incentive programs and marketing campaigns:

- DNEXT Assessment
- Attended 15+ sales events in 2022 raising awareness of Mississauga as a business events destination. Connected with thousands of meeting and event planners
 - Approx 3000 touchpoints across all sales events
- Hosted approximately 17 sporting events in 2022
 - resulting in \$22.5 Million in estimated economic impact
- **#MySaugaSummer** social media campaign



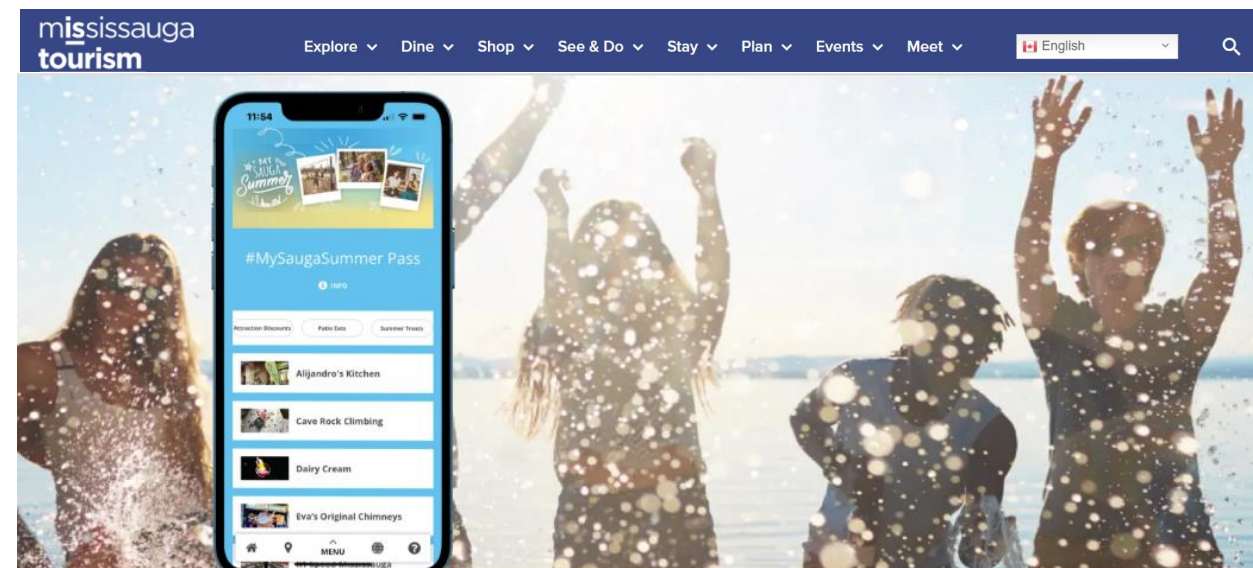
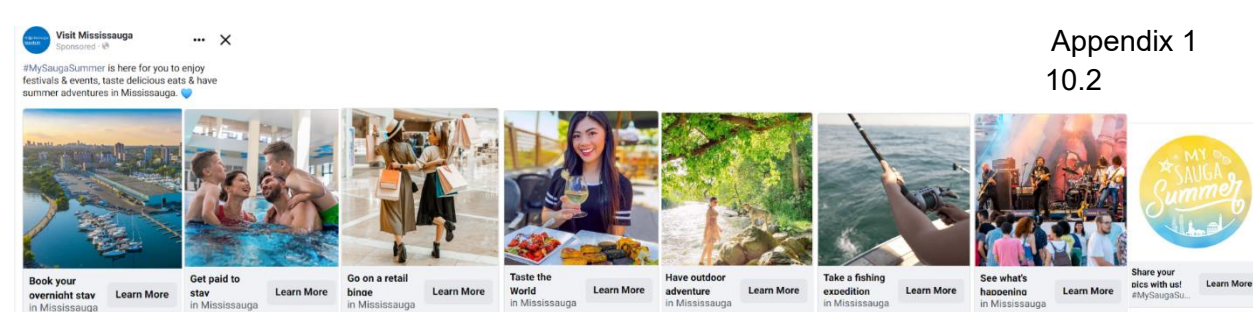
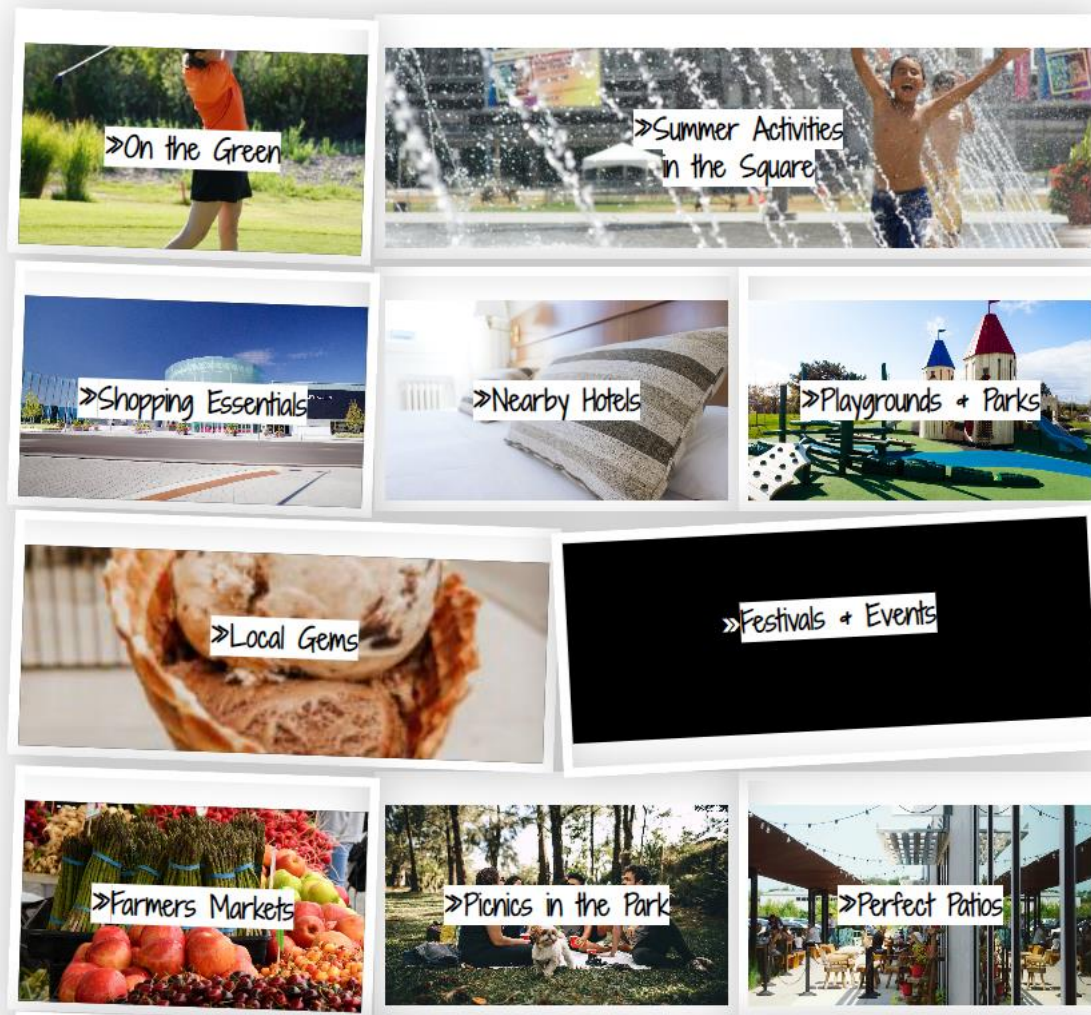
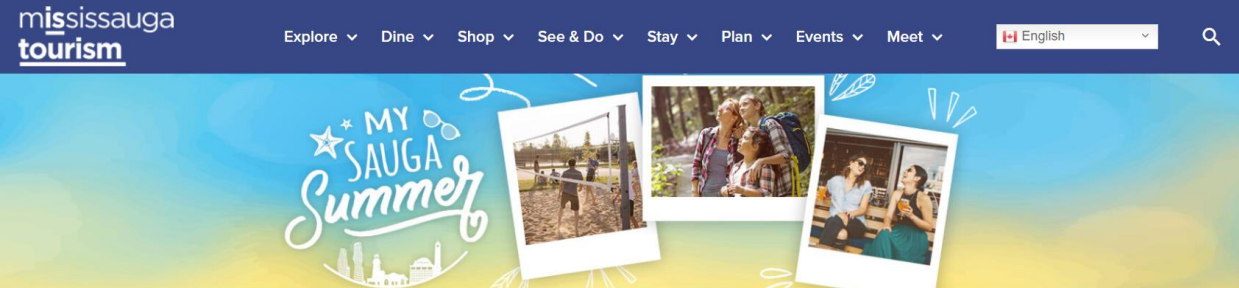


2022 Highlights & Initiatives

1. Position Mississauga as a leisure destination through incentive programs and marketing campaigns:

- Destination Think Engagement
 - Place DNA Research , Brand Development & Strategy
- Welcome Installations at GTAA
- Summer Campaign of #MySaugaSummer Bandwango Pass
- Partnership with Uber Eats “Taste the World” Billboard for 2 Campaigns
- Continuation of IPTS 2.0 including SQ1 \$20 offer
 - Over 900 reservations to date
- Hosted 12+ Social Media Influencers
- Illumi
 - support funding and media relations





HELLO SUMMER EXPLORERS

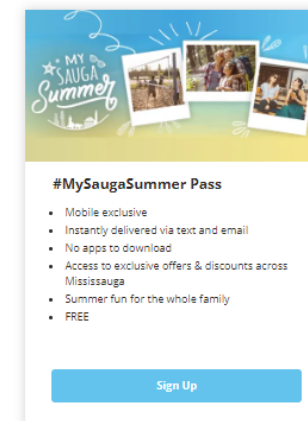
Grab your phone and get ready for some fun, sun and freebies! Tourism Mississauga's new #MySaugaSummer Pass is your ticket to an action-packed summer experiencing the amazing attractions and eats throughout the city.

With your pass, you'll have instant access to exclusive offers from many of Mississauga's most beloved summer hot-spots. From restaurants to retailers, outdoor activities to cool treats, each venue is offering up special discounts just for pass holders so you can save while you explore.

Don't miss out on your chance to make some #MySaugaSummer memories! Like summer, this limited time only-pass will be gone in a flash.

