

11/22/2022

Good afternoon,

This proposal outlines a potential roadmap for year one of an annual Oshawa-based music festival, spearheaded by Oshawa Tourism, to be executed in September 2023 with fundamental support from the City of Oshawa, The Regional Municipality of Durham, Central Counties Tourism, and key contributors such as Oshawa post-secondary institutions, business owners, and key music operators.

Oshawa is rich in culturally diverse music, with a genre reach that span from classical to rock n' roll, and everything in between. We are home to a variety of vibrant live music and concert venues, and music shops, as well as, the Ontario Philharmonic, the Oshawa Civic Band, and Durham Youth Orchestra; and, over the years, Oshawa has raised a number of popular artists including Crown Lands, Dizzy, Lennon & Maisy, and Daniel Caesar. Oshawa **IS** the musical epicenter of the Durham Region.

The Convergence Music and Art Festival aims to leverage both local and Canadian artists and performers in a unique and genre-bending festival experience designed to illuminate the downtown core and drive resident and visitor occupancy in local businesses.

It is anticipated that Convergence 2023 will draw approximately 3500 to 5500 spectators in year one. Using the Tourism Regional Economic Impact Model (TREIM) data analysis simulation tool it is projected that Convergence 2023 will generate a total visitor spending of between \$277,150 and \$435,521.

Convergence 2023 will not be possible without tremendous administrative and financial support from both the City of Oshawa. Oshawa Tourism is proposing that the City of Oshawa contributes as a lead partner on Convergence 2023 through financial sponsorship of \$60,000 and by waiving administrative fees associated with security, licenses, and permits required to facilitate this event.

It is essential that Oshawa Tourism receive early commitment of funding to allow the planning and implementation of the event to move forward.

Your consideration in the 2023 budget is appreciated.

In kindness,

Krista Licsi, Lead  
Oshawa Tourism  
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M.F.I.P.A. Sec 14 (1)

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**CONVERGENCE MUSIC + ART FESTIVAL:**

BREATHE NEW LIFE INTO DOWNTOWN OSHAWA

ILLUMINATE THE DOWNTOWN

CELEBRATE ART & MUSIC

November 22, 2022

## CONTENTS

INTRODUCTION .....	3
VISION .....	3
MISSION .....	3
MARKET RESEARCH.....	4
MUSICFEST .....	4
SUPERCRAWL .....	4
EVENT OVERVIEW .....	5
AUDIENCE.....	5
TIMELINE.....	6
BUDGET .....	8
REQUEST .....	9
CONTACT DETAILS.....	9

# INTRODUCTION

This proposal outlines a potential roadmap for year one of an annual Oshawa-based music festival, spearheaded by Oshawa Tourism, to be executed in September 2023 with fundamental support from the City of Oshawa, The Regional Municipality of Durham, Central Counties Tourism, and key contributors such as Oshawa post-secondary institutions, business owners, and key music operators.

# VISION

Oshawa is rich in culturally diverse music, with a genre reach which spans from classical to rock n' roll, and everything in between. We are home to a variety of vibrant live music and concert venues, music shops, as well as, the Ontario Philharmonic, the Oshawa Civic Band, and Durham Youth Orchestra; and, over the years, Oshawa has raised a number of popular artists including Crown Lands, Dizzy, Lennon & Maisy, and Daniel Caesar. Oshawa **IS** the musical epicenter of the Durham Region.

The Convergence Music and Art Festival aims to leverage both local and Canadian artists and performers in a unique and genre-bending festival experience designed to illuminate the downtown core and drive resident and visitor occupancy in local businesses.



# MISSION

Convergence 2023 strives to bring Oshawa stakeholders together to create and curate an interactive and culturally rich music festival that supports the City of Oshawa's plan 20Thirty to position the city as *A Lively and Modern Urban Centre Where All Can Thrive*.

In doing so, we will invite residents and visitors into our many venues, parks, stores, restaurants, nightlife hot spots and hotels creating memorable experiences, and driving the local tourism economy.

## **MARKET RESEARCH**

### **MUSICFEST**

#### **Peterborough, Ontario**

Peterborough Musicfest is a non-profit, charitable organization in Peterborough, Ontario, which hosts a series of free outdoor concerts. In 2015, Peterborough Musicfest was recognized as a Top 100 Festival and Event in Ontario. The concerts take place on weekends between July 1 and August 31 and are held at Del Crary Park, located in downtown Peterborough.

