

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 7120 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 7120 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

Illumi Displays

Scope and Size



7120 Hurontario Street Parking Lot



**Economic Impact of the 2nd
Edition of the *Illumi* – A
Dazzling World of Lights Event
– Summary**

Presented to:

Cavalier

20.2-5

Nicolas Plante
Partner – Management Consulting
Jean-Philippe Brosseau
Senior Manager – Management Consulting
Rudy Hamel
Senior Consultant – Management Consulting
November 2021

Media impact of more than 305 million views

Illumi generated hundreds of newspaper articles, critiques, radio and TV reports, published or broadcast on the traditional or digital platforms of the major Quebec media.



210 million

Media impact –
Online and printed



63 million

Media impact –
Television



28 million

Media impact –
Radio



4 million

Media impact –
Social networks

ILLUMI: GROWTH CATALYST FOR LAVAL REGION

The media coverage of the first edition of *Illumi – A New Dazzling World of Lights* is a major showcase for the Laval region. Through articles, reviews and reports, the region benefited from free exposure in Quebec's large media. **Beyond the views, Cavalia invested more than \$1.2 million in its public relations campaigns.**

Note: Media reach is a performance indicator that estimates the number of people exposed to media mentions. This indicator provides information on the potential number of people who have been exposed to a brand, product, event or topic over a given period of time.
Source: Cavalia.

Beyond the economic benefits, *Illumi* is an event that arouses participants' enthusiasm

Illumi – A New Dazzling World of Lights is a major event for the Laval region. This project contributes to the diversification of the Laval region's tourism offer and to Quebec's reputation as a world-class destination. It will also generate significant economic benefits during a period that is generally less busy for the tourism industry, from late fall to early spring. The level of satisfaction, the intention to recommend and the intention to return show that *Illumi* is a very popular event. All of these performance indicators are not only high, but they are all above industry averages.

Modeling with the ISQ's Quebec input-output model



\$22.2 M

In direct and indirect economic returns



389

Full-time equivalent jobs supported annually



\$7.8 M

In income for the governments

The economic impact resulting from the second edition of the *Illumi - A New Dazzling World of Lights* event on Laval territory is \$22.2 M.

The second edition of *Illumi* supported 389 jobs including direct jobs in the Cavalia organization. In total, 143 jobs were directly supported at Cavalia by spending from outside the territory, representing an increase of over 100% compared to the first edition.

The project will continue to energize the downtown Laval area and accelerate its recreational and tourism development over a period of five years or more. The project will also continue to engage the Laval community, as it is aimed at all segments of the population.

Sources: Economic impact modeling using the ISQ input-output model; participant survey; RCGT analysis.

Summary of economic returns resulting from event organization and tourism expenditures

The economic returns of the second edition of the *Illumi – A New Dazzling World of Lights* event are as follows:

- 389 jobs created or supported (FTE);
- Value added to the GDP of \$22.2M;
- Tax contributions of \$3.4M to the Government of Quebec and \$1.8M to the Government of Canada;
- Social tax contributions of \$2.1M to the Government of Quebec and \$0.5M to the Government of Canada.

Direct and indirect impacts	2 nd edition	1 st edition	Total
Total jobs (FTE)	389 jobs	289 jobs	N/A
Total value added to the GDP	\$22.2M	\$15.4M	\$37.6M
Provincial government revenues	\$3.4M	\$2.8M	\$6.2M
Quebec social tax (QPP, SSP, CSST, QPIP)	\$2.1M	\$1.5M	\$3.6M
Total provincial government revenues	\$5.5M	\$4.3M	\$9.8M
Federal government revenues	\$18M	\$1.2M	\$3.0M
Federal social tax (employment insurance)	\$0.5M	\$0.3M	\$0.8M
Total federal government revenues	\$2.3M	\$1.5M	\$3.8M

Sources: Economic impact modeling using the ISQ input-output model; RCGT analysis.

rcgt.com



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