



Greater Oshawa Chamber of Commerce

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

CNCL-23-110



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 Oshawa Tourism, I write to convey our deepest appreciation for your generous contribution to the inaugural 2023 Convergence Music Arts & Culture Festival. Your support was instrumental in making the event a resounding success. In light of the forthcoming budgetary discussions within the City Council, we wish to present some preliminary data and insights regarding the festival's significant impact on our community.

As we await more comprehensive reporting data for the 2023 Convergence Festival, we are pleased to share early statistics. Preliminary data, sourced from Environics, indicates that the festival attracted over 6,000 visitors, with an impressive 11.3% of these attendees opting for overnight stays in Oshawa. The economic impact of this event has been substantial, with the Ontario Ministry of Tourism, Culture & Sports' "TREIM" modeling calculator, a recognized standard for evaluating the Return on Investment (ROI) of such initiatives, estimating that the City's year one investment yielded an economic impact of \$621,685 in total attendee spending. Your support was instrumental in achieving this remarkable outcome, and we are profoundly grateful for your commitment to our shared vision.

As we cast our gaze towards the 2024 Convergence Music Arts & Culture Festival, we aim to build upon the solid foundation laid in 2023. In collaboration with the City of Oshawa, in conjunction with support from various federal and provincial entities, as well as the invaluable sponsorship from the business community, we are setting our sights on an anticipated attendance figure of 15,000 visitors. The projected economic impact stands at a remarkable \$1,554,214, as assessed using the same "TREIM" modeling calculator. Your partnership in this endeavor is pivotal to the realization of these ambitious objectives, ensuring the festival's long-term vitality. To bring this vision to life for 2024, we are asking for the City of Oshawa's partnership in the form of \$100,000 in cash, coupled with a waiving of fees and the addition of in-kind supports similar to the 2023 agreement where we received the outstanding support of countless City employees, making the production feel like a true partnership.

Once again, we extend our profound gratitude for your support and consideration. We are keenly aware of the importance of transparency and accountability in matters of public funding. Rest assured, a comprehensive ROI report from the 2023 Convergence Festival will be made available in the coming weeks. In the interim, should you require further clarification or additional information, both Jason King, CEO of the Greater Oshawa Chamber of Commerce, and Krista Licsi, Director of Oshawa Tourism, remain at your disposal to address any inquiries and provide the necessary details.



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Furthermore, we are thrilled to extend a special invitation to you for the upcoming Convergence Music Arts & Culture Festival in 2024. Mark your calendar for Saturday, September 21st, 2024, as we aim to make next year's event even more spectacular. We look forward to the pleasure of your company at what promises to be an unforgettable and impactful celebration of music, arts, and culture in our beloved city of Oshawa.

Your ongoing support is pivotal in helping Oshawa continue to blossom into a dynamic and culturally enriched community. We eagerly anticipate the prospect of continued collaboration for the success of the 2024 Convergence Music Arts & Culture Festival.

We thank you once more for your dedication to our community and for being an esteemed partner in this endeavor.

Respectfully,

Jason King

CEO Greater Oshawa Chamber of Commerce/Oshawa Tourism