P.S. Snap some photos of your stops, share on social using #MySaugaSummer and tag @VisitMississauga for a chance to be featured.

[Click here to see what's included!](#)





The best things to do and eat in Mississauga for summer

Discover under-the-radar gems, fun-filled activities and foodie faves in Mississauga this summer.



5 of 10

FILE MISSISSAUGA ON the underrated list. Gone are the days when this metropolis was overlooked for bigger cities like, ahem, Toronto. Sauga city is a gem and a destination all on its own. For starters, it's bursting with culture — a mosaic of many different cultures that bring their own experiences, languages and food to the table.

From plaza restaurants located in strip malls — a.k.a. the best golden nuggets a foodie could find — to an iconic ice cream parlour that's been around since the 50s, Mississauga is a food city at heart. And summer is the best time to experience all of it.

Don't know where to start? We've got an awesome list of some of the best things to do in Mississauga. From food festivals at Celebration Square to patio hopping in Port Credit, a day spent in Mississauga will leave you feeling full in more ways than one. Plus, there are tons of nearby activities to work up your appetite, and, thanks to GO Transit, Mississauga is a breeze to get to for out-of-towners.

Psst, want in on a secret? [It pays to stay in Mississauga](#). When you book a minimum night stay at a participating hotel, you'll receive a \$100 prepaid VISA gift card along with a \$20 voucher to Square One Shopping Centre — what are you waiting for?

It pays to stay in Mississauga

Book a night stay at a participating Mississauga hotel, and you'll receive a \$100 VISA gift card + \$20 voucher to Square One Shopping Centre. Click here to start planning your Sauga staycation.

It pays to stay.

VISITMISSISSAUGA.CA

Receive \$100 gift card spending money!

Book your stay today!



It pays to stay.

VISITMISSISSAUGA.CA

Receive \$100 gift card spending money!

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It pays to stay

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Book a 2 nights staycation in Mississauga, and receive a \$100 VISA Prepaid gift card to play with while you're here!

Start planning your stay today!

Conditions Apply. See Terms & Conditions for full details.

It pays to stay

VISITMISSISSAUGA.CA

Book a 2 nights staycation in Mississauga, and receive a \$100 VISA Prepaid gift card to play with while you're here!

Start planning your stay today!

Conditions Apply. See Terms & Conditions for full details.

Perspective™

Appendix 1

MISSISSAUGA: INNOVATING TODAY FOR TOMORROW

Message from Mayor Bonnie Crombie

A Canadian with a global vision, Mayor Bonnie Crombie is proud to lead the City of Mississauga. She is committed to the vision of helping maintain our global perspective. It's about the future we're building.

Mississauga will create an innovative ecosystem with hubs across the city that will not only help entrepreneurs come up with the big ideas but also commercialize and bring them to market. With plans well underway for the first two incubators in Square One in our downtown and Lakeshore, thousands of highly skilled jobs in the tech sector will be created in growing — Life Sciences, Clean Tech and more.

Our ability to attract great business and support their growth is central to Mississauga's vision of a vibrant, innovative and growing city. Our vision and our commitment to doing business in our City Together, we will build back better, because innovation drives us forward.

PUBLISHER, CEO
Doree Winkler

VICE PRESIDENT
Ed Harris

EDITORIAL
Meredith Macdonald

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Offices in Mississauga and Burlington

Best Workplaces
2023

INSIDE
BEST
FIRMS
2023

foodism

DAY TRIPPER

Taylor Newlands ventures to Port Credit to indulge her sweet tooth at Carlo's Bakery, the new Canadian outlet from the Cake Boss himself.

IN A NUTSHELL

You've probably seen those trending macarons stocked with rainbow-branded cakes in some of the GTA's most popular malls — the Eaton Centre, Yorkdale and Harbour Centre among them. But all those treats behind the glass are just a small slice of the real deal: Carlo's Bakery. Starting in the fall reality TV show *Cake Boss*, Buddy Valastro and his father, Tony, have built a reputation for their impeccable cakes and desserts. And now the brand has landed on our shores, opening its first Canadian outpost in Port Credit at the end of last year. Its menu may go back to Valastro's original shop in Hoboken, but the new location of Carlo's Bakery is Canadian-made and inspired.

WHAT'S ON THE MENU

Of course, you'll find those eye-catching rainbow cakes, along with other desserts like chocolate fudge, red velvet and carrot cake. But we dare you come all this way for just cake, so we'll be taking the whole cake, thank you very much. Order in advance for exceptional treats or for a custom cake, or pass your luck and see what they have in the display case. But be warned, the most popular items tend to sell out. One of the best secrets to even give any taste buds was their decadent lobster tail. This heavenly poultry is light and flaky, filled with a blend of French cream and drizzled with a tangy sauce. Doughnuts, cupcakes, cannoli, cake balls and more will tempt you from behind the glass.

WHY IT'S WORTH THE TRIP

Yes, you can order their cakes for delivery, but a visit to the beautiful bakery is well worth it. The space is the glass showcase of your dreams — filled with lots of mouth-watering, gold-dusting and beautiful light fixtures. Keep your eyes peeled for cake surprises like the *Alfredo's menu* (yes, Carlo's one of those *Alfredo's menu* pizzas for lunch and past on the patio). Then top it all off with gelato. And don't forget all your baked goods to go, carterately us!



Explore More in Mississauga

For Mississauga, Canada offers a vacation destination that balances the familiarity of home with a glimpse into different geography, culture, and customs. The Greater Toronto Area, in particular, is a draw for travelers who want to experience the dining, attractions, and entertainment of a large city without a long drive. Whether you're crossing into Canada via the Ambassador Bridge or entering through Sarnia, it's less than a day in the car, either way.

Mississauga, Canada's sixth largest city, has much to offer, and it's perfect for a weekend getaway. Located on Lake Ontario and close to neighboring Toronto, Mississauga is not only home to Canada's largest airport, Pearson International Airport, but it's also a world-class shopping destination filled with attractions and outdoor activities for the whole family. The waterfront city has more than 1800 shops, including Ontario's largest shopping mall, Square One Shopping Centre.

For sightseers and photography buffs, picturesque Port Credit is home to a working lighthouse and a marina where the Ridgeway Freighter is grounded. Recreation enthusiasts will enjoy the city's trails, woodlands, and parks, as well as Mississauga Celebration Square, which hosts hundreds of free outdoor festivals year-round, plus ice skating in the winter. Downtown, on the banks of the Credit River, is a hub for one-of-a-kind shops, spas, cafes, pubs, and more – and it boasts a large concentration of historic buildings.

Mississauga's brightest new attraction, illumi – A Dazzling World of Lights, makes its debut in September. The extraordinary light show is the first of its kind in the region, and it's the largest light, sound, and multimedia show in the world.

Whether you're coming to visit friends and family or just passing through, Mississauga is the perfect stop along your journey to the Great White North. Start planning your stay today at visitmississauga.ca.

Tourism Mississauga
Mississauga, ON Canada
visitmississauga.ca

MEMBER TALKS



ILLUMI MISSISSAUGA

A Dazzling World Of Lights

Acclaimed creators of Cavalia and Odyssey bring their latest masterpiece to Mississauga

mississauga
tourism

TOURISM
MISSISSAUGA

After taking the White Big Top throughout the Greater Toronto area over the last decade the creators of Cavalia are excited to return to Mississauga, this time not with their four-legged stars – but instead, with millions and millions of lights!

illumi – A Dazzling World of Lights is leaving its debut in Mississauga this September. The extraordinary light show is the first of its kind in the GTA market and the largest light, sound, and multimedia show in the world.

Kids and adults alike are captivated as they gaze up at the 17-metre-tall Tree of Lights, a multimedia display standing as tall as the Statue of Liberty. Then they embark on a spectacular outdoor journey on foot through 10 magical universes across a 600,000-sq-ft site, equivalent to ten football fields. Located near the intersection of Highway 427 and Hurontario Street, illumi is brought to life by cutting-edge programming technologies, high-definition projections, jaw-dropping state-of-the-art animatronic creatures, thousands of light structures, and over 20 million brilliant LED bulbs.

"We are incredibly excited to call Mississauga the new home of illumi and spark the imagination, curiosity, and emotions of people of all ages across Ontario and beyond," said Thomas Labourelle, Creator and Artistic Director of Cavalia. "We are deeply proud of the innovative worlds we have created – and will have the intent to bring people together to experience joy and wonderment in a unique, magical, and mesmerizing setting."

Mr. Labourelle chose Mississauga because of his previous success in the area. Its central and convenient location, as well as its ease of access to welcome visitors from across the province, country and the world. In 2017, Mississauga was proud to host Cavalia – the largest Big Top show in the world – and Labourelle extended their stay four times due to high demand.

illumi brings more than lights to Mississauga, including significant and positive economic impact, job opportunities and a unique adventure for corporate gatherings. illumi offers visitors a magical experience for an unforgettable outing filled with light, music, laughter and out-of-the-world selfies.

The Canadian entertainment company is proud to be working with Tourism Mississauga and expects to bring 400,000 visitors to experience the first edition of this once-in-a-lifetime spectacle. "We are very excited to have illumi coming to Mississauga, and are happy to welcome audiences from near and far," said Victoria Clarke, CEO of Tourism Mississauga. "This event is the first of its kind in Ontario and will be the City's newest and largest major attraction. illumi is one more great opportunity for visitors to come stay for the weekend, take in the lights and see all that Mississauga has to offer."

For a seamless and memorable group experience, businesses are benefiting from many perks including a dedicated point of contact, access to private VIP illumi dome for a private cocktail reception, and most importantly – memories to last a lifetime.

All the lights are here, and Mississauga is shining brighter than ever. ■

illumi
A DAZZLING WORLD OF LIGHTS
THE LARGEST LIGHT, SOUND AND MULTIMEDIA SHOW IN THE WORLD

BOOK NOW

mississauga tourism NATIONAL BANK

illumi
A DAZZLING WORLD OF LIGHTS
20 MILLION LIGHTS AWAIT YOU & YOUR FAMILY
Now in Mississauga

GET YOUR TICKETS NOW

illumi
A DAZZLING WORLD OF LIGHTS
THE LARGEST LIGHT, SOUND AND MULTIMEDIA SHOW IN THE WORLD
Now in Mississauga

GET YOUR TICKETS NOW

illumi
A DAZZLING WORLD OF LIGHTS
A SPECTACULAR OUTDOOR JOURNEY AROUND THE GLOBE!
Now in Mississauga

GET YOUR TICKETS NOW

TRAVEL

MAKE MISSISSAUGA YOUR NEXT TRAVEL STOP!



