

To:	Warden Halliday and Members of Grey County Council
Committee Date:	June 28, 2018
Subject / Report No:	CAOR-CW-12-18
Title:	Saints and Sinners Transition
Prepared by:	Savanna Myers, Manager of Economic Development
Reviewed by:	Kim Wingrove, Chief Administrative Officer
Lower Tier(s) Affected:	All Grey County
Status:	Recommendation adopted by Committee of the Whole as presented as per Resolution CW169-18; Endorsed by County Council on July 12, 2018.

Recommendation

1. That Report **CAOR-CW-12-18 Saints and Sinners Transition** be received; and
2. That staff be directed to transfer the **Saints and Sinners reserve funds of \$8,898.12** from Grey County Economic Development to Simcoe County Tourism for continued operations of the **Saints & Sinners Bootleggers' Run Trail**.

Executive Summary

The Saints & Sinners Bootleggers' Run Trail is an experiential tourism product now entering its fifth year of operations. Grey County has led the development of the initiative for the past four years and made \$2,000 per year financial contributions to support its growth in 2014-2017. The Trail also received revenue from producers, municipal partners and cultural facilities. The product has matured now and leadership is being transitioned to Simcoe County. In support of the long term plan for the trail, which provides significant economic benefit to the local economy, it is recommended that reserve funds accumulated from the past four years also be transitioned for inclusion in Simcoe County's 2018 financials and beyond.

Background and Discussion

In 2014 the Saints & Sinners Bootleggers' Run Trail was established and a marketing committee of dedicated alcohol producers, municipal economic development / tourism officers, cultural facilitators and county staff was created. This is a volunteer working committee for the purpose of increasing local economic and tourism opportunities based on the burgeoning alcohol production industry in BruceGreySimcoe.

Saints and Sinners Bootleggers' Run Trail (Saints & Sinners) has become a highly successful experiential tourism product in recent years. The program is planned to continue, simply under new leadership at Simcoe County. For the past four years, Grey County has taken the lead to facilitate the partnership, coordinate stakeholders, events, promotions and materials and manage all of the finances. Nearly one quarter of the Economic Development Officer – Local Food's time was allocated to Saints & Sinners.

With the Local Agri-Food Strategy now in place and direction clearly defined, this level of commitment is no longer possible. Furthermore, given the numerous trails in the market, staff believe it is no longer wise for Grey County to financially contribute to this trail and not others. Our role in the development of this product was necessary; however its success has demonstrated its ability to sustain without our financial commitment.

The 2018 program will continue to build on success. Revenue will continue to come from producers, cultural facilities and municipal partners. Planned expenses include image and graphic design, printing of maps and other promotional materials, distribution and postage, tradeshow and digital marketing. Saints & Sinners will once again participate in the Greenbelt Brewery Route which includes our locations on the Ontario map, social media, mobile app and craft beer passport. New this year, Saints & Sinners will engage with RTO7 to develop videography and enhance promotional quality and reach.

Growing success resulted in annual surplus which was transitioned to the reserve for future program use. At the end of 2017, the reserve total was \$8,898.12. This reserve should be transferred along with leadership to Simcoe County for use in Simcoe County's 2018 financials and beyond.

Legal and Legislated Requirements

Funds will follow Simcoe County's standard operating procedures for approval of spending and will abide by The County of Simcoe's procurement policies. A separate GL revenue and expense line will be set up for this initiative, and it will be populated annually and kept separate from the Tourism Simcoe County budget.

Financial and Resource Implications

There are no financial or resource implications associated with this transition. Grey County contributed \$2,000 annually to Saints and Sinners from 2014 to 2017. The 2018 budget did not include a contribution from the levy.

Demand on staff time will also be greatly reduced allowing focus to be redirected according to the recommendations of the Local Agri-Food Strategy.

Relevant Consultation

Internal – Chief Administrative Officer, Director of Corporate Services, Economic Development Officer – Local Food.

External – Simcoe County Manager of Tourism, Simcoe County Cultural Development Coordinator.

Appendices and Attachments

[Draft Terms of Reference – Saints and Sinners](#)

[Draft Budget – Saints & Sinners](#)