Musicfest is the longest-running free music festival of its kind in Canada and is funded by national, provincial, and municipal governments, corporate sponsors such as TD Bank and Pepsi Co., and smaller corporate sponsors including local businesses and agencies.

### **SUPERCRAWL**

#### **Hamilton, Ontario**

Supercrawl is an annual art and indie music festival held each September in downtown Hamilton, Ontario. The festival features three days of free music spread over multiple stages lining the length of James Street North. The festival attracts over 200,000 visitors annually to watch over 50 bands, making it one of Ontario's largest free music festivals. Supercrawl showcases a spectrum of musical styles including pop, indie rock, electronic, soul, R&B and hip-hop, funk, folk, blues, jazz, and orchestral.

SUPERCRAWL was created by an independent music producer with the help of an ADHOC committee. With the support of the City of Hamilton economic development and tourism departments, the festival budget grew from \$30,000 in year one, to \$50,000 in year two, and \$120,000 by year three. In year three, it was determined that the best opportunity for continued growth would be to establish Supercrawl as a not-for-profit organization. Once established, the festival grew to an almost ½ million-dollar entity by year four. Supercrawl is now a 1.3-million-dollar festival and a major tourism generator for the City of Hamilton.

### **INSIGHTS**

In addition to an immediate drive to the tourism economy, festivals of this nature, generate social experiences for residents and visitors alike, that continue to drive economic development through increased visitor retention and length of stay. Festivals also create experiences for

residents which contribute to their quality of life in the city and increased livability, thus attracting potential investors.

According to the producer of SUPERCRAWL, “community involvement is key” and must be embedded in the culture and creation from inception. With strategic community engagement, empty storefronts become new business incubators, local businesses thrive, and artists and musicians are profiled. A HYPER LOCAL approach is the way to build community and create opportunities for business development and community pride.

## EVENT OVERVIEW

With instrumental partnership and support from the City of Oshawa and the Municipality of Region of Durham, Convergence 2023 aims to take over the downtown core in this one-day spectacle on **Saturday, September 24, from noon to 11 p.m.**

Festivities will take place on King St. E. between Simcoe St. and Mary St. as a cross-section of culturally-rich music faces off on dueling stages featuring a variety of current Canadian and local artists, a visual explosion of mind-bending art and light installations, and a culture jam of international cuisine in the form of an ultramodern street food alley.

The event will commence at noon with a series of local and family-friendly musical acts throughout the afternoon. Participants will also be able to explore various art installations, a local vendor’s market, a futuristic dinosaur exhibition, and an international street food alley in Victoria Lane.

At dusk, King St. E. will transform into an interactive galaxy of art and sound as headliners take over the ‘Space’ and ‘Sound’ Stages.

### ARTISTIC FUSION

King St. E. will come alive as local artists and creators will be engaged in the design of mind-bending art and light installations, performance art, and dance that will come together to line the area with a spectacle never before experienced in Oshawa.

## AUDIENCE

Audience	Strategic Insights
Long-time Oshawa residents	<ul style="list-style-type: none"><li>● Nostalgia can be used to engage with this audience</li><li>● High level of awareness of Oshawa cultural landmarks</li></ul>

	<ul style="list-style-type: none"> <li>● Loyalty to local entertainment establishments</li> <li>● Happy to spend money for experiences in their community if there are opportunities to do</li> <li>● Want something fun and different to do that is close to home and easy to engage with (as opposed to having to travel to Toronto)</li> </ul>
New to Oshawa	<ul style="list-style-type: none"> <li>● Desire to learn more about Oshawa</li> <li>● Diverse audience</li> <li>● Some new to Canada</li> <li>● Looking to make new connections – personally and professionally</li> <li>● Seeking community inclusion</li> </ul>
Post-secondary students	<ul style="list-style-type: none"> <li>● Young adults looking for excitement/nightlife/experiences</li> <li>● Traditional students range in age from 17 (underage) to 24, while mature students include adults 25+</li> <li>● Mix of on-campus residents, local residents, and commuters from neighboring municipalities</li> </ul>
Oshawa music, arts, and culture enthusiasts	<ul style="list-style-type: none"> <li>● Local artists and creators engaged in the Oshawa music scene</li> <li>● Dancers, performers, musicians, and patrons of local establishments like Oshawa Little Theatre, the Biltmore Theatre, the Robert McLaughlin Gallery, the Atria, etc. – as well as their social media followers</li> <li>● Ages and demographics vary but are most often residents of Oshawa or local municipalities</li> <li>● Music Management post-secondary students</li> <li>● Students of various music/arts/performance programs</li> </ul>
Kids and Families	<ul style="list-style-type: none"> <li>● 2015 research from Economics and Sociology indicates that the primary decision maker in the family tourism market is female, aged 31 to 44, with some degree of higher education (Niemczyk, 2015)</li> <li>● Children account for 32.5% of the total population of Oshawa (Census Canada, 2021)</li> </ul>