As Canada's sixth largest city, Mississauga features an abundance of things to see and do. Located in Southern Ontario on the beautiful waterfront of Lake Ontario, the city is a convenient drive from both Toronto, Niagara, and other GTA destinations, as well as a short jaunt from the U.S. border.

Here are some reasons you should start planning your next trip to Mississauga, either as a weekend staycation, or a pit stop along the way.

ENTERTAINMENT AND CULTURE
Between its museums, galleries, theatres and annual events, Mississauga's vibrant arts and culture scene has something for everyone.

A true highlight this year is the illumi Mississauga – the largest light, sound and multimedia event in the world. Opening in late September, the interactive walk-through experience features over 20-million lights and 13 worlds of light installations.

ADDITIONAL FAMILY-FRIENDLY ACTIVITIES
Include K1 Speed Mississauga (an Indoor Go Karting Centre), the GYMO (an action-packed play centre), and World of Barbie (an exciting immersive experience where guests can step into Barbie's world).

Visitors can also spend a day in the Square One Shopping Centre – Ontario's largest shopping mall with over 330 shops and restaurants.

Mississauga's Celebration Square is the centrepiece of the city's arts and culture scene, home to free, live events all year round. From food festivals, to farmer's markets, to concerts and movie nights, MCS always has something on the go. Guests can also take in a show or concert at Mississauga's Living Arts Centre, or see a game at the Paramount Fine Foods Centre. Come ready to cheer for the Mississauga Steelheads Hockey (OHL) team or the Raptors 905 (NBA G-League)!

NATURALLY ENRICHING
With jewels such as the Credit River and its beautiful waterfront, Mississauga boasts many areas where residents and visitors can connect with nature and take a brief reprieve from the hustle city living. The city is home to over 500 parks, and

over 400 km of multi-use trails – many of which are accessible year-round.

During the fall, it's not uncommon to see families visit these parks and trails, embracing the fall foliage and basking in the vibrant colours. Wondering where you should visit to get the best views of the changing leaves? We recommend checking out Erindale Park & the Culham Trail, Riverwood Conservancy, Ratney Marsh Conservation Area, Lakefront Promenade and J.C. Saddington Park.

WELCOMING WORLD CULTURE
Mississauga is one of Canada's most globally connected and culturally diverse city. Its residents hail from every part of the world, and their energies fuel a vibrant community culture.

The first stop for many new residents and visitors of Mississauga is the Pearson International Airport (YYZ). Located in the city, Pearson is known as Canada's largest (and busiest) airport.

The diverse culture of Mississauga is embedded throughout the city, visible in local businesses and, in particular, its culinary scene. For example, The Food District features modern food options from around the world, plus seasonal pop-up restaurants. You can also grab a bite at Casalinga Ristorante (Italian), Miga BBQ (Korean BBQ), Rick's Good Eats (Modern Indian Fusion), Sage Mikuni Restaurant (Japanese/Peruvian fusion), or Border MX (Mexican) – just to name a few. Cap your meal off with a pastry from Carol's Bakery, or an ice cream cone from Dairy Cream. Mississauga is home to over 1,800 restaurants, serving authentic cuisines from more than 150 different countries, so there is never a shortage of choices.

If you are looking to plan your next weekend away, consider stopping in Mississauga. To find local hotels or more itinerary ideas be sure to check out visitmississauga.ca.

11 CANADA TRAVEL & LIFESTYLE

Appendix 1

10.2

illumi

A DAZZLING WORLD OF LIGHTS

THE LARGEST LIGHT, SOUND AND MULTIMEDIA SHOW IN THE WORLD



GET
TICKETS



Now in
Mississauga

mississauga
tourism

NATIONAL
BANK



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491 followers
2w • 🌐

Planning an event or conference? Learn more about hosting in Mississauga 📅

#VisitMississauga #DiscoverON #EventPlanners #Meetings #Conferences

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Victoria Clarke, CDME & Laurie Dempster ...see more

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DMO friends, we know YOU know that. But it's true: we don't always get ...see more

SESSION

Real Talk:

DMO Challenges and the Power of Resiliency

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Great feature by Breakfast Television on **Cavalia's Illumi!**

#VisitMississauga #DiscoverON #IllumiMississauga

The Illumi light show is finally open in Mississauga
breakfasttelevision.ca

👤 Katelyn May and 18 others 6 reposts

👍 Like 💬 Comment 🔄 Repost ➡ Send

runtheworldsummit
Earth, Wind & Fire - September

SEPTEMBER 24 - MISSISSAUGA

SPEAKER

VICTORIA CLARKE
CEO, TOURISM MISSISSAUGA

mississauga tourism

Explore ▾ Dine ▾ Shop ▾ See & Do ▾ Stay ▾ Plan ▾ Events ▾ Meet ▾

Win a \$2500 Holiday Shopping Spree

Enter below for your chance to WIN a \$2500 gift card and other prizes!

How to Enter

Complete the form below and click submit to be entered in the draw

- Entrants must be residents of Canada (incl. Quebec)
- Entrants must be at least 18 years of age or age of majority in their province of residence
- Entry deadline: 12:00AM December 12th, 2022

Prizes

- One (1) grand prize winner will receive a \$2500 gift card to Square One Shopping Centre courtesy of Tourism Mississauga
- One (1) runner-up winner will receive a \$500 gift card to Square One Shopping Centre courtesy of Square One

Entry Form

Fields marked with an * are required

First Name * Last Name *

Email *

FULL CONTEST DETAILS

SPORT LIVES HERE.

Mississauga is home to a variety of sport events, championship teams, and first class venues. Tourism Mississauga and Paramount Fine Foods Centre are ready to welcome your athletes, and host your next championship or sporting event here in Mississauga.

visitmississauga.ca

mississauga tourism

paramount CENTRE

A Q&A with Katelyn May
Sport Tourism Coordinator for Tourism Mississauga

HELLO MY NAME IS mississauga tourism

VENUE HIGHLIGHTS

- 5,000-seat premier sport and entertainment arena
- 22 NHL regulation size arenas
- 1 Olympic-size arena
- 19 1/2 soccer pitches, 8 with artificial turf
- 3 public 18-hole golf courses

Tell us about your experience in sports events.

Sport is both my passion and my profession—I'm addicted to the adrenalin rush of organizing professional sporting events! I started my career at Maple Leaf Sports and Entertainment and I've worked on the Toronto 2015 Pan Am/Parapan Am Games, the 2017 Invictus Games and the 2018 Pyeongchang Winter Olympics. I'm certified by The Confederation of North, Central America and Caribbean Association Football (CONCACAF) to work international soccer events and in 2020, I joined the Canadian Premier League in Match Operations, travelling coast to coast and help kickstart the Canadian men's professional soccer league. A year into that role, this opportunity with Tourism Mississauga, official DMO for the City of Mississauga, opened up, and I couldn't resist.

What drew you to bring your sports expertise to Tourism Mississauga?

Mississauga is a sports city, and I jumped at the chance to showcase all Mississauga has to offer, from grassroots right up to professional level. Sport lives here—how could I not want to be part of all of that?

What makes Mississauga a premier destination for sports events?

When you fly into Toronto Pearson International Airport, you are actually arriving right in Mississauga. Our premier sporting facility, the Paramount Fine Foods Centre is conveniently located just off two major highways and is a 15-minute drive from the airport.

There is so much for athletes and spectators to do, such as visiting historic Streetsville, picturesque Port Credit and our bustling downtown core located right at Square One Shopping Centre. Mississauga is also home to over 500 parks and more than 1800 restaurants from 150 different countries—and hosts hundreds of festivals and events year-round, including the new Illumi, the largest lights, sound & multi-media experience in the world. Plus, with 62 hotel properties to support our event organizers, we are a one-stop shop.

Tell us about your vision for Sports Tourism in Mississauga.

I plan for us to lean into our strengths—first-class facilities, great service, operational expertise and a diverse population with a desire to grow sport. I want to see high-profile sporting events and organizations recognize Mississauga as a great place to host their next event.

I also hope to work with our local sports organizations and advocates for infrastructure improvements and new opportunities for our City.

What can planners expect when they plan a sporting event with you and the team?

They will get an engaged collaborator who genuinely wants to learn about where they need support. And we have lots of tools and resources to make planners' jobs easier, such as the Sport Event Hosting Incentive Program, where groups can qualify for financial support.

What most excites you about bringing people together for sports events?

I truly believe sporting events drive community pride, giving a place purpose and building lasting memories for both our residents and our visiting athletes. I love to see the vision of an event come together—come experience it with me!

Katelyn May
Sport Tourism Coordinator,
Tourism Mississauga
Katelyn.May@mississauga.ca
visitmississauga.ca

Let's discuss how Mississauga can take your sport event to the next level!

ADRENALIN

ADRENALIN ADVERTISING SUPPLEMENT

FALL 2022 | ADRENALIN

Canada's Largest Sports Festival Returns in Summer 2022



Toronto

Take action to cut delays at Pearson Airport, Mississauga officials tell Ottawa



"It's important that tourists have the best experience possible," Mayor Bonnie Crombie says

Toronto Pearson



VISITMISSISSAUGA.CA
Mississauga, Ontario, Canada

1
7

CP24 WATCH LIVE

NEWS WEATHER TRAFFIC VIDEO CP24 BREAKFAST LIFESTYLE MORE

WATCH LIVE: TORONTO'S #1 MORNING SHOW CP24 BREAKFAST

Advertisement

Mississauga officials, GTAA call on feds to remove time-consuming COVID-19 processes at Pearson Airport



Feds working to reduce airport delays: Alghabra



Minister of Transport Omar Alghabra talks with CP24 about airport delays.

Calls continue for loosening travel restrictions



As long lines plague Pearson airports, officials are calling for decreased COVID-19 screening protocols to ease the buildup of travellers.



