

MANAGEMENT REPORT

Date: May 20, 2025
To: Finance and Labour Relations Sub-committee
From: Karmen Krueger, CPA, CA, Director of Corporate Services/Treasurer
Report Number: FIN25-012
Attachments: Destination Stratford 2025 Update 1

Title: Destination Stratford 2025 Update 1

Objective: To receive an update on activities and financials for Destination Stratford for 2024 and 2025 to date.

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 for Destination Stratford.

Financial Implications:

Financial impact to previous year and current year operating budgets:

In 2024, the City contribution to Destination Stratford was \$618,800 plus \$150,000 toward the Lights On Stratford program, for a total contribution of \$768,800 (\$75,000 coming from Municipal Accommodation Tax revenues and \$693,800 via the tax levy). Destination Stratford had a total operating budget of \$1,469,921 in 2024. Based on the presented information Destination Stratford had a modest surplus of \$2,165 after transferring \$35,000 to reserve.

In 2025, the City contribution to Destination Stratford is budgeted at \$643,552 plus \$150,000 toward the Lights On Stratford program, for a total contribution of \$793,552 (\$150,000 coming from Municipal Accommodation Tax revenues and \$643,552 via the tax levy). Destination Stratford has a total operating budget of \$1,440,802 in 2025.

Beyond the financial contributions from the City, there are some in-kind impacts that are provided in the form of facility costs at 47 Downie, and specific program supports from the Community Services division including the Al Fresco program. The costs relating to the building are included in the City Facilities division and were estimated at

\$89,930 in 2025, consisting of custodial costs, heat, hydro, water, and other general maintenance.

Financial impact on future year operating budgets:

Financial impacts on future operating budgets are determined based on the City's support of Destination Stratford through annual operating contributions. The Lights On event will also continue to require support as outlined in presentations.

Alignment with Strategic Priorities:

Work Together For Greater Impact

This includes building meaningful partnerships to address community needs and implementing the Sports Tourism strategy in partnership with the City, Destination Stratford and local sports development groups and industry partners.

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 report titled, "Destination Stratford 2025 Update 1" (FIN25-012), dated May 20, 2025, be received for information.

Prepared by:	Karmen Krueger, CPA, CA, Director of Corporate Services/Treasurer
Recommended by:	Karmen Krueger, CPA, CA, Director of Corporate Services/Treasurer
Approved for Council by:	Adam Betteridge, Interim Chief Administrative Officer