Corporation of the City of Cambridge
Council Meeting
Addendum

Date: Tuesday, November 7, 2023, 6:30 p.m.
Location: Council Chambers

To increase delegate accessibility, this meeting will be held as a hybrid meeting with both in-person and virtual attendance options. Register to appear as a delegation by visiting: https://forms.cambridge.ca/Delegation-Request-Form. Members of the public can choose to delegate in-person or by telephone. Alternative formats and communication supports are available upon request.

Closed Session will occur at 4:30 p.m.

Members of the public wishing to speak at Council may complete the Delegation Request Form no later than 12:00 p.m. on the day of the meeting for Council Meetings occurring at 6:30 p.m.

All written delegation submissions will form part of the public record.

4. Presentations
   *4.1 Michele Saran, CEO, Explore Waterloo re: Initiatives and Promotions for Cambridge

5. Delegations and Consideration of Related Reports
   *5.1 Emily Sousa, Cambridge Farmers' Market re: 23-295-CD City Hall Campus, Market Square Placemaking Project

6. Closed Session
   That in accordance with section 239 (2) (b), (c), (f), (i), and (k) of the Municipal Act, 2001, Council to convene in Closed Session to consider the following subject matters:

   (b) personal matters about an identifiable individual, including municipal or local board employees (Confidential HR Matter);

   (c) a proposed or pending acquisition or disposition of land by the municipality or local board (Confidential lease review) (Confidential potential donation of property to the City) (Confidential Potential Sale of Land) (Confidential Pending...
Property Disposition) (Confidential verbal update regarding property negotiation)

(f) advice that is subject to solicitor-client privilege, including communications necessary for that purpose (Confidential update related to potential donors of City property)

(i) a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization (Update on RFP process and costing);

(k) a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board (Confidential lease review) (Confidential potential donation of property to the City) (Confidential Potential Sale of Land) (Confidential Pending Property Disposition) (Confidential update regarding potential sponsorship activities) (Confidential update re: Use of City Property)

13. **Correspondence**

*13.1 Brian Kennedy re: 23-295-CD City Hall Campus, Market Square Placemaking Project*
Tourism Update

Presented to:
Cambridge City Council

Michele Saran, CEO

November 7, 2023
Pre-COVID Visitation

Nearly 5 million visits to the region in 2019

4.1 million same-day

880,000 overnight

Primary Reason for Travel

Visit friends/relatives (58%)

Business (16%)

Pleasure (12%)

Shopping (7%)

Other (5%)
Overview of EWR

• Founded in 2007
• Non-profit responsible for marketing the destination and driving visitor revenue
• Work to encourage and inspire new product development
• EWR is an initiative of the Region of Waterloo and its seven member municipalities

**GOAL:** Deliver the message that Waterloo Region is a dynamic, year-round destination for leisure, business events and sport tourism
Explore Waterloo Region Budget 2022

• Grants from Region/Municipalities 600K
• 2022 MAT (EWR receives half of 2.6M) 1.3M
• 2022 Airbnb 300K
• One-time FEDEV grant over 2 years (500K) 100K
• RTO4 Sport Hosting grant 100K
• Other ad hoc partnerships/misc 30K

Total 2022 Budget: $2,430,000
Website/Blog Posts – Jan-Aug 2023

• 14 blog posts mentioning Cambridge

• 15,090 page views of Cambridge content
Social Media

Content shared promoting:
- Galt Jazz Festival
- Cambridge Scottish Festival
- Gaslight District Opening
- Concerts in the Park

Meta and Twitter
- Total Impressions: 11,046
- Total Reach: 7650
- Total Engagements: 1238
Road Trip to Explore Waterloo

As a nurse, it’s crucial to focus on my mental well-being and an easily accessible road trip from the GTA for a couple days is the PERFECT remedy.

Here are the highlights from Day 1:

- Fashion History Museum
- Vintage Shopping
- Blackshop Restaurant and Wine Bar
- Butterfly Conservatory
- Canoe the Grand
- The Laundry Rooms
- Foundry Tavern
- Gaslight District
- Galt District
- Old Post Office

As you can see, Waterloo Region offers the perfect balance.
Business Events

• EWR has a proactive sector focus that aligns with Canada’s centres of excellence and are reactive to all other markets

• Pursue: Life Sciences, Finance & Insurance, Agri-business

• Identified as a Centre of Excellence in the areas of Advanced Manufacturing & Technology
Business Events
Leads to Cambridge

- 2023 Roadmap to Billions (250 overnights)
- 2023 KFC LT Offsite (36 overnights)
- Ontario Public Buyers’ Association (290 overnights)
- CIAA 2023 Annual Conference (510 overnights)
- Magnet Forensics (2385 overnights)
- 2023 Yonder Seminar (30 overnights)
- 2023 Awesome Impact Media Educational Leadership Group (420 overnights)
Sport Hosting

- International, National and Provincial Sporting Events
- Ontario Games (Summer or Winter)
- Court sports
- Ice sports
- Field sports
- Esports
Sport Hosting Office Leads to Cambridge

- 2023 IIHF Women’s World Championship Pre-Comp Games (Estimated value: $500K)
- 2023 Quidditch Canada Eastern Regionals (Estimated value: $450K)
- 2024 National Aboriginal Hockey Championships (Estimated value: $1M)
- 2024 Little Native Hockey League Tournament, Cultural Festival and Gala (Estimated value: $10M)
Benefits of Membership

• **Listings** on consumer site
• **Leads** for business events, sport, travel trade where appropriate
• Social **amplification** of event
• **Packaging** opportunities
• **Pay-to-play** opportunities
• Introductions to **media/influencers**
• New members-only **resource website**
• Invitations to EWR **member-only events**
• **Educational** opportunities
• **Logo** for use on websites/collateral
• **One point of contact** for all issues
Thank you!
November 6, 2023

RE: Report 23-295-CD, Market Square Placemaking Project

Dear Mayor and Council,

On behalf of the Downtown Cambridge BIA, I would like to share with you our support for the Market Square Placemaking Project led by the Cambridge Farmers' Market.

Access to safe drinking water, no matter what time of day or night, is a crucial amenity that supports a vibrant, healthy downtown. Installing a drinking water fountain will not only be a draw for people to visit downtown, but it will also encourage more people to participate in active transportation to move around our entire City. With your approval, we are excited to work with the Cambridge Farmers' Market to promote this new amenity! We will also look to collaborate with the Cambridge Farmers' Market towards designations that this project presents us with to align our groups and add to the vibrancy of our downtown and City.

Sincerely,

Brian Kennedy
Executive Director
Downtown Cambridge BIA
info@downtowncambridgebia.ca