2022 Highlights & Initiatives

2. Financial and/or In-Kind Marketing Support for Festivals & Events

- #NMTO (Self Made, Halal Fest, Harvest Fest, Holiday Markets and Souks)
- Bollywood Monster Mash-Up
- Southside Shuffle
- BeerFest
- Silver Salmon Challenge
- First Robotics
- Vserve Wellness Event

3. Sales Activations to attract future meetings & conferences:

- Sales Presence at 12 industry events
 - Professional Convention Management Association
 - Canadian Society of Association Executives
 - Meeting Planners International – Toronto and Ottawa
 - Canadian Meetings and Events Expo 2022





2022 Highlights & Initiatives

4. Successful Sport Tourism events hosted by Mississauga:

- Canadian Indoor Rowing Championship (Feb 2022)
- Ontario Volleyball Championships (April 2022)
- Ontario Parasport Games (May 2022)
- Ontario Summer Games (July 2022)
- Canadian Junior Lawn Bowling Championships (July 2022)
- Kickboxing Provincial Championships (July 2022)
- Spikeball Series Tournament (July 2022)
- Play ON! Canada (August 2022)
- Ultimate Canada National Championships (August 2022)
- CanEast Crossfit Games (September 2022)
- Skate Canada International (October 2022)





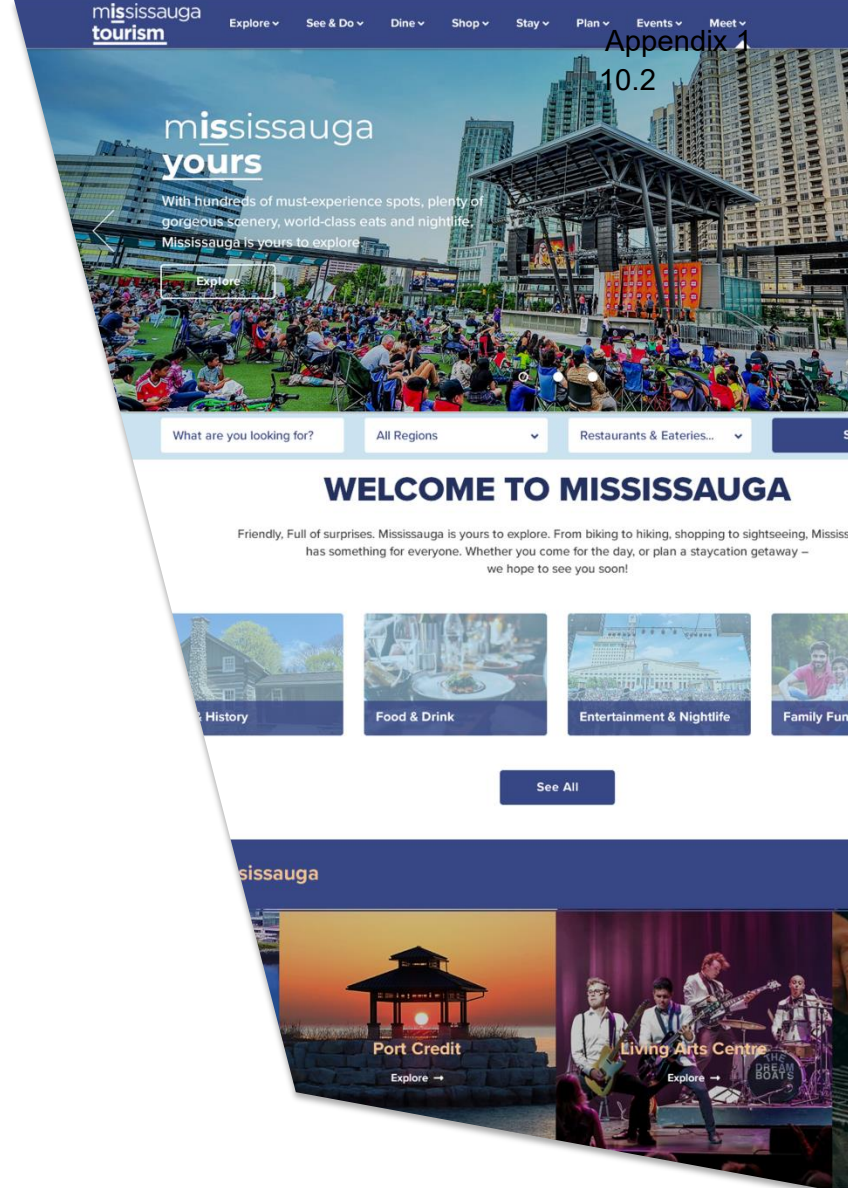
2022 Highlights & Initiatives

5. Enhancement of Destination Marketing Tools

- Launch of CRM solution Simpleview
- Continued Expedia & Waze Partnership

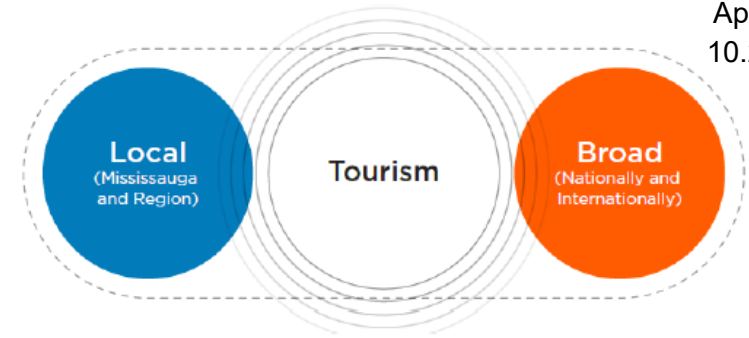
6. Stakeholder Engagement & Industry Collaboration

- Joined Destination International's:
 - Canadian Destination Leadership Council - Executive
 - Certified Destination Management Executive CDME - Board
- Attended Tourism Industry Association of Ontario & Canada Conferences and Destinations International Annual Summit
- Square One + Tourism Mississauga VFR Program (600 redemptions)
- Sponsor of the Tourism Resilience Award at MBOT Awards





Tourism Audience



Residents

[mississauga
home](#)

Local Mississauga



Sales Clients

[mississauga
here](#)

Local, Provincial, National



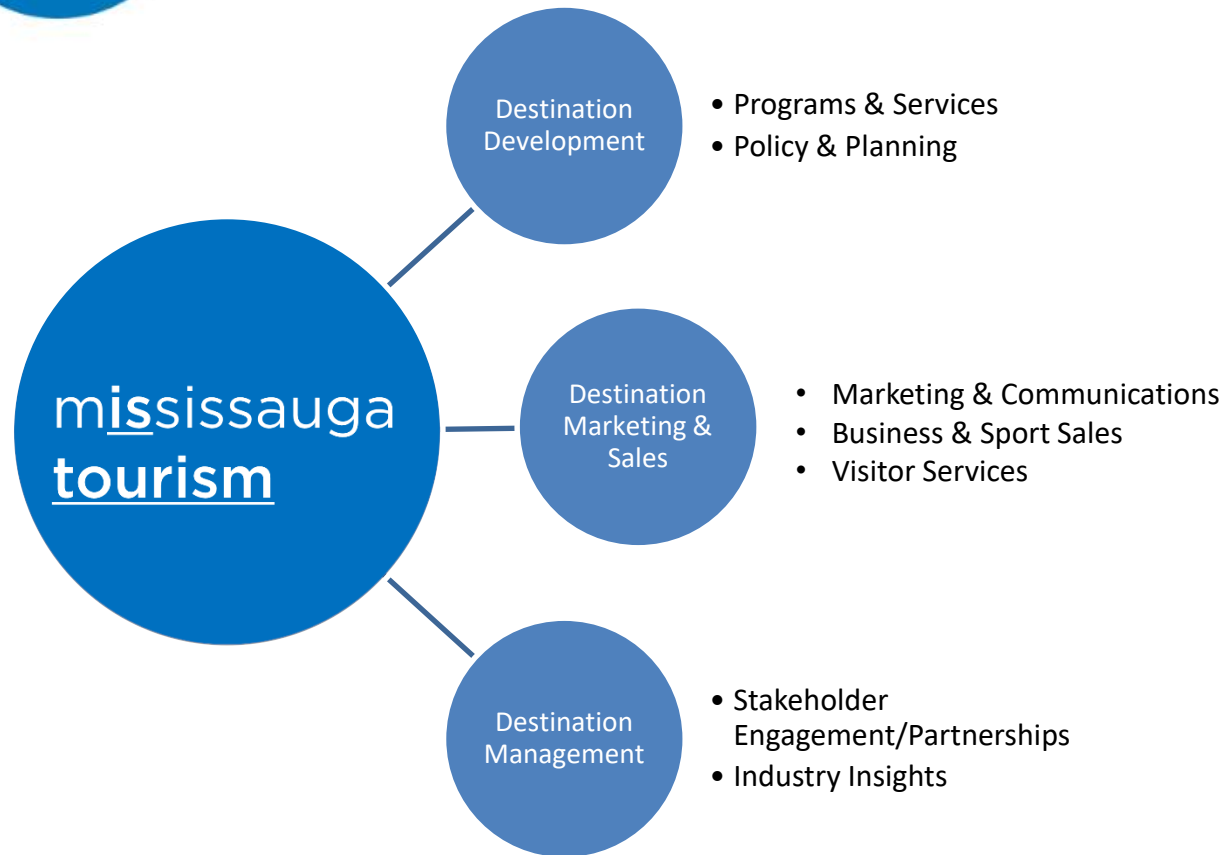
Visitors

[mississauga
canada](#)

Markets of Highest Affinity



Services Model



Tourism Mississauga has separated its Services Model into **three distinct categories**:

- Destination Development
- Destination Sales and Marketing
- Destination Management

Each category includes specific areas of focus and key initiatives that will increase awareness of Tourism Mississauga and promote Mississauga as a stand-alone destination.

See Appendix 1 for initiatives



2022 Financial Update | Overview

MAT Funding | Tourism Mississauga Portion

Municipal Accommodation Tax (MAT) is 4% and implemented on April 1, 2018. The Province of Ontario requires 50 per cent of the MAT revenues be directed to an eligible tourism entity, which is Tourism Mississauga. The remaining 50 per cent of MAT revenues will be used by the City of Mississauga to fund tourism-related capital and programming initiatives.

