

**TOWN OF MARKHAM
CELEBRATE MARKHAM GRANTS
2006 Actuals and Proposed 2007 Allocation**

APPENDIX 2

Account 220-220 7802	2006 Actuals/ Accruals	2006 Approved Budget	2006 Variance Fav./Unfav.)	2007 Proposed Budget	Budget Change incr./decr.)
Black History Month	\$1,000	\$1,000	\$0	\$1,000	0
Chinese New Year Celebration	\$5,000	\$5,000	\$0	\$7,500	2,500
Character Community	\$20,918	\$25,000	\$4,082	\$20,000	(5,000)
Senior's Extravaganza	\$3,300	\$3,300	\$0	\$3,500	200
Canada Day Celebrations	\$50,000	\$50,000	\$0	\$50,000	0
Markham Rotary Club Santa Clause Parade	\$15,000	\$15,000	\$0	\$15,000	0
Unionville Festival	\$7,500	\$7,500	\$0	\$8,500	1,000
Markham Festival	\$7,500	\$7,500	\$0	\$8,500	1,000
Thornhill Festival	\$7,500	\$7,500	\$0	\$8,500	1,000
Milliken Mills Children's Festival	\$12,500	\$12,500	\$0	\$12,500	0
Senior's Hall of Fame	\$2,164	\$2,000	-\$164	\$2,000	0
Volunteer Appreciation Event	\$8,572	\$12,500	\$3,928	\$9,000	(3,500)
Senior Citizen's Light Tour (bus invoices o/s)	\$3,000	\$3,000	\$0	\$3,000	0
Doors Open Markham (incl. \$600 for double decker bus)	\$8,100	\$7,500	-\$600	\$8,500	1,000
Taste of Asia Festival	\$12,500	\$12,500	\$0	\$13,500	1,000
Markham Jazz Festival	\$7,500	\$7,500	\$0	\$8,500	1,000
Allocation for Signage	\$0	\$2,500	\$2,500	\$1,000	(1,500)
Markham Rotary Ribfest	\$7,500	\$7,500	\$0	\$7,500	0
Markham Arts Council	\$17,500	\$17,500	\$0	\$17,500	0
York Region Celebration of the Arts	\$4,000	\$4,000	\$0	\$4,000	0
Unallocated		\$1,000	\$1,000	\$0	(1,000)
Tony Roman Hockey Tournament				\$5,000	5,000
Tourism Markham (one-time startup funding)				\$4,750	4,750
Total Celebrate Markham	\$201,053	\$211,800	\$10,747	\$219,250	\$7,450



Date: 29/03/2007
To: Celebrate Markham
From: Peter Miller, Chair, Information Markham
RE: Request for Startup Funding \$4,750 – Promote Tourism in Markham

BACKGROUND:

Information Markham has provided information and volunteer referral services to governments, businesses, residents and guests to our community for over 30 years. Helping the residents of Markham, enhancing the community character and promoting Markham as a great place to live and work. The contributions of our volunteers and staff have been well documented through customer responses. E.g., for 2006:

- Over 12,000 phone calls
- Over 750,000 on-line visits for information
- Over 63,000 on-line visits for volunteer opportunities
- Over 80 agencies serviced

NEW SERVICE OPPORTUNITY:

We have been requested to ascertain the need and viability of an information and referral service for hospitality and tourism to assist residents and their guests, as well as business and non-resident consumer tourists. The main goal would be to help promote Markham to the residents of Markham, and to nearby communities in the GTA.

The objectives of this service would be:

- ✓ To contribute to increased hospitality and tourism experiences for residents and their guests, tourists and visitors.
- ✓ To contribute to increased hospitality and tourism dollars, supporting the businesses and economy in the Town of Markham.

We consider this service a very positive fit with the mandate and objectives of Celebrate Markham and we will be able to provide this service effectively and cost efficiently by building on our existing infrastructure.

MAKING THIS HAPPEN AND FUNDING REQUIRED:

Our volunteers and staff provide a solid base to develop and implement this new service area but we need some additional support to make this happen as follows:



1. **Web site:** We have domain names for TourismMarkham.com and TourismMarkham.ca and a very general home page. We need web-site design assistance to build out the site to include information, links and downloadable information. \$2,250
2. **Brochures:** e-flyers, e-announcements, e-articles, e-brochures, as well as hard copy for distribution to hospitality and tourism groups. We need design assistance for the creation of the brochure and would be looking for some sponsorship funding for printing costs. \$1,500.
3. **Event Signage:** Information booth for shopping malls, festivals, sporting and cultural events including Markham Fairgrounds, business conferences/conventions/trade shows, BIA events, government events. \$1000
4. Initially we will use our current phone number and volunteer team to answer telephone and e-mail inquiries. As volume grows we will recruit additional volunteers and may need to hire a part-time assistant manager and install a long distance number for inquiries, depending on the success of the pilot project.
5. A future fax back system providing information and brochures may be needed to support telephone inquiries. We see this as a future situation, so no start-up funding is required at this time.
6. Information kiosks in the Town of Markham Civic Centre with the future ability to relocate on a rotating basis to malls and special events. We see this as a future situation, so no start-up funding is required at this time
7. Build strong and mutually beneficial relationships with York Tourism, Toronto Tourism, guidingstar.ca , ylm.ca , Markham Board of Trade, local BIAs, hospitality and tourism businesses, Town of Markham events coordinator, etc.

CONCLUSION:

We believe this project will assist Information Markham, and the Town of Markham, to understand and measure the potential for a tourist information service. We intend to bring back to Council a full review of the project 12 months after it is launched. Some of the issues we want to explore are: need for the service, financing, working with other agencies, usage, etc. We would urge Celebrate Markham to accept our request for startup funding for the new service offering. Our intension is to build a revenue stream to enable the service to be self-sustaining after the first 12 months.

Peter A. Miller

Chair & President

Information Markham