## TIMELINE

## Convergence Art + Music Festival - 2023

<b>Milestone</b>	<b>Date</b>	<b>Description</b>	<b>Outcome</b>
Soft Launch	September 22, 2022	Jack DeKeyzer Concert at Biltmore Theatre + Nothing Serious, Sundown Super Hero at the Atria Bar and Grill	-Potential sponsors engaged with Convergence 2023 promo kits
Convergence Steering Committee Kick-off Meeting	October 12, 2022	Key collaborators meet to review key considerations and next steps	-Identify roles + responsibilities -Determine Festival dates/format -Identify next steps -Determine meeting frequency
Announcement 1	November 1	Announce Convergence Festival, steering committee members, dates – at Oshawa Tourism Launch Party	-Build engagement
Finalize key partner funding	December 2022		
Commence negotiations with artist management	December 2022	Preliminary conversations with musicians	
Permits and Licenses	December 2022	Work with the City of Oshawa to determine the required permit and license documentation	
Launch website	February 1, 2023	Soft launch website with splash page including a festival overview, dates, sponsorship information, about section, steering committee bios, subscription button	-Ability to share sponsorship information
Announcement 2	April 2, 2023	Publicly launch the website, festival brand, any secured performers	-Build engagement
Announcement 3	June 1, 2023	The full festival line-up announced	
Road closure set-up	September 22 at noon	Stage set-up	



		Artistic installation set-up	
Event day set-up	9 a.m. to noon	Vendor's Alley and International Street Food Festival Dinosaur exhibit set-up	
<b>FESTIVAL GOES LIVE – FALL 2023</b>			

## ECONOMIC IMPACT

It is anticipated that Convergence 2023 will draw approximately 3500 to 5500 spectators in year one. Using the Tourism Regional Economic Impact Model (TREIM) data analysis simulation tool it is projected that Convergence 2023 will generate a total visitor spending of between \$277,150 and \$435,521. Detailed reports based on both 3500 and 5500 participants have been included in the attachments.

## BUDGET

### CONVERGENCE 2023

#### BUDGET

Item	Budgeted	Actual
MUSIC PRODUCTION		
Production and artist fees	\$180,000	
ART + SPECTACLE		
Light installations	\$20,000	
Art installations	\$20,000	
Dinosaur Installation	\$5,000	
COMMUNICATIONS AND MARKETING		
Web development	\$12,000	
Marketing	\$15,000	
SAFETY AND SECURITY		
Paid duty police officers/security	Requesting support from the City of Oshawa and the Regional Municipality of Durham	
LICENCING AND PERMITS		
Permits + licenses	Requesting fee waivers from the City of Oshawa	
HUMAN RESOURCES		

## Convergence Art + Music Festival - 2023

Event Assistant	\$22,750
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### ADMINISTRATION

Miscellaneous administrative expenses	\$10,000
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Total budget	\$284,750.00
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## REQUEST

Convergence 2023 will not be possible without tremendous administrative and financial support from both the City of Oshawa and the Municipality of Durham Region. Oshawa Tourism is proposing that the Regional of Durham contributes as a lead partner on Convergence 2023 through financial sponsorship of \$60,000 and by waiving administrative fees associated with security, licenses, and permits required to facilitate this event.

It is essential that Oshawa Tourism receive early commitment of funding to allow the planning and implementation of the event to move forward.