Description	2022f (\$000s)	2021 (\$000s)	2020 (\$000s)
Beginning Balance	13,376	11,511	10,505
Contribution for Tourism Mississauga	5,385	3,626	1,868
Program Expenditure Forecast	(3,272)	(1,761)	(862)
Ending Balance	15,489	13,376	11,511



2022 Forecast to Budget

Description	2022 Forecast (\$000s)	2022 Budget (\$000s)	Variance (\$000s)
Expenditures to Deliver current Services			
Program & Services	1,116	1,525	409
Marketing & Communications	700	1,120	420
Industry Insights	75	180	105
Partnerships	100	127	27
Visitor services	0	55	55
Overhead	272	272	0
Miscellaneous	59	59	0
General Labour	950	1,150	200
Total Expenditures	3,272	4,488	1,216

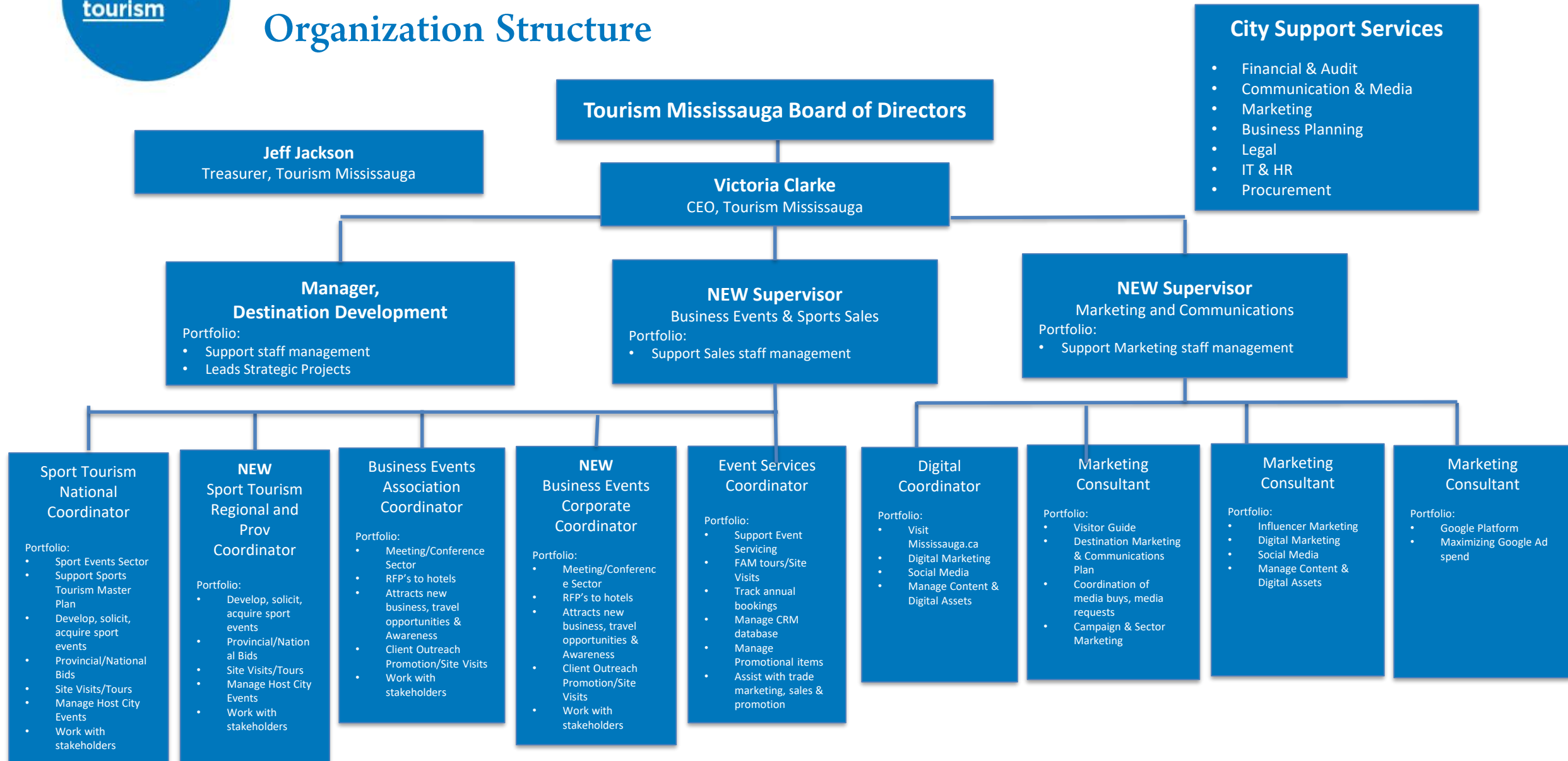


2023 Proposed Operating Budget

Description	Comments	2023 Proposed Budget (\$000s)	2022 Budget (\$000s)
Expenditures to Deliver Current Services			
Programs & Services	Tactical initiatives that leverage opportunities in Destination Development, Destination Marketing and Visitor Services	1,800	1,525
Sales, Marketing & Communications	Tools and initiatives that will position Mississauga as a tourism destination by promoting product offerings and experiences	1,985	1,120
Industry Insights	Resources that will monitor, measure and forecast tourism development and industry performance	200	180
Partnerships	Opportunities for collaboration with local, regional, provincial and national tourism related associations	135	127
Visitor Services	Customer service programs and servicing tools to enhance the visitor experience in-market	55	55
Overhead	Includes labour & other operating expenses provided by the City	249	272
Miscellaneous	Includes audit fees, Board expenses, printing, office supplies, etc.	100	59
General Labour	Staff Salaries	1,412	1,144
Total Expenditures		5,936	4,482



Proposed Tourism Mississauga Organization Structure





2023 Proposed Budget | Overhead Cost Details

Overhead Cost	2023- (\$000s)
Citywide Overhead Labour Cost Breakdown	
Marketing and Promotion	76
Finance Support	58
Community Services- Business Planning & Admin Support	41
IT Support	30
Legal Services	17
Senior Management Oversight	14
Material Management	10
Human Resources	3
Citywide Overhead Labour Cost	249
Citywide Overhead Operating Cost- Office Space	0
Total	249



Destination Development | Goals

Programs and Services

- Attract and support existing and emerging sport and business related events in the City of Mississauga that result in large economic spin-offs
- Focus municipal planning on developing creative communities to attract visitors

Policy and Planning

- Develop a strategy to encourage and attract the tourism sectors, providing the City a plan for tourism development throughout the municipal planning process
- Provide additional support for BIAs, as they undertake an expanded role in developing tourism opportunities





Destination Marketing & Sales | Goals

Sales, Marketing & Communications

- Increase awareness of Tourism Mississauga and **promote Mississauga** as a stand-alone destination
- Support all sectors, and promote overnight stays through relevant programs
- Establish a **consistent look** and feel for Tourism Mississauga, that is recognizable and memorable
- Increase **digital assets and presence** for Tourism Mississauga online
- Develop sector-specific campaigns that are aligned to the target markets

Visitor Services

- Develop a common tourism 'key assets' awareness plan to ensure that a consistent message is provided to residents, businesses, and business travellers with respect to the tourism assets and visitor experiences available in Mississauga
- Align tourism messaging with resident communications to showcase the City's attractions, festivals and events
- Position Mississauga as a welcoming city for locals and visitor alike





Destination Management | Goals

Stakeholder Engagement & Partnerships

- Assess and develop strategic partnerships to support tourism initiatives
- Create opportunities for all sectors to learn, leverage and access additional resources as it relates to tourism and destination marketing

Industry Insights

- Analyze competitive and comparative destinations to support tourism marketing decisions and opportunities
- Standardize post-event metrics and share successes through municipal & industry channels



Appendix 1





Proposed Initiatives: Programs & Services

Tactics	Deliverables	Timeline	Value
It Pays to Stay Program	<ul style="list-style-type: none"> Reallocating any unused pre-paid gift cards to other Hotel incentive partnerships (influencer, contesting, client hosting) 	Q1 - Q2	TBD at EOY
Destination Development	<ul style="list-style-type: none"> Incentives for tourism asset attraction or development (illumi) 	Ongoing	\$200,000
Co-Op Marketing Program	<ul style="list-style-type: none"> Facilitate external marketing opportunities for industry and/or sector led marketing and promotion (Square One, Uber for Business and UberEats partnerships) 	Ongoing	\$300,000
Sport Event Hosting	<ul style="list-style-type: none"> Citywide list for hotel partners Sponsorship and in-kind marketing investments for: <ul style="list-style-type: none"> World Indoor Rowing Championships (February 2023) Little Native Hockey League "LNHL" (March 2023) Mississauga Marathon (May 2023) National Ball Hockey (June 2023) 	Ongoing	\$750,000
Business Event Hosting	<ul style="list-style-type: none"> Incentives for citywide national and international business meeting attraction TIAO (\$130k), CSAE (\$85k), PCMA (\$25k), Ontario Fire Chiefs 	Ongoing	\$350,000
Festival Event Hosting TBA	<ul style="list-style-type: none"> Support for existing or emerging festivals and events that support organizational pillars 	Ongoing	\$200,000
TOTAL			\$1,800,000



Proposed Initiatives: Policy & Planning

Tactics	Deliverables	Timeline
Play an active role in the development of tourism/cultural districts	<ul style="list-style-type: none"> Representation on core committee Collaboration with internal and external network 	Ongoing
Initiate incubator program to identify 'early development' community cultural groups and provide support, including networking opportunities with established festival operators	<ul style="list-style-type: none"> Online databases of best practices Participate in an interdepartmental Special Events Committee and provide tourism-related support as needed 	Ongoing
Develop a strategy to encourage and attract the tourism sector, providing the City a plan for tourism development throughout the municipal planning process	Tourism staff to serve on planning committees: <ul style="list-style-type: none"> Cultural districts working group Lakeview Plan Credit Valley Trail – Mississauga Chapter Align initiatives with other city led plans i.e. Smart City, Creative Cities, EDO 	Ongoing
Work in collaboration with all BIAs, and applicable City departments/ divisions, to identify roles and responsibilities for advancing the objectives of the Tourism Master Plan	<ul style="list-style-type: none"> Develop co-op marketing and destination development opportunities that will enhance BIAs as tourism destinations 	Ongoing



Proposed Initiatives: Marketing & Communications

Tactics	Deliverables	Timeline	Value
Brand Development (with AOR)	<ul style="list-style-type: none"> • Brand standards • Brand materials & sales collateral • Digital asset assessment 	Q1 & Q2	\$300,000
Brand Campaigns (with AOR)	<ul style="list-style-type: none"> • Consumer campaigns • Event promotion (Festival and Sport) • Business Event attraction installations 	Ongoing	\$500,000
Digital Marketing	<ul style="list-style-type: none"> • Additional investment into search / social & influencers, and more content creation (incl. \$100K for Localhood + more for google and content creation) 	Ongoing	\$400,000
Trade Events (M&C, Sport)	<ul style="list-style-type: none"> • (See Chart) • Travel Trade (OMCA, RC) • Swag/gifts 	Ongoing	\$380,000



Proposed Initiatives: Marketing & Communications cont.

