

City of Mississauga Corporate Report



<p>Date: April 29, 2025</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: May 21, 2025</p>

Subject

Continuation of City of Mississauga and Tourism Mississauga Relationship Agreement

Recommendation

1. That Council approve the extension of the Relationship Agreement between The Corporation of the City of Mississauga and Tourism Mississauga, which expires on June 8, 2025, for a further term expiring on June 8, 2028.
2. That the Commissioner of Planning and Building or designate be authorized to execute, on behalf of The Corporation of the City of Mississauga, an Amending Agreement, with Tourism Mississauga to extend the Relationship Agreement, as outlined in the corporate report entitled "Continuation of City of Mississauga and Tourism Mississauga Relationship Agreement" dated April 29, 2025, from the Commissioner of Planning and Building, and all necessary agreements and related ancillary documents, all in a form satisfactory to the City Solicitor.
3. That all necessary by-laws be enacted.

Executive Summary

- Mississauga Operating Model and O.Reg.435/17 (Transient Accommodation Tax) made under the Municipal Act, 2001 require the City to enter into an agreement with Tourism Mississauga, respecting reasonable financial accountability matters in order to ensure that amounts paid to the entity are used for the exclusive purpose of promoting tourism.
- On March 4th, 2020, Council passed By-law 0042-2020 authorizing the Commissioner of Community Services to enter into a two year relationship and funding agreement with Tourism Mississauga, with an option to renew for an additional three year term.

- The June 8, 2020 Relationship Agreement, which provides for matters such as use of resources and reporting, was renewed through to June 8, 2025.
- The Relationship Agreement is approaching expiration of the renewal term.
- Staff recommend Tourism Mississauga extend the agreement for one (1) additional term of three (3) years on the same terms and conditions as set out in the original agreement.

Background

Tourism Mississauga, the destination marketing organization for Mississauga, was established following Council approval in July 2019 for the purposes of promoting Mississauga as a tourist destination and to comply with provincial regulations regarding Municipal Accommodation Tax use of funds (MAT). The Corporation is controlled 100 per cent by the City, funded by Municipal Accommodation Tax (MAT), with Council acting as the sole voting member.

Since its establishment, Tourism Mississauga has been actively advancing the goals of the Tourism Master Plan. Included in this direction is the provision of funding or festival, sporting and business events organizers to attract and support events that have the potential to bring direct and/or indirect economic benefits to the City. Support is also provided to various tourism industry partners including accommodations, retail, restaurant, attractions and transportation services.

The first Relationship Agreement between the parties was set to expire on June 8, 2022, and was renewed for a further term expiring on June 8, 2025.

Comments

The City of Mississauga has entered into a relationship agreement with its regional services commission, Tourism Mississauga, to support the long-term development and promotion of tourism. This agreement is grounded in enabling legislation enacted by the City and is bound by provincial guidelines which authorizes the collection of the Municipal Accommodation Tax (MAT) from overnight accommodations. In accordance with this relationship agreement MAT revenues are shared equally, with 50% retained by the City and 50% allocated to Tourism Mississauga.

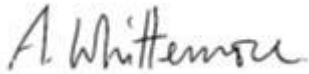
Both the City and Tourism Mississauga are responsible for utilizing their respective portions of MAT revenue to benefit the tourism sector. Tourism Mississauga, through coordinated marketing, destination sales, and strategic investments, and the shared goal is to strengthen Mississauga's visitor economy, grow tourism-related business activity, and maintain momentum as a competitive, all-season destination.

Financial Impact

Tourism Mississauga is wholly funded from the Municipal Accommodations Tax (MAT); specifically, 50% of the net annual MAT collected is legislated to be directed to a not for profit tourism entity and is booked to cost centre 24850 - Tourism Revenue. An annual budget is established for Tourism Mississauga which requires the approval of the Board of Directors and then Council.

Conclusion

Staff recommend that Council agrees to renew the Terms of the Agreement for an additional period of three (3) years beginning on June 9th, 2025, and ending on June 9th, 2028.



Andrew Whitemore, M.U.R.P., Commissioner of Planning & Building

Prepared by: Victoria Clarke, Director/CEO Tourism Mississauga