

# Staff Memorandum



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To: Mayor A. Nuttall and Members of Council

Subject and Ward(s): Kempenfest Consultation Report Update

Date: June 18, 2025

Department Head  
Approval: K. Datema, Director of Recreation and Culture Services

Executive Management  
Approval: J. Schmidt, General Manager of Community and Corporate Services

CAO Approval: M. Prowse, Chief Administrative Officer

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The purpose of this memorandum is to provide members of Council with an update regarding the Kempenfest Consultation.

Council motion 24G098 provided that up to \$25,000 be allocated from the Tourism Reserve to support Recreation and Culture Services and Economic and Creative Development in collaboration with the Kempenfest Board and Tourism Barrie, to retain a consultant to support Kempenfest with assessing the overall economic impact of Kempenfest and a financial and governance review to determine opportunities for operational and financial stability. And, that staff in Economic and Creative Development and Recreation & Culture Services report back on the findings of the economic impact analysis and overall event review and provide recommendations on future support of Kempenfest (ECD004-24).

A draft report has been received by staff and the consultant will present a summary presentation to the Infrastructure and Community Investment Committee that aligns with the direction within Council motion 24G098. This presentation will take place in the fall session given that summer recess is upon us.

Considering the synergies of the Kempenfest report and Culture Plan, staff will align the timing of the Kempenfest report presentation and Culture Plan update to ensure both items are included on the agenda in unison. Staff will further coordinate with the Kempenfest Board regarding the timing of the presentation to provide an opportunity for the Board to delegate at the same meeting if desired.

## **Appendix:**

### **Memo Author:**

K. Datema, Director Recreation & Culture Services

**File #:** R00

**Pending # (if applicable):**