Tactics	Deliverables	Timeline	Value
FAM Tours and Site Visits (M&C, Sport, Media)	<ul style="list-style-type: none"> • Sport and Business Event FAM • Site Visits • Digital Assets 	Ongoing	\$75,000
Media Campaigns	<ul style="list-style-type: none"> • Expedia, trade marketing, culinary marketing development 	Ongoing	\$330,000
TOTAL			\$1,985,000

2023 Proposed Business Events Schedule

Q1 (Jan to March)	Q2 (April to June)	Q3 (July to Sept)	Q4 (Oct to Dec)
PCMA Convening Leaders (International)	MPI theEVENT	CSAE Summer Summit (HOST CITY)	CSAE Annual Conference
Destination Direct Canada (TBA)	Destination Canada's Innovate Canada	CanSPEP	TIAO Conference (HOST CITY)
Reveal (TBA)	FAM Tour/s	CMEE	IMEX North America (International)
CSAE Tete a Tete	MPI WEC (International)	Reveal (TBA)	PCMA CIC
PCMA lunch	MPI Ottawa Golf Tournament	MPI Toronto Golf Tournament	CanSPEP Day
MPI Ottawa Dinner/Auction	ICCA North America Summit	MPI Ottawa Kick Off	ICCA Congress
CSAE Winter Summit	Rendez Vous Canada (Travel Trade)	CSE Live	MPI Toronto Holiday Gala Dinner
MPI Toronto Awards Dinner			CSAE Dinner
			PCMA Dinner
			MPI Ottawa Dinner



Proposed Initiatives: Stakeholder & Partnership Engagement

Tactics	Deliverables	Timeline	Value
Continue engagement strategy for all stakeholders by hosting and/or facilitating events and workshops that relate to tourism best practices, current industry trends, and opportunities	<ul style="list-style-type: none"> Annual sector roundtable events Webinars & workshops E-Newsletter Tourism industry showcase 	Ongoing Ongoing Ongoing Q2	\$50,000
Continue to maintain and expand partnerships with agencies and municipalities where feasible to advance tourism initiatives	<ul style="list-style-type: none"> Maintain memberships with sector/industry led associations regional, provincial, national & international Pursue government grants for Tourism Recovery Support programs 	Ongoing Ongoing	\$85,000
TOTAL			\$135,000



Proposed Initiatives: Industry Insights

Tactics	Deliverables	Timeline	Value
Determine Key Performance Indicators (KPIs) and generate industry-wide statistics program	<ul style="list-style-type: none"> Shared research resource (with Destination Toronto & Tourism Brampton) Produce and present quarterly reports on industry performance Simpleview 	Ongoing Quarterly	
Consulting Services	<ul style="list-style-type: none"> Sector strategies Tourism investment & innovation 	Ongoing	
Research & Data	<ul style="list-style-type: none"> Tourism Sentiment Indicator Report (final) Smith Travel Research (STR) Tourism Economics (in partnership with CDLC) 	Ongoing Ongoing Q2	
Subscription Platforms	<ul style="list-style-type: none"> CVENT Klear Crowdriff Bandwango Sprout Social 	Ongoing	
TOTAL			\$200,000



Proposed Initiatives: Visitor Services

Tactics	Deliverables	Timeline	Value
Build a local Brand Ambassador Program that targets residents, businesses, newcomers and social media influencers to be a tourist in their hometown and promote Mississauga's tourism businesses and experiences to their personal and professional networks	<ul style="list-style-type: none"> •Frontline Industry FAM Tours •Mississauga Made Campaign •Local GEM Passport incentives •Influencer marketing campaign 	Q2	
Review and develop frontline visitor servicing programs city wide to enhance positive first-impressions of the destination	Update Visitor Services Strategy <ul style="list-style-type: none"> •Review visitor servicing tools •Consider developing a local tourism signage program and set of policies •Value added incentives •Go digital 	Q1, Q2	
TOTAL			\$55,000

An aerial night photograph of a city square, likely in Toronto, featuring a large Christmas tree, an ice skating rink, and surrounding high-rise buildings. The text "Thank You" is overlaid in the center.

Thank You

The Corporation of the City of Mississauga - Tourism Mississauga
Financial Statements
Year Ended December 31, 2021



KPMG LLP
 Vaughan Metropolitan Centre
 100 New Park Place, Suite 1400
 Vaughan ON L4K 0J3
 Canada
 Tel 905-265-5900
 Fax 905-265-6390

INDEPENDENT AUDITORS' REPORT

To the Members of City of Council, Inhabitants and Ratepayers of
 The Corporation of the City of Mississauga

Opinion

We have audited the financial statements of Tourism Mississauga (the Entity), which comprise:

- the statement of financial position as at December 31, 2021
- the statement of operations for the year then ended
- the statement of change in net financial assets for the year then ended
- the statement of cash flows for the year then ended
- and notes to the financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2021, and its results of operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the **"Auditors' Responsibilities for the Audit of the Financial Statements"** section of our auditors' report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.



Page 2

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



Page 3

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in black ink that reads 'KPMG LLP'. The signature is written in a cursive, stylized font and is underlined with a single horizontal stroke.

Chartered Professional Accountants, Licensed Public Accountants

Vaughan, Canada

May 3, 2022

	2021	2020
	\$	\$
Financial Assets		
Due from the City of Mississauga (Note 2)	12,848	11,558
Funding receivable	717	-
Total Financial Assets	13,565	11,558
Financial Liabilities		
Accounts payable and accrued liabilities	219	48
Employee vacation liability	18	-
Total Financial Liabilities	237	48
Net Financial Assets	13,328	11,510
Non-Financial Assets		
Prepaid expenses	30	1
Total Non-Financial Assets	30	1
Accumulated Surplus (Note 6)	13,358	11,511

	Budget 2021 \$ (Note 3)	Actual 2021 \$	Actual 2020 \$
Revenues			
Municipal Accommodation Tax (Note 4)	4,837	2,909	1,868
External funding	-	717	-
Total Revenues	4,837	3,626	1,868
Expenses			
Purchased services from the City of Mississauga	1,026	1,001	531
Advertising and promotion	535	454	186
Event hosting and partnerships	-	182	-
Subscription and equipment purchases	55	41	31
Staff development	35	34	12
Administrative support charged by the City of Mississauga	23	23	13
Professional services	137	17	10
Communication	2	11	2
Miscellaneous	-	8	-
Transportation	9	6	1
Materials and supplies	69	2	59
External transfers to others	850	-	17
Total Expenses	2,741	1,779	862
Annual surplus	2,096	1,847	1,006
Accumulated surplus, beginning of year	11,511	11,511	10,505
Accumulated surplus, end of year (Note 6)	13,607	13,358	11,511

	2021 Actual \$	2020 Actual \$
Annual surplus	1,847	1,006
Acquisition of prepaid expenses	(30)	(1)
Use of prepaid expenses	1	-
Increase in Net Financial Assets	1,818	1,005
Net Financial Assets, beginning of year	11,510	10,505
Net Financial Assets, end of year	13,328	11,510

	2021 \$	2020 \$
Cash provided by (used in):		
Operating activities:		
Annual surplus	1,847	1,006
Items not involving cash:		
Change in non-cash working capital:		
Due from the City of Mississauga	(1,290)	(1,053)
Funding receivable	(717)	-
Accounts payable and accrued liabilities	171	48
Employee vacation liabilities	18	-
Prepaid expenses	(29)	(1)
Net change in cash, beginning of year, end of year	-	-

Tourism Mississauga (the “Corporation”), incorporated under Ontario Regulation 599/06, is a Municipal Services Corporation that was formed to promote tourism in The Corporation of the City of Mississauga (the “City”). The Corporation is owned 100% by the City.

In 2020, the COVID-19 outbreak was declared a pandemic by the World Health Organization. This has resulted in the Canadian and Provincial governments enacting emergency measures to combat the spread of the virus. These measures include the implementation of travel bans, self-imposed quarantine periods and social distancing.

The situation is dynamic and the ultimate duration and magnitude of the impact on the economy and the financial effect on operations is not known at this time. These emergency measures and economic impacts could include potential future decreases in revenue and expenses.

1. Significant Accounting Policies

The Corporation’s financial statements are prepared by management in accordance with generally accepted accounting principles (GAAP) for local governments as recommended by the Public Sector Accounting Board (PSAB) of the Chartered Professional Accountants of Canada (CPA Canada). Significant aspects of the accounting policies adopted by the Corporation are as follows:

a) Basis of accounting

Sources of financing and expenses are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become measurable; expenses are the cost of goods and services acquired in the period whether or not payment has been made on invoices received.

b) Non-financial assets

Non-financial assets are not available to discharge existing liabilities and are held for use in the provision of services. They are not intended for sale in the ordinary course of operations.

c) Use of estimates

The preparation of financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the period.

Actual results could differ from those estimates.

d) External Funding

Represents revenues recognized from the Corporation’s agreement with Destination Toronto for financial support for a number of projects, including Mississauga Marketing Initiatives, Mississauga Fall Campaign, Mississauga Festival Support, Marketing Study & Assessment and Subscriptions & Software. Revenues are recognized when the corresponding expensed are incurred.

e) Employee Vacation Liability

Vacation entitlements are accrued for as earned by the employee. Values are derived by the employees current wage rate and vacation entitlement, unless specified otherwise in employment contracts or union agreements

f) Future accounting pronouncements

These standards and amendments were not yet effective for the year ended December 31, 2021, and have therefore not been applied in preparing these consolidated financial statements. Management is currently assessing the impact of the following accounting standards updates on the future consolidated financial statements.

(i) PS 1201, Financial Statement Presentation, was issued in June 2011. This standard requires entities to present a new statement of remeasurement gains and losses separate from the statement of operations and accumulated surplus. This new standard includes unrealized gains and losses arising from remeasurement of financial instruments and items denominated in foreign currencies and any other comprehensive income that arises when a government includes the results of government business enterprises and partnerships. This standard is effective for fiscal years beginning on or after April 1, 2022 and applies when PS 3450, Financial Instruments, and PS 2601, Foreign Currency Translation, are adopted (the City's December 31, 2023 year-end).