## CONTACT DETAILS

Krista Licsi, Lead  
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# **The Economic Impact of Convergence 2023 - Economic Impact in Oshawa (532) in 2023**

**This report was generated by  
the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries TREIM model**

**November 22,2022**

Note: The Ministry of Heritage, Sport, Tourism and Culture Industries does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

## 1. Introduction

This report provides an estimate of the economic impact that Convergence 2023 - Economic Impact is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MHSTCI Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	3,500	85.00%	15.00%	1
Rest of Canada	0	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
<b>Total</b>	<b>3,500</b>			

The user also has selected the following parameters:

- The visits take place in Oshawa (532) in 2023
- The impact is to be shown for Oshawa (532)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are excluded

## 2. Summary of Findings

**Table 1. Economic Impacts of Convergence 2023 - Economic Impact in Oshawa (532) in 2023 (in dollars)**

	Oshawa (532)	Rest of Province
<b>Total Visitors' Spending</b>	\$277,150	
<b>Gross Domestic Product (GDP)</b>		
Direct	\$141,133	\$0
Indirect	\$24,219	\$13,156
Induced	\$34,666	\$17,834
Total	\$200,018	\$30,990
<b>Labour Income</b>		
Direct	\$70,316	\$0
Indirect	\$16,109	\$8,259
Induced	\$20,937	\$11,729
Total	\$107,362	\$19,988
<b>Employment (Jobs)</b>		
Direct	2	0
Indirect	0	0
Induced	0	0
Total	2	0
<b>Direct Taxes</b>		
Federal	\$24,362	\$0
Provincial	\$43,809	\$0
Municipal	\$675	\$0
Total	\$68,846	\$0
<b>Total Taxes</b>		
Federal	\$35,800	\$4,480
Provincial	\$51,966	\$3,092
Municipal	\$1,016	\$177
Total	\$88,782	\$7,750

**Table 2. Economic Impacts of Convergence 2023 - Economic Impact in Oshawa (532) on GDP by industry (in dollars)**

Industry	Impact on Oshawa (532)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$58	\$351	\$0	\$357
Forestry, Fishing and Hunting	\$2	\$71	\$0	\$81
Mining and Oil and Gas Extraction	\$0	\$284	\$0	\$348
Utilities	\$0	\$1,106	\$0	\$724
Construction	\$0	\$3,212	\$0	\$2,343
Manufacturing	\$2,251	\$6,147	\$0	\$2,853
Wholesale Trade	\$0	\$973	\$0	\$5,026
Retail Trade	\$11,141	\$16,974	\$0	\$1,653
Other Transportation and Warehousing	\$2,049	\$3,219	\$0	\$3,894
Ground Passenger Transportation (excl. Rail)	\$316	\$555	\$0	\$304
Information and Cultural Industries	\$675	\$2,624	\$0	\$1,918
Other Finance, Insurance, Real Estate and Renting and Leasing	\$1	\$11,587	\$0	\$5,093
Car Renting and Leasing	\$99	\$414	\$0	\$94
Owner Occupied Housing	\$0	\$7,248	\$0	\$652
Professional, Scientific and Technical Services	\$0	\$4,121	\$0	\$1,601
Other Administrative and Other Support Services	\$0	\$2,010	\$0	\$757
Travel Agencies	\$0	\$160	\$0	\$62
Education Services	\$555	\$1,921	\$0	\$274
Health Care and Social Assistance	\$194	\$2,245	\$0	\$348
Arts, Entertainment and Recreation	\$27,685	\$28,371	\$0	\$326
Accommodation Services	\$4,110	\$4,264	\$0	\$41
Food & Beverage Services	\$30,854	\$32,136	\$0	\$491
Other Services (Except Public Administration)	\$4,491	\$5,823	\$0	\$522
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$2,841	\$3,478	\$0	\$190
Government Sector	\$2,742	\$4,163	\$0	\$539
Net Indirect Taxes on Production	\$51,070	\$56,561	\$0	\$500
<b>Total</b>	<b>\$141,133</b>	<b>\$200,018</b>	<b>\$0</b>	<b>\$30,990</b>

## **Appendix:**

**The Economic Impact of Visits in Oshawa (532)** and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Oshawa (532) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

**Gross Domestic Product (GDP):** value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

**Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

**Indirect impact:** refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

**Induced impact:** refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

**Employment:** refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

**Federal tax revenues:** include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

**Provincial tax revenues:** include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

**Municipal tax revenues:** include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

**Industry:** The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

# **The Economic Impact of Convergence 2023 - Economic Impact (5500 Participants) in Oshawa (532) in 2023**

**This report was generated by  
the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries TREIM model**

**November 22,2022**

Note: The Ministry of Heritage, Sport, Tourism and Culture Industries does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.



