



Greater Oshawa Chamber of Commerce

21 Simcoe St. S., Suite 101, Oshawa, ON L1H 4G1 905 728-1683 www.OshawaChamber.com

CNCL-23-109



City of Oshawa City Hall

50 Centre St. S.
Oshawa, ON L1H 3Z7
ATTN: City Clerks

Dear City of Oshawa Clerks and Oshawa Council,

On behalf of the Greater Oshawa Chamber of Commerce and the organizing committee for the Student Oshawa Orientation event, I am writing to express our sincere gratitude for your generous support of the 2023 Oshawa Orientation. As we approach the forthcoming budget discussions within the City Council, we wish to provide an overview of the event's remarkable impact on our community and the potential for future growth.

The 2023 Oshawa Orientation event was an incredible success, boasting an impressive turnout of nearly 800 students. This marked a substantial increase of over one and a half times the attendance compared to the previous year. A notable highlight of this year's orientation was the enhanced and extended scavenger hunt, which engaged approximately 245 students, guiding them to verified check-ins at 33 local businesses. Using a conservative estimate of \$50 per attendee as the economic impact for the day, it is evident that the City's partnership investment of \$25,000 had a considerable economic ripple effect, injecting over \$39,000 into the downtown area.

Importantly, our social media monitoring has revealed a more profound impact in the weeks following the event, as students revisited the businesses they discovered through the Oshawa Orientation Scavenger Hunt and subsequently shared their experiences on various social media platforms. This extended outreach has contributed to a sustained positive effect on local businesses and the broader community.

To offer a more immersive glimpse into the 2023 Oshawa Orientation, we invite you to view a brief (57 seconds) highlight video on YouTube via the following link https://youtu.be/Q1b7LPSM8_8.

As we prepare for the 2024 Student Oshawa Orientation event, we are aiming to build upon the substantial success of the previous year. With your continued support, we kindly request a partnership investment of \$25,000 in cash, coupled with a waiving of fees and the addition of in-kind supports similar to the 2023 agreement for the 2024 event. This funding will enable us to create an even more impactful experience for students, thereby benefiting the downtown area and fostering lasting connections with our local businesses.



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Should you have any inquiries or require further information regarding this request, Jason King, CEO of the Greater Oshawa Chamber of Commerce, would be delighted to engage in further discussion with you at your convenience. Moreover, we extend a warm invitation for you to join us for the Student Oshawa Orientation 2024, scheduled for Saturday, September 7th, in downtown Oshawa. Your participation would be greatly appreciated and provide an opportunity for you to witness the positive impact of your investment firsthand.

Once again, we express our deepest gratitude for your ongoing commitment to our community and your invaluable support. Your partnership is instrumental in ensuring that Oshawa remains a vibrant and welcoming city for all, especially our student population.

Thank you for considering our request, and we look forward to the potential of your continued support.

Respectfully,

Jason King

CEO Greater Oshawa Chamber of Commerce/Oshawa Tourism