

Motion

Agenda Number: 20.2
Date: June 9, 2022

Moved by Councillor Parrish
Seconded by Councillor

Whereas Cavalia has developed creative, overwhelmingly successful Canadian productions seen all over the world, most recently Odysseo which toured ten years and presented 7000 shows in 100 venues;

And whereas, Cavalia has now created Illumi, a stunning attraction with stationary scenes that use millions of LED lights, recently completing its second successful year in Laval Quebec;

And whereas, Illumi is priced to be affordable for families, attracting repeat local crowds and visitors from all over Quebec and outside the province;

And whereas, Illumi operates in the 'off tourist season' of fall and winter, requiring the early evening darkness of Standard Time from October to April;

And whereas, the creators of Illumi chose Peel, specifically the border of Mississauga and Brampton, for its second site because of our concentration of population and easy access to the site from all over the GTA;

And whereas, the site was also chosen because of its proximity to a hub of hotels and restaurants, the possibility of ample on-site parking and the LRT scheduled to open in 2025;

And whereas, Tourism Mississauga immediately recognized the benefits of an 'off season' affordable tourist attraction and has agreed to provide grant incentives;

And whereas, it was found the site had an environmentally sensitive creek bed dividing the property, necessitating a permanent grade separation which could not be approved and constructed to CVC standards for the Fall 2022 opening;

And whereas, off-site parking is now necessary for 700-1000 cars, outside of business hours, from approximately 6:00 pm to 11:00 pm for eight months of the year, for a minimum two years;

And whereas, the Region of Peel owns the building at 7021 Hurontario with five acres of paved parking - a small section being designated for snow storage after periodic heavy storms;

And whereas, it is clearly recognized the Region is not responsible for Economic Development nor Tourism;

And whereas, it is also recognized that the hospitality sector, including hotels and restaurants, has been hardest hit by the pandemic and is very slow recovering;

And whereas, the lower tier economies of Brampton and Mississauga will surely benefit from an increase in tourism activity;

And whereas, this increase in economic activity will also benefit the Region of Peel, as businesses affected by the pandemic are also Regional taxpayers;

And whereas, it is reasonable to expect the Region to play a role in supporting the recovery of the hospitality sector which is also a component of its tax base;

And whereas, the five acre parking lot at 7021 Hurontario is not typically leased after business hours therefore providing it for Illumi would not cause the Region to forego any budgeted revenue while greatly assisting to establish a Tourism draw for hotels and restaurants in the region;

And whereas, the lower tier municipalities in Peel offer free parking at all major event venues and Illumi, as a significant event venue, agrees to honour that policy;

Therefore be it resolved, that the Region of Peel donate a minimum 700 parking spaces and up to 1000 spaces in light snowfall periods, from 6:00 pm to 11:00 pm for eight month periods starting October 2022 through April 2024 for the patrons of Illumi.

Regional Chair