Staff Report

Report To: City Council

Report From: Jen Wright, Events and Activation Coordinator

Meeting Date: November 30, 2026

Report Code: CS-26-093

Subject: Grey Bruce Home and Lifestyle Show – 2 Year Agreement

Recommendations:

THAT in consideration of Staff Report CS-26-093 respecting a two-year agreement for the Grey Bruce Home and Lifestyle Show, City Council directs staff to bring forward a by-law to authorize the Mayor and Clerk to execute an agreement with the Grey Bruce Home Builders & Trades Association and the Knights of Columbus for the 2027 and 2028 Grey Bruce Home and Lifestyle Shows.

Highlights:

- Annual Event – The Grey Bruce Home and Lifestyle Show takes place the first weekend of May.
- Established Community Partnership – The partnership with the Grey Bruce Homebuilders & Trades Association and the Knights of Columbus has existed for several years.
- Economic Impact – The event supports local businesses, trades, contractors, suppliers, and service providers while encouraging spending within the community.
- Proceeds – The City receives $2,800 under the two-year agreement recognizing staff's major role in developing, planning, administering, marketing, and implementing the Show. This is in addition to the City's equal partnership revenue share. The event pays costs associated with the facility rental.

Vision 2050 - Strategic Plan Alignment:

Strategic Plan Priority: Prosperous City – Supporting initiatives that increase competitive economic advantages for current and new businesses and their employees.

Previous Report/Authority:

Council previously approved the existing partnership/agreement with the City of Owen Sound, the Grey Bruce Home Builders & Trades Association, and the Knights of Columbus through report CS-24-087. The proposed agreement is a renewal of the existing partnership.

Background:

The Grey Bruce Home and Lifestyle Show is an established community event that provides residents and visitors with an opportunity to connect with local and regional businesses, explore home improvement and lifestyle products and services, and learn about projects and services available within the community.

The Show is delivered through a partnership between the City of Owen Sound, the Grey Bruce Home Builders & Trades Association, and the Knights of Columbus. The partnership brings together the resources, expertise, and community connections of each organization and supports the continued success and growth of the event.

The event also provides an opportunity to promote the City of Owen Sound as a destination for residents, visitors, businesses, and prospective homeowners, while generating economic activity for local businesses and attracting attendees from throughout Grey and Bruce Counties and surrounding communities.

Postal codes are tracked via the passport program, and on average 60 per cent of attendees are local, with 40 per cent coming from outside a one-hour radius. On average, there are approximately 2,200-2,800 attendees over the two days of the Show. In 2026, there were 128 businesses indoors which consisted of marketplace and commercial vendors with various booth sizes, including single, double, triple, and quad booths, plus one vendor that commits to eight booths. The Show also hosts, on average, 25 businesses outdoors utilizing booth sizes from 25’x25’ to 50’x50’.

Analysis and Options:

Entering into a two-year agreement will provide greater consistency and certainty for all three partners and allow planning for the event to begin further in advance. A multi-year agreement will also allow the partners to establish longer-term marketing, sponsorship, exhibitor, and programming strategies.

The proposed agreement will maintain the collaborative partnership between the City, the Grey Bruce Home Builders & Trades Association, and the Knights of Columbus while clearly establishing the respective responsibilities and expectations of each organization.

The partnership agreement outlines the roles and responsibilities of each organization, including event administration, financial management, marketing, sponsorship, exhibitor coordination, site logistics, admissions, security, and volunteer support. Under the agreement, the City receives $2,800 prior to the remaining net revenue being distributed equally among the three partners. This collaborative approach leverages the expertise and resources of each organization, supports the financial sustainability of the event, promotes local businesses, and contributes to community initiatives.

Resource Alignment:

Financial Resources

The Grey Bruce Home and Lifestyle Show pays the full cost of the rental for the halls and arena for the Show.

The Show Committee establishes a budget which is aligned with approved City budgets.

The revenue after expenses is shared between the three partners, with the City receiving additional resources for staff time. In 2026, the partner share was $12,354.37 with the City receiving an additional $1,750.00 for staff time.

Human Resources

The Grey Bruce Home Builders & Trades Association and the Knights of Columbus will work collaboratively with the City to develop the facility and site plan, ensure the safe and responsible operation of the Show, comply with all applicable legislation, City by-laws and policies, provide appropriate security and trained volunteers for traffic and parking control, coordinate

directional signage, and ensure all equipment and materials are removed and the facility is left in good condition following the event. The City will be responsible for facility bookings, security, site plans, budgets and financial administration, sponsorship procurement, committee coordination, exhibitor registration and insurance collection, marketing, vendor setup and teardown coordination, setup supervision, and staffing throughout the weekend. The Grey Bruce Home Builders & Trades Association will assist with the set up/tear down of indoor exhibit space, provide setup supervision, and provide volunteers to produce product bags. The Knights of Columbus will manage door admission, provide parking volunteers, assist with outdoor vendor set up and teardown, provide food and beverage carts for vendors, and coordinate golf carts for the outdoor parking areas.

Bayshore facility staff also support the event and City staff collect entrance fees.

The participation of the City's Building and Planning Divisions along with the Tourism Division and River District at the Grey Bruce Home and Lifestyle Show provides an opportunity to engage directly with residents, homeowners, and contractors, while increasing awareness of municipal services, building permit requirements, zoning regulations, housing opportunities, and sustainable building practices. This proactive approach encourages early consultation, supports regulatory compliance, promotes safe and responsible development, and enhances the accessibility of municipal services within the community.

Time and Scheduling

Planning for the event starts in July each year. The event takes place the first weekend of May. Annually, there is a wrap-up report following the event.

Technology and Infrastructure

Exhibitors use an online registration and payment link through the City's website.

Attendees pay the entry fee using cash or debit/credit at the door.

Climate and Environmental Impacts:

The recommendation supports both the City's Corporate Climate Change Adaptation Plan and the City's Climate Mitigation Plan.

The Grey Bruce Home and Lifestyle Show provides a platform for businesses and organizations to showcase innovative products, services and technologies that support green infrastructure, renewable energy, and environmental sustainability. Exhibitors have the opportunity to educate residents on energy-efficient home improvements, solar energy systems, heat pump technology, electric vehicle charging infrastructure, sustainable building materials, water conservation, rainwater harvesting, permeable landscaping, and native plant gardening. The event also provides opportunities to connect residents with industry professionals and information on available rebates, incentives, and funding programs that support environmentally responsible home and property improvements. These opportunities encourage sustainable investment within the community while supporting local businesses and broader climate action objectives.

Communication and Engagement:

The City will promote the Grey Bruce Home and Lifestyle Show, attract exhibitors and attendees, and highlight the event's benefits to local businesses and the community.

Report Developed in Consultation With:

The Grey Bruce Home Builders & Trades Association and the Knights of Columbus.

Attachments:

None.

Reviewed by:
Aidan Ware, Director and Chief Curator – Art Gallery, Tourism, and Culture
Pamela Coulter, Director of Community Services

Submission approved by:
Tim Simmonds, City Manager

For more information on this report, please contact Jen Wright, Events and Activation Coordinator, at jwright@owensound.ca or 519-376-4440 ext. 1237.