(ii) PS 3450, Financial Instruments, establishes the standards on accounting for and reporting all types of financial instruments including derivatives. This standard is effective for fiscal years beginning on or after April 1, 2022 (the City's December 31, 2023 year-end).

(iii) PS 2601, Foreign Currency Translation, establishes the standards on accounting for and reporting transactions that are denominated in a foreign currency. This standard is effective for fiscal years beginning on or after April 1, 2022 (the City's December 31, 2023 year-end). Earlier adoption is permitted. A public sector entity adopting this standard must also adopt the new financial instruments standard.

(iv) PS 3041 - Portfolio Investments, replaces PS 3040 - Portfolio Investments. The standard provides revised guidance on accounting for, and presentation and disclosure of portfolio investments to conform to PS 3450 - Financial Instruments. The distinction between temporary and portfolio investments has been removed in the new standard, and upon adoption, PS 3030 - Temporary Investments, will no longer apply. This standard is effective for fiscal years beginning on or after April 1, 2022 (the City's December 31, 2023 year-end).

(v) PS 3280, Asset Retirement Obligations, addresses the recognition, measurement, presentation and disclosure of legal obligations associated with retirement of tangible capital assets in productive use. This standard is effective for fiscal years beginning on or after April 1, 2022 (the City's December 31, 2023 year-end).

(vi) PS 3160 - Public Private Partnerships ("P3s"), identifies requirements on how to account for and disclose transactions in which public sector entities procure major infrastructure assets and/or services from private sector entities. Recognition of assets arising from P3 arrangements is ultimately dependent on whether public sector entities control the purpose and use of the assets, access to the future economic benefits and exposure to the risks associated with the assets, and significant residual interest in the asset, if any, at the end of the term of P3s. Measurement of the asset and related liability will also be dependent on the overall model used to compensate the private sector entity. This standard is effective for fiscal years beginning on or after April 1, 2022 (the City's December 31, 2023 year-end).

(vii) PS 3400, Revenue, establishes a single framework to categorize revenues to enhance the consistency of revenue recognition and its measurement. This standard is effective for fiscal years beginning on or after April 1, 2023 (the City's December 31, 2024 year-end).

(viii) Public Sector Guideline 8 Purchased Intangibles, allows public sector entities to recognize intangibles purchased through an exchange transaction. This guideline is effective for fiscal years beginning on or after April 1, 2023 (the City's December 31, 2024 year-end).

2. Due from the City of Mississauga

This represents the municipal accommodation tax revenue, less net expenses paid by the City on behalf of the Corporation, due from the City. There are no specific terms of repayment and the amounts do not bear any interest due from the City.

3. Budget

The 2021 budget was adopted by the Corporation on October 26, 2020, and subsequently approved by City Council on November 25, 2020.

4. Municipal Accommodation Tax

This represents 50 percent of the City's net municipal accommodation tax revenue collected during the year.

5. Contractual Rights

The Corporation is involved with various contracts and agreements arising in the ordinary course of business. This results in contractual rights to economic resources, leading to both assets and revenue in the future.

The Corporation has a Provincial funding agreement with estimated future funding/recoveries as follows:

	2022	2023	2024	2025	2026	Total
	\$	\$	\$	\$	\$	\$
Contractual Rights						
Provincial Agreements	553	-	-	-	-	553
Total	553	-	-	-	-	553

6. Accumulated Surplus

Accumulated surplus consists of surplus and reserves as follows:

	2021	2020
	\$	\$
Surplus:		
Unfunded vacation liability	(18)	-
Reserves Set Aside by Council:		
Tourism Mississauga	13,376	11,510
Total Accumulated Surplus	13,358	11,510

City of Mississauga

Corporate Report



<p>Date: January 9, 2023</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Shari Lichterman, CPA, CMA, Commissioner of Corporate Services and Chief Financial Officer</p>	<p>Meeting date: January 25, 2023</p>

Subject

Single Source Procurement of Banking Remittance Services from Symcor Inc. – Contract Amendment and Extension (File Ref: PRC002048)

Recommendation

1. That the single source procurement of banking remittance services from Symcor Inc., as detailed in the corporate report from the Commissioner of Corporate Services and Chief Financial Officer, dated January 9, 2023, entitled, "Single Source Procurement of Banking Remittance Services from Symcor Inc. – Contract Amendment and Extension (File Ref: PRC002048)", be approved;
2. That the Chief Procurement Officer or designate be authorized to execute all contracts, necessary amendments and related ancillary documents to extend the term of the contract and to increase the value of the contract between the City and Symcor Inc. by an estimated amount of \$385,000, exclusive of taxes, for a period of three (3) years, with the option to extend the term for an additional up to five (5) years, in accordance with the City's Procurement By-law 0013-2022, as amended;
3. That the Chief Procurement Officer or designate be authorized to execute the necessary amendments to further extend the term of the contract beyond a period of three (3) years, with the option to extend the term for an additional up to five (5) years, and to increase the value of the contract beyond \$385,000 between the City and Symcor Inc. for additional banking remittance services, including additional features and services as required, for the purpose of fulfilling City requirements and ensuring business continuity, if the funding for such contract increase has been approved by Council.

Executive Summary

- Symcor Inc. (Symcor) provides banking remittance services to the City that are embedded into the City's property tax management system (TXM).
- Symcor collects and processes property tax payments mailed to the City's postal box and remits payment files to the City.
- The Oracle platform for TXM is approaching end of life, and a procurement process is underway for the technology options available for the City's property tax system.
- Conducting a procurement for banking remittance services and potentially changing the supplier at the same time as potentially implementing a new property tax system would lead to a duplication of significant effort and cost for multiple implementations.
- A complete procurement process for banking remittance services will occur with integration into the new tax system.
- Staff are requesting authority to amend and extend the existing contract for banking remittance services from Symcor on a single source basis, in accordance with the Procurement By-law 0013-2022.

Background

The City has outsourced banking remittance services for the processing of property tax cheque payments since 2011. Property tax cheque processing was outsourced, as it is more economical and more efficient than processing the cheques in-house.

The contract for banking remittance services was initially awarded to Intria Items Inc. (Intria) and in July 2019, the contract was assigned to Symcor as Intria has stopped providing this service. The process to change providers required contract amendments and programming changes. The change in providers from Intria to Symcor was completed in January 2021. The total value of the contract over the past ten years (2012 to 2022) is approximately \$444,000.

Symcor collects property tax cheque payments from the City's postal box and provides remittance services for the cheque payments with daily file transmissions to the City's TXM Tax Manager System. A payment file is also transferred to CIBC to record the receipt of the funds in the City's bank account. Currently, Symcor processes approximately 45,000 cheques annually equating to \$65 million in total property tax revenue.

The current contract with Symcor was extended for an additional year up to June 30, 2023 to provide time to conduct a procurement for similar banking remittance services. A Request for Information (PRC003486) was publicly posted in May 2022. Results of the Request for Information indicate that there is a scarcity of supply in the market for comparable services. Only two submissions were received with neither offer comparable to services provided by Symcor. Estimated costs for both submissions exceed the current charges from Symcor for their service.

Comments

The existing authority to continue with Symcor as a supplier of Banking Remittance Services expires June 30th 2023. This contract includes a per image fee, pass through costs for courier services to pick up and deliver cheques mailed to the City's postal box and is exempt from an annual CPI increase. Symcor has provided pricing for an extension of the contract as detailed in the Financial Impact section. This pricing is satisfactory to the City and provides best value considering the critical nature of the services and the limited options on the market.

As reported to Council on June 1, 2022, the Oracle platform currently used for the City's property tax system is approaching end of life support and staff have begun a procurement process to investigate current technology options available. It is anticipated that this procurement process will result in the development / implementation of a new property tax system between 2026 and 2028. Conducting a procurement for banking remittance services and potentially changing the supplier at the same time as potentially implementing a new property tax system would not be in the best interest for the City as it could lead to a duplication of significant effort and cost for multiple implementations.

Staff are requesting the authority to amend and extend the existing contract with Symcor on a single source basis for a period of three (3) years, with the option to extend the term for an additional up to five (5) years, to maintain the remittance services as integrated with TXM. Should additional time be required to implement a new property tax system, staff are also requesting authority to further extend the term beyond 3 + 5 years and/or increase the value of the contract beyond \$385,000 in order to fulfill City requirements and ensure business continuity for the City's taxpayers. A Statement of Work is attached as Appendix 1. A complete procurement process for banking remittance services will occur for integration into the new tax system.

Procurement By-law Authorization:

This recommendation is made in accordance with:

- Procurement By-law 0013-2022, Section 13 - Single Source and Emergency Procurement, Schedule "A" Criteria for Single Source and Emergency Procurement: (1) (b) There is a scarcity of supply in the market.
- Policy Number 03-06-12: Contract Amendments and Termination, Section A3, that requires Council approval of HVA Contract Amendments if the total value of one or more increases to the Original Contract value is more than 20% of the Original Contract value and more than \$100,000.

Financial Impact

For the initial three (3) year term extension Symcor has provided a pricing structure consisting of a fixed monthly fee of $\$2,500 \times 12 = \$30,000$ /per year, with an annual CPI increase capped at maximum 4%. Courier charges for delivery from the City's postal box are an additional cost.

The total estimated cost for up to an eight-year term extension is calculated as follows:

Average Symcor Fees (include 4% annual CPI)*	- \$35,625/per year x 8 = \$285,000
Average Courier Charges (include 5% inflation)*	- \$12,500/per year x 8 = \$100,000
Total Contract Value (Estimated)	- \$48,125/per year x 8 = \$385,000

*The annual CPI rate, which is capped at 4%, is liable to change after three years.

**Courier charges are based on current courier costs + 5% inflation, which is liable to fluctuate.

Based on Symcor's pricing and the City's requirements, an estimated \$385,000 will be required to fund the contract extension for a period of three (3) years, with the option to extend the term for an additional up to five (5) years. The total contract value will increase from approximately \$444,000 (existing contract value to date) to approximately \$829,000.

The estimated annual expenditure will be funded from the operating budget in 21563-715636, with any further increases subject to annual budget approval.

Conclusion

Symcor provides a critical service and continues to bring value to the City. In light of the continued benefits, and scarcity of supply in the market, the recommendation is to provide staff the authority to amend and extend the existing contract for banking remittance services from Symcor Inc. on a single source basis, in accordance with the Procurement By-law 0013-2022.

