
MANAGEMENT REPORT

Date: February 21, 2023
To: Finance and Labour Relations Sub-committee
From: Karmen Krueger, CPA, CA, Director of Corporate Services
Report #: FIN23-011
Attachments: Destination Stratford 2022 Q4 Update

Title: Destination Stratford 2022 Q4 Update

Objective: To receive an update on Destination Stratford's year-to-date financial activities for 2022.

Background: Destination Stratford gives regular updates to Council through the Finance and Labour Relations Sub-committee.

Analysis: Zac Gribble from Destination Stratford has been invited to attend to present the attached report.

Financial Implications:

Financial impact to current year operating budget:

Destination Stratford receives financial contributions for general operations from the City as outlined in the attachment. In 2022, the contribution was \$580,000 of the total budget of \$825,000. Beyond this, there are some in-kind impacts relating to specific programs, such as the AI Fresco program. The costs relating to these in-kind contributions are absorbed in the City's Community Services Department.

In addition to the information presented, LightsOn Stratford and the boathouse washroom projects occurred in the year.

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting, and retaining a diversity of businesses and talent.

Alignment with One Planet Principles:**Equity and Local Economy**

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Staff Recommendation: THAT the Destination Stratford 2022 Q4 Update dated February 21, 2023, be received for information.

Prepared by:

Karmen Krueger, CPA, CA, Director of Corporate Services

Recommended by:

Karmen Krueger, CPA, CA, Director of Corporate Services

Joan Thomson, Chief Administrative Officer