

# 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



**Louie 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.

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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](https://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!**  
VISITMISSISSAUGA.CA

Receive \$100 gift card spending money!  
Book your stay today!



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Receive \$100 gift card spending money!  
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!**  
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Start planning your stay today!

Conditions Apply. See Terms & Conditions for full details.

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 Great Lakes. Our city is a global leader in innovation and the only to have won the title of "Most Innovative City" in the world. Our city is a global leader in innovation and the only to have won the title of "Most Innovative City" in the world. Our city is a global leader in innovation and the only to have won the title of "Most Innovative City" in the world.

Mayor Bonnie Crombie

PUBLISHER, CEO  
Doree Heston

VICE-PRESIDENT  
Editorial  
Maurice Moulton

President  
Perspective

Bateman MacKay

HELPING BUSINESSES GROW, PRESERVE AND SUCCEED

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Offices in Mississauga and Burlington

Best Workplaces  
2023

INSIDE  
BEST OF  
FIRMS



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.

## 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 round, nut-filled 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, Tony, have taken the world by storm. 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, 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 nuttose cakes, along with other Italian-style pastries like cannolis, ricotta and chocolate cake. But we didn't 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 ways to ensure your treat finds its way to your fork is to order ahead. This heavenly treat is a must-have for any occasion. It's a must-have for any occasion. It's a must-have for any occasion.

**WHY IT'S WORTH THE TRIP**  
Now, you can make that cake for delivery, but a visit to the beautiful location is well worth it. The space is the glass backdrop of your dreams — filled out with lots of mouth-watering pastries and beautiful light fixtures. Keep your eyes peeled for cake surprises like the *Ultimate* menu. Grab one of those delicious pizza for lunch and just go on the patio. There's a lot of all this goodness. And don't forget all your baked goods to go, carterberry.ca







# 2022 Highlights & Initiatives





*BMO Trailblazer and  
Innovator Award Winner*

SQUARE ONE TD NISA HOMES

- [Explore](#)
- [Dine](#)
- [Shop](#)
- [See & Do](#)
- [Stay](#)
- [Plan](#)
- [Events](#)
- [Meet](#)

[English](#)

# 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 (excl. 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

Two lucky winners will be randomly selected from all eligible entries

- 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

[FULL CONTEST DETAILS](#)

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## Entry Form

Fields marked with an \* are required

<p>First Name *</p> <input type="text"/>	<p>Last Name *</p> <input type="text"/>
<p>Email *</p> <input type="text"/>	

**SPORTS**

For sport events, championship  
tourism Mississauga and  
are ready to welcome your  
championship or sporting

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 lit soccer pitches, 8 with artificial turf
- 2 public 18-hole golf courses

**Paranparam Pow  
Foods Centre**  
GORD ALLEN/CCOCCO

**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 Pengshang 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 close 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 fans here—can't you'd not want to be part of all 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 athletics 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 1,800 restaurants from 150 different countries—and hosts hundreds of festivals and events year-round, including the new Blues, 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—class 1 facilities, master plan, 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 advocate 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—how experience it will make.

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

**Katelyn May**  
Sport Tourism Coordinator,  
Tourism Mississauga  
Katelyn.May@mississauga.ca  
[VisitMississauga.ca](http://VisitMississauga.ca)

**ADRIAN KHALIL**  
ADRIAN KHALIL ADVERTISING SUPPLY LTD.

**FALL 2022 | ADRIAN KHALIL**

**13**





# Financial Summary

## 2023 Proposed Budget

Description	Comments	2023 Proposed Budget (\$000s)	2022 Budget (\$000s)
<b>Expenditures to Deliver Current Services</b>			
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
<b>Total Expenditures</b>		<b>5,936</b>	<b>4,488</b>

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