## 1. Introduction

This report provides an estimate of the economic impact that Convergence 2023 - Economic Impact (5500 Participants) is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MHSTCI Tourism Regional Economic Impact Model:

### Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	5,500	85.00%	15.00%	1
Rest of Canada	0	0.00%	0.00%	0
USA	0	0.00%	0.00%	0
Overseas	0	0.00%	0.00%	0
<b>Total</b>	<b>5,500</b>			

The user also has selected the following parameters:

- The visits take place in Oshawa (532) in 2023
- The impact is to be shown for Oshawa (532)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are excluded

## 2. Summary of Findings

**Table 1. Economic Impacts of Convergence 2023 - Economic Impact (5500 Participants) in Oshawa (532) in 2023 (in dollars)**

	Oshawa (532)	Rest of Province
<b>Total Visitors' Spending</b>	\$435,521	
<b>Gross Domestic Product (GDP)</b>		
Direct	\$221,781	\$0
Indirect	\$38,058	\$20,673
Induced	\$54,475	\$28,025
Total	\$314,314	\$48,698
<b>Labour Income</b>		
Direct	\$110,496	\$0
Indirect	\$25,314	\$12,978
Induced	\$32,902	\$18,432
Total	\$168,712	\$31,410
<b>Employment (Jobs)</b>		
Direct	3	0
Indirect	0	0
Induced	0	0
Total	4	0
<b>Direct Taxes</b>		
Federal	\$38,283	\$0
Provincial	\$68,842	\$0
Municipal	\$1,061	\$0
Total	\$108,187	\$0
<b>Total Taxes</b>		
Federal	\$56,258	\$7,041
Provincial	\$81,661	\$4,859
Municipal	\$1,596	\$278
Total	\$139,515	\$12,178

**Table 2. Economic Impacts of Convergence 2023 - Economic Impact (5500 Participants) in Oshawa (532) on GDP by industry (in dollars)**

Industry	Impact on Oshawa (532)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$91	\$551	\$0	\$561
Forestry, Fishing and Hunting	\$3	\$111	\$0	\$127
Mining and Oil and Gas Extraction	\$0	\$447	\$0	\$547
Utilities	\$0	\$1,739	\$0	\$1,137
Construction	\$0	\$5,047	\$0	\$3,682
Manufacturing	\$3,538	\$9,660	\$0	\$4,483
Wholesale Trade	\$0	\$1,528	\$0	\$7,898
Retail Trade	\$17,507	\$26,673	\$0	\$2,598
Other Transportation and Warehousing	\$3,220	\$5,058	\$0	\$6,119
Ground Passenger Transportation (excl. Rail)	\$497	\$873	\$0	\$478
Information and Cultural Industries	\$1,060	\$4,123	\$0	\$3,014
Other Finance, Insurance, Real Estate and Renting and Leasing	\$1	\$18,209	\$0	\$8,003
Car Renting and Leasing	\$156	\$650	\$0	\$148
Owner Occupied Housing	\$0	\$11,390	\$0	\$1,025
Professional, Scientific and Technical Services	\$0	\$6,476	\$0	\$2,516
Other Administrative and Other Support Services	\$0	\$3,159	\$0	\$1,190
Travel Agencies	\$0	\$251	\$0	\$97
Education Services	\$872	\$3,019	\$0	\$431
Health Care and Social Assistance	\$305	\$3,528	\$0	\$547
Arts, Entertainment and Recreation	\$43,505	\$44,583	\$0	\$512
Accommodation Services	\$6,458	\$6,701	\$0	\$65
Food & Beverage Services	\$48,485	\$50,500	\$0	\$772
Other Services (Except Public Administration)	\$7,058	\$9,150	\$0	\$820
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$4,464	\$5,465	\$0	\$298
Government Sector	\$4,308	\$6,542	\$0	\$846
Net Indirect Taxes on Production	\$80,253	\$88,881	\$0	\$785
<b>Total</b>	<b>\$221,781</b>	<b>\$314,314</b>	<b>\$0</b>	<b>\$48,698</b>

## **Appendix:**

**The Economic Impact of Visits in Oshawa (532)** and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Oshawa (532) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

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**Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

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**Employment:** refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

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**Industry:** The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.