

The Corporation of the Town of Niagara-on-the-Lake Information Report to Council

SUBJECT: 2025 NOTL Icewine Festival Funding Request
DATE: 2024-12-10
REPORT #: CS-24-030
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DEPARTMENT: Corporate Services

BACKGROUND INFORMATION

The Town of Niagara-on-the-Lake has received a funding request of \$50,000 (detailed in Appendix I) from the Wineries of Niagara-on-the-Lake to support the 2025 Icewine Festival. The attached document provides details about the festival and its anticipated benefits to the local economy.

Historically, the Town has contributed \$40,000 annually to the Ice Wine Festival from the Town's parking reserves. This funding was previously directed through the Chamber of Commerce, which managed the event. The Chamber of Commerce has not made a request for this funding for 2025. The responsibility for the event has now shifted to the Wineries of Niagara-on-the-Lake, with support from the Niagara Grape & Wine Festival.

NEXT STEP / CONCLUSION

Currently, this request is not reflected in the 2025 draft operating budget.

To ensure informed decision-making, staff have requested that the Wineries of Niagara-on-the-Lake address the following points in their delegation:

- **Allocation of Funds:** A detailed breakdown of how the \$50,000 will be utilized.
- **Reporting Requirements:** Assurances on whether the Wineries of Niagara-on-the-Lake provide reports on the funds used and the overall outcomes of the events.
- **How Surplus Funds will be Handled:** Clarification on the management of any surplus funds generated from the event, such as returning to the Town on a pro-rated basis or the reinvestment into other community initiatives such as other festivals or events, and how those reinvestments would be executed.

Staff recommends that these considerations be integral components of any funding agreement.

ATTACHMENTS

- Appendix I – Wineries of Niagara-on-the-Lake Funding Request