

Festivals and Special Events Program - Winter 1999

(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends the adoption of the report (October 19, 1999) from the Commissioner of Economic Development, Culture and Tourism.

The Economic Development and Parks Committee, reports for the information of Council, having requested the Commissioner of Economic Development, Culture and Tourism to report back to the Committee on funding for festivals and special events, including how the BIA events were funded in the past and how these events are going to be funded in the future.

The Economic Development and Parks Committee submits the following report (October 19, 1999) from the Commissioner of Economic Development, Culture and Tourism:

Purpose:

The purpose of this report is to seek approval for a second round Festivals and Special Events Program grant allocation of \$2,000.00 to the Weston Santa Claus Parade.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) a Festivals and Special Events Program grant of \$2,000.00 be allocated to the Weston Business Improvement Area for their 1999 Weston Santa Claus Parade; and
- (2) the appropriate City officials be authorized and directed to take the necessary actions to give effect thereto.

Background:

The Festivals and Special Events Program began in 1995 with the purpose of providing “seed monies” to support local festivals and special events that would generate local community economic development benefits, build volunteer commitment, develop strong organizational structures and attract additional sources of financial support. Festivals and special events are important tools for rejuvenating commercial and residential districts by attracting visitors to

these areas, developing them as tourist destinations and instilling pride in local communities. Organizations applying for funding can be a Business Improvement Area (BIA), a business association or a community-based organization provided that there is a partnership between businesses and local residents.

Comments:

At its meeting of July 27 to 30, 1999, Council adopted Clause No. 2 of Report No. 2 of The Economic Development and Parks Committee, which recommended that the entire 1999 budget allocation of \$45,100.00 for festivals and special events be granted to 12 applications under the first round of applications, as listed under Attachment 1. By granting the entire budget in the first round, no additional funds could be made available for the winter round of applications. However, due to the cancellation of one event, \$2,000.00 remains in the Program budget.

While the Weston Business Improvement Area's 1999 Santa Claus Parade was included in the first summer-fall round of applications, it was deferred for consideration until the second winter round of applications. The Weston Santa Claus Parade has attracted crowds of over 10,000 people and is organized by The Weston Business Improvement Area Board of Management consisting of 15 business people representing 132 business members on the BIA. In addition, local churches, schools and community organizations are also enlisted to contribute promotional literature, design, floats and parade marshalling. While the total event budget is \$21,000.00, the BIA has requested \$5,000.00, with the BIA contributing \$10,000.00 and the remaining \$6,000.00 from private donations.

Conclusions:

The Weston Santa Claus Parade will be going into its fourth year of funding through the Festivals and Special Events Program. It is the intent of the Program to reduce grants until phase-out following the fifth year of the festival or event. The application falls within the Festivals and Special Events Program objectives and submission guidelines, as identified in Attachment 2, and it is, therefore, recommended that it be funded for \$2,000.00.

Contact:

Mr. Ron Nash, Tel: 392-1006, Fax: 392-1380, E-mail:rnash@city.toronto.on.ca.

Attachment No. 1
Festivals Special Events Program 1999
Summary of Applications
Summer-Fall Approvals and Winter Recommendation

Applicant	1998 Funding \$	Summer-Fall 1999 Council Approval \$	Winter 1999 Request \$	Winter 1999 Recommendation \$
-----------	-----------------------	---	------------------------------	-------------------------------------

African Canadian Arts Festival				
African Culture Restoration Association	2,000.00	1,000.00		
Bloor By The Park BIA				
Bloor West Village BIA				
Corso Italia BIA				
East Lynn Danforth Festival				
Eglinton Way BIA				
Bloor Bathurst Madison BIA		2,000.00		
Gerrard India Bazaar BIA				
Greektown on the Danforth				
Junction Gardens BIA		5,500.00		
Leslieville Business Association*				
Mimico-by-the-Lake		2,500.00		
Old Cabbagetown				
Pape Village BIA				
Parkdale Village BIA		4,000.00		
Portuguese Outreach Committee	4,850.00	3,800.00		
St.Lawrence BIA / St.Lawrence Works		3,000.00		
St.Lawrence Neighbourhood Association		2,000.00		
Upper Village BIA				
Urban Harvest	5,000.00	4,300.00		
Weston BIA – Weston Blast	4,500.00	4,300.00		
Weston BIA – Weston Santa Claus Parade	5,000.00		5,000.00	2,000.00
Working Skills Centre				
York Caribbean Carnival Committee Inc.	11,200.00	10,700.00		
Total	32,550.00	43,100.00	5,000.00	2,000.00
Program Budget		45,100.00		
Balance for Winter Applications		2,000.00		
* Approved for \$2,000.00 but did not proceed with event.				

Summary of Applications, Summer-Fall Approvals and Winter Recommendation
Insert Table/Map No. 1
Attachment No. 2 - Submission Guidelines

Summary of Applications, Summer-Fall Approvals and Winter Recommendation
Insert Table/Map No. 2
Application Form

Summary of Applications, Summer-Fall Approvals and Winter Recommendation
Insert Table/Map No. 3

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. Michael McDonald, Chair, Weston BIA; and
- Councillor Frances Nunziata, York Humber.