Attachments

Appendix 1: Statement of Work



Shari Lichterman, CPA, CMA, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Angela Li, Manager, Revenue & Taxation

STATEMENT OF WORK

Symcor Inc. (Symcor) provides Banking Remittance Services to the City of Mississauga. Property owners mail in their tax payments to the City's PO Box or drop them off at Mississauga Civic Centre. Symcor is responsible to pickup and process tax payments (physical cheques) mailed to the PO Box. Symcor also attends Mississauga Civic Centre daily to exchange documents, including those that can be processed at their facility.

Symcor is required to handle the remittance process, including creating an image (scanning), and transmitting the details in a file to the City of Mississauga and to the City's Financial Institution. Services include the following:

- Processing approximately 45,000 cheque payments annually through a lockbox service, this could potentially reach up to 75,000
- Adhering to turnaround time of 1-2 days for payment file to be created and sent to the City to be loaded into our system
- Providing reporting on types of cheques received:
 - Current
 - Post dated
 - USD
 - Rejected/Destroyed without encashment
 - Multiple cheque and coupon combination method of transactions
 - Non-Financial document handling
 - Confirmation of deposit
- Receipt, sort & extraction of mail directed to Mississauga Taxes
- Depositing property tax payments
- Imaging of cheques
- Remittance advices
- Electronic transmission of payment information to the City and the City's financial institution

City of Mississauga

Corporate Report



Date: January 12, 2023

To: Chair and Members of General Committee

From: Shari Lichterman, CPA, CMA, Commissioner of
Corporate Services and Chief Financial Officer

Originator's files:
PO.13.HYD

Meeting date:
January 25, 2023

Subject

Tax Exemption for a Municipal Capital Facility, being a portion of lands owned by Lakeview Community Partners Limited, (PIN 13485-0771 identified as Part 1, 43R-40389) – Park Depot at Lakefront Promenade

Recommendation

1. That a by-law be enacted to classify the Commercial Lease Agreement (the "Lease") dated September 15, 2022 between Lakeview Community Partners Limited ("LCPL") and the City of Mississauga (the "City"), as a municipal capital facilities agreement made pursuant to section 110 of the Municipal Act, 2001, SO 2001, c.25, as amended, and to hereby exempt a portion of LCPL lands identified as PIN 13485-0771 and designated as Part 1 on 43R-40389 comprising a total area of approximately 4,129 square metres (44,444.19 square feet) of lands, as shown in Appendix 1 attached to this report (the "Leased Lands") from taxation for municipal and school purposes effective on September 15, 2022.
2. That the Clerk be directed to notify the Minister of Education, Municipal Property Assessment Corporation, the Regional Municipality of Peel and the secretary of any school board which includes the land exempted, of the enactment of the By-law.
3. That all necessary by-laws be enacted.

Executive Summary

- On September 15, 2022 the City entered into a five-year lease agreement with LCPL in order to occupy an area of approximately 4,129 square metres (44,444.19 square feet) PIN 13485-0771, described as Part 1 on 43R-40389, to operate a municipal parks depot building, including driveway access, to support the maintenance and operation of the Lakefront Promenade Park and other City parks within the surrounding community (the "Park").
- Section 110 of the Municipal Act, 2001, SO 2001, c 25, permits the council of a municipality to exempt from taxation for municipal and school purposes leased or

licensed lands on which municipal capital facilities are or will be located.

- By declaring the Leased Lands as a municipal capital facility, the City will not be required to pay property taxes as part of the additional rent payable under the Lease.

Background

LCPL is in the process of converting 71.63 hectares (177 acres) of land, formerly owned by Ontario Power Generation and operated as the Lakeview Generating coal burning station (the “LCPL Lands”) into a mixed use development. The Region of Peel owns certain lands (the “Region Lands”) adjacent to the LCPL Lands. The City leases a portion of the Region Lands to operate a Park and has built a park depot building (the “Existing Park Depot Facility”) to facilitate the maintenance and operation of the Park. In addition to the Existing Park Depot, there is also a private road access (the “Private Road”) to the Park and marina.

Under By-law 0179-2021, the City entered into a Memorandum of Agreement (a “MOU”) with the Region of Peel and LCPL to set out the actions necessary to conclude the agreements and conveyances of the parties. The MOU set out, among other obligations, that (i) LCPL purchase a portion of the Region Lands, comprising a portion of the Existing Park Depot Facility; (ii) build a new park depot facility for the City on a portion of the Lakeview Lands (the “New Temporary Park Depot Facility”); and (iii) remove and reinstate a portion of the Private Road to realign the existing trail, construct all necessary connections, including a round-about, to the new extension of the Park.

Subsequently, under a Commercial Lease Agreement dated September 15, 2022, the City will have use of the Leased Lands to continue operating the Existing Park Depot Facility, including driveway access, to support the maintenance and operation of the adjacent Park. The term of the Lease is for a period of five (5) years commencing on September 15, 2022 to September 14, 2027 with an option to extend the lease for successive one year periods provided that a notice is given sixty (60) days prior to the termination date. The Lease stipulates that the City has the right to an early termination on providing LCPL 30 days’ written notice. LCPL shall have the right to terminate the Lease subject to the following terms:

- (i) an occupancy certificate has been issued to permit for the occupation and use of the New Temporary Park Depot Building
- (ii) LCPL has delivered a written notice of termination providing for 6 months’ notice period specifying the early termination date
- (iii) LCPL’s termination date shall not fall during the exclusionary periods of May 1 to August 31 and December 21 to January 5, of any calendar year.

Property that is owned and occupied by the City is exempt from taxation pursuant to section 3(9) of the Assessment Act, RSO 1990, c A.31. However, this exemption does not flow through automatically where the City leases or licenses space for municipal purposes from a person or corporation that is subject to taxation.

Section 110 of the Municipal Act, 2001, SO 2001, c 25, permits the council of a municipality to exempt from taxation for municipal and school purposes leased or licensed lands on which municipal capital facilities are or will be located. Municipal capital facilities are defined by the O. Reg. 603/06, as amended, and include among other things facilities used for the general administration of the municipality and facilities used for cultural, recreational or tourist purposes.

When municipal capital facilities are located on just a portion of land, the remainder of the lands that are not designated as municipal capital facilities continue to be taxed for municipal and school purposes. The Lease is effective as of September 15, 2022.

Comments

The City entered into the Lease with LCPL commencing on September 15, 2022 for the Leased Lands comprising a total area of approximately 4,129 square metres (44,444.19 square feet) as shown in Appendix 1. Under the terms of the Lease, the City is to be exempt from taxation, provided that a by-law is enacted declaring the Leased Lands a municipal capital facility for the purposes of the Municipal Act, 2001, and O. Reg. 603/06, as amended. Should Council adopt the recommendations herein, the Leased Lands would become tax exempt. This exemption is applicable until such time as the bylaw is amended or repealed to remove the Leased Lands from the list of Municipal Capital Facilities. It is noted that as the Leased Lands were only recently sold by the Region of Peel to LCPL, they have not yet been assigned a Roll Number.

Designating the lands as a municipal capital facility will only exempt the Leased Lands from property taxes. The remainder of the LCPL's property will continue to be subject to property taxes.

Financial Impact

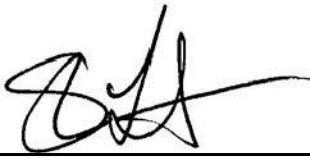
Should Council adopt the recommendations of this report and exempt the Leased Lands from taxation for municipal and school purposes, the City will not be required to pay property taxes on the Leased Lands. While the Lease contemplates the possibility of the Leased Lands as being a municipal capital facility, the enactment of a by-law declaring it as such is required under the Municipal Act, 2001, as amended.

Conclusion

While ordinarily exempt from taxation, the City is obligated to pay its proportionate share of property taxes on properties which have been leased from private parties. Tax exempting the Leased Lands in accordance with the municipal capital facilities provisions of the Municipal Act, 2001, as amended, would result in savings to the City.

Attachments

Appendix 1: The Leased Lands – The Proposed Tax Exempt Portion of Part 1 on 43R-40389



Shari Lichterman, CPA, CMA, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Janeth Huab, Project Leader, Realty Services

REPORT 1 - 2023

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Heritage Advisory Committee presents its first report for 2023 and recommends:

HAC-0001-2023

The following items were approved on consent at the January 10, 2023 Heritage Advisory Committee meeting:

- Item 9.1 - Request to Alter a Heritage Designated Property at 1352 Lakeshore Road East (Ward 1)
- Item 10.1 - 31 Inglewood Drive (Ward 1)

(HAC-0001-2023)

HAC-0002-2023

That the request to alter the heritage designated property at 1352 Lakeshore Road East (Ward 1), as outlined in the Corporate Report dated November 29, 2022 from the Commissioner of Community Services, be approved.

(HAC-0002-2023)

(Ward 1)

HAC-0003-2023

That the request to alter the property at 27 Mill Street (Ward 11), as per the report from the Commissioner of Community Services, dated December 7, 2022, be approved.

(HAC-0003-2023)

(Ward 1)

HAC-0004-2023

That the memorandum entitled "31 Inglewood Drive (Ward 1)" from Kelly Reichheld, Director, Culture Division dated November 17, 2022, be received for information.

(HAC-0004-2023)

(Ward 1)

REPORT 1- 2023

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Accessibility Advisory Committee presents its first report for 2023 and recommends:

AAC-0001-2023

That the deputation and associated presentation on the Jim Tovey Lakeview Conservation Area Update Public Realm Design to the Accessibility Advisory Committee by Bryana McLaughlin, Senior Coordinator, Capital Projects, Credit Valley Conservation Authority on January 16, 2023, be received for information

(AAC-0001-2023)

AAC-0002-2023

That the verbal update regarding the Region of Peel's Accessibility Advisory Committee provided by Carol-Ann Chafe, Citizen Member and Member of the ROP AAC be received.

(AAC-0002-2023)

AAC-0003-2023

That the Accessibility Advisory Committee Work Plan be approved as discussed at the January 16, 2023 Accessibility Advisory Committee meeting.

(AAC-0003-2023)

AAC-0004-2023

That the Memorandum entitled 2023 Accessibility Advisory Committee Meeting Schedule from Martha Cameron, Legislative Coordinator dated November 1, 2022 be received for information.

(AAC-0004-2023)