

Toronto STAFF REPORT

April 26, 2006

To: Economic Development and Parks Committee

From: Donald G. Eastwood, General Manager
Economic Development, Culture and Tourism

Subject: 2006 Cultural Grant Allocation to the Toronto Mas Band Association
(All Wards)

Purpose:

The purpose of this report is to recommend an allocation for the Toronto Mas Band Association that has applied through the Culture Division for municipal support within the Community Partnership and Investment Program (CPIP).

Financial Implications and Impact Statement:

The 2006 Approved Budget for Community Partnership and Investment Program includes an allocation of \$4,136,700.00 for Major Cultural Organizations. In previous years, Caribana, organized by the Caribbean Cultural Committee has been funded through the Major Cultural Organizations envelope. For 2006, the Toronto Mas Band Association (TMBA) is going to organize the festival event, to be called Toronto Caribbean Carnival.

This report recommends a total of \$400,000.00 to be allocated to the Toronto Mas Band Association for the event. A separate report is forthcoming on the other seven major cultural organizations who have applied through the Major Cultural Grants Program.

The Deputy City Manager and Chief Financial Officer has reviewed this report and concurs with the financial impact statement.

Recommendations:

It is recommended that:

- (1) a cultural grant be approved for the Toronto Mas Band Association (TMBA), as a registered not for profit organization, in the amount of \$400,000.00;
- (2) the grant to the TMBA be conditional on:

- (a) the TMBA forming, with the help of the City, a neutral body, the Festival Management Committee (FMC) to provide overall governance and financial oversight of the festival, as well as a report prepared by the FMC, by December 2006 on its recommendations for a permanent festival governance structure for City Council's review;
- (b) the TMBA opening a separate corporate account for festival expenses that will be controlled by the Festival Management Committee;
- (3) authority be granted to pay performers' fees for disbursement by the Toronto Mas Band Association, Ontario Steelpan Association and the Organization of Calypso Performing Artists in order to ensure that the production of the artistic component of the 2006 event proceeds on schedule; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

Caribana, one of the premier cultural events in Toronto every summer, is a large cultural celebration and tourist draw. The organizer of Caribana since 1967, the Caribbean Cultural Committee (CCC), has experienced ongoing organizational problems for many years.

The CCC received a qualified audit in 2004 and City Council made the 2005 grant of \$384,700, conditional on the CCC instituting financial controls as recommended by its auditor.

The CCC held its annual general meeting on December 17, 2005 and did not present audited financial statement to the membership. Staff from the Culture Division gave ample warning both written and verbal to the CCC that under the current circumstances the CCC would not be eligible for funding in 2006 unless the CCC provided unqualified audited financial statements for 2005.

On March 13, 2006, the CCC provided the City with a financial audit that was reviewed by City staff, including internal audit. Staff determined that the audit was highly qualified and as such the CCC was informed that they were not eligible to receive funding in 2006.

City staff invited the Toronto Mas Band Association (TMBA) to submit an application for funding for the 2006 festival.

Comments:

Review Process:

Staff of the Culture Division reviewed the application received from the Toronto Mas Band Association at the March 31, 2006 deadline for the "Toronto Caribbean Carnival". The

application was reviewed and assessed through a peer assessment process. The role of the Advisory Panel was to advise the Culture Division on the merits of the application, provide advice on the cultural programming, and offer professional assessment of the program. As well, the Advisory Panel was asked to identify long-term issues and trends.

Advisors were selected to represent a broad base of experience and expertise and a general knowledge of the cultural sector. The panel for the review of the TMBA application was comprised of Celia Smith (General Manager of Canadian Stage Company), Alexina Louie (Composer) and Bob Johnston (Executive Director, Cultural Careers Council Ontario) as well as Carl Thorpe of the Multicultural History Society. Three of the four panel members served as advisors last year.

Festival Management Committee (FMC):

As a condition of the grant to the Toronto Mas Band, staff from the Culture Division propose to help set up a Festival Management Committee that would be a neutral body to provide overall governance and financial oversight.

Members of the FMC will provide unique professional, Caribbean connections and/or artistic skills.

The FMC will be chaired by Joe Halstead, former City of Toronto Economic Development, Culture & Tourism Commissioner. Other members include but are not limited to Courtney Betty (lawyer); Rod Seiling (President, Greater Toronto Hotel Association); Glenn Grunwald (President & CEO, Toronto Board of Trade); Raynier Maharaj (Managing Editor, Caribbean Camera); Ed Peters (Ontario Steelpan Association rep); Kevin Padmore (Organization of Calypso Performing Artists rep) as well as Frank Ramsaroop and Curtis Eustace (TMBA reps). CCC representation on the FMC may occur at a later date, subject to an FMC decision.

Benefits for the Festival Stakeholders:

The TMBA, through its grant application, provided the City and the FMC an articulation of the “broad vision” for the festival. The TMBA, Ontario Steelpan Association (OSA) and Organization of Calypso Performing Artists (OCPA) will be represented on the Festival Management Committee and as such have input into the governance and promotion of the festival and financial oversight as well as the hiring of a general manager and executive director. The general manager and executive director will report to and be accountable to the FMC. However, on day-to-day operations there will be a close working relationship with the TMBA, as well as the OCPA and OSA.

The continued benefits for festival stakeholders are that the TMBA, OSA and OCPA will still receive direct funding from the City and Province to pay for their members’ individual bands as well as festival logistical support will continue from City staff.

Conditions of Funding:

The Festival Management Committee has three main responsibilities. Firstly, the FMC will provide a competitive process to select a festival general manager and festival executive director. Secondly, the FMC will provide overall governance and financial oversight for the 2006 festival. Finally, the FMC will provide a report on its recommendations for a permanent festival governance structure. This document will be submitted to stakeholders and to the City by December 2006. Once the report has been submitted, the FMC will dissolve.

The Toronto Mas Band Association has named the two-week event the "Toronto Caribbean Carnival" so as to avoid copyright infringement associated with the use of the name Caribana.

A separate report is forthcoming on the other seven major cultural organizations who have applied through the Major Cultural Grants Program.

Conclusions:

The recommendation for an allocation to the Toronto Mas Band Association contained in this report is the result of a review of the application received by the Culture Division at the March 31, 2006 deadline. The administration of the review was carried out in accordance with the City of Toronto Grants Policy, as adopted by Council on December 16 and 17, 1998.

The Toronto Mas Band Association along with the Festival Management Committee are committed to organizing a successful two-week event this summer that will regain fiscal credibility and restore confidence and pride in the organization of the festival.

The Festival Management Committee's objective is to prepare a report on its recommendations for a permanent festival governance structure. This document will be submitted to stakeholders and the City no later than December 2006. Once the report has been submitted the FMC will dissolve.

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