



**STAFF REPORT
ACTION REQUIRED**

**2007 Community Festivals and Special Events
Investment Program Parks, Forestry and Recreation –
Appeals Allocations**

Date:	May 22, 2007
To:	Community Development and Recreation Committee
From:	Brenda Librecz, General Manager, Parks, Forestry and Recreation
Wards:	All Wards
Reference Number:	

SUMMARY

This report recommends allocation of the \$6,350 appeals funds for the Parks, Forestry and Recreation (PFR) Division portion of the Community Festivals and Special Events (CFSE) Investment Program.

Three organizations appealed their 2007 recommended allocations. Two are recommended for appeals allocations; 1 is not recommended (see Attachment 1 and 2). Appeals were heard on May 15, 2007 at the Community Partnership and Investment Appeals Sub-Committee meeting at City Hall.

The CFSE Investment Program budget is jointly administered by Parks, Forestry and Recreation Division (PFR) and Economic Development, Culture and Tourism Department. The 2007 CFSE budget is \$140,060. Parks, Forestry and Recreation’s portion is \$100,060. (See April 30, 2007 report “2007 Community Festivals and Special Events Investment Program Parks, Forestry and Recreation Allocations Recommendations” for details)

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that:

1. the Community Development and Recreation Committee approves the total appeals allocations of \$6,350 for the Parks, Forestry and Recreation portion of the

2007 Community Festival and Special Events Investment Program, as per Attachment 1; and

2. the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

FINANCIAL IMPACT

There is no financial impact beyond what has been approved in the 2007 Approved Operating Budget.

The Deputy City Manager and Chief Financial Officer have reviewed this report and agree with the financial impact information.

ISSUE BACKGROUND

CFSE Investment Program Administered Jointly

The Community Festival and Special Events (CFSE) Program is jointly administered by Parks, Forestry and Recreation (PFR) and Economic Development, Culture and Tourism. The 2007 Council approved budget for the program is \$140,060, of which \$100,060 is allocated to PFR in response to program demand measured by applications received. In the current reporting structure, there are now two committees receiving the allocated recommendations for the CFSE Investment Program.

Balancing Requests for Funding with PFR Service Priorities

The CFSE program provides developmental financial support to help festivals and events grow, with the aim of self-sustainability. The program is viewed as a strategic tool for PFR to improve its three areas of service priorities: environmental stewardship, child and youth development, and lifelong active living. The Grants Policy Review in 2007 by the CPIP Coordinating Committee, will aid PFR in enhancing these service priorities.

COMMENTS

The CFSE program reviewing team are staff of the Community Engagement unit. The unit is part of the Divisional Co-ordination and Community Engagement Branch (DCCE) in Parks, Forestry and Recreation.

The representatives of the organizations addressed the Appeals Sub-Committee and presented additional information which was used to re-evaluate their applications (see Attachment 1 and 2). Of the 3 organizations that deputed, 2 are recommended for appeals allocations; 1 is not.

CONTACT

Fay Grange
Program Standards & Development Officer
Community Engagement Unit
Parks, Forestry and Recreation Division
Phone: (416) 392-0436
Fax: (416) 392-0845
Email: fgrange@toronto.ca

Lucy Stern, Manager
Community Engagement Unit
Parks, Forestry and Recreation Division
Phone: (416) 392-0460
Fax: (416) 392-0845
Email: lstern2@toronto.ca

Kathy Wiele, Director
DCCE
Parks, Forestry and Recreation Division
Phone: (416) 392-8184
Fax: (416) 392-5600
Email: kwiele@toronto.ca

SIGNATURE

Brenda Librecz
General Manager, Parks, Forestry and Recreation Division

ATTACHMENTS

Attachment 1 – Summary of Appeals Recommendations – CFSE Investment Program
Attachment 2 – Description of Appeals Recommendations – CFSE Investment Program

Attachment 1- Summary of 2007 Appeals Recommendations - CFSE Investment Program

Organization	2007 Original Recommendation	2007 Appeal Recommendation	2007 Total Recommendation
Artist Network of Riverdale	\$0.00	\$5,260	\$5,260
Chi- Ping Dance Group	\$1,350	\$0.00	\$1,350
High Park Initiatives	\$0.00	\$1,090	\$1,090
Total Appeals		\$6,350	

Attachment 2 - Description of 2007 Appeals Recommendations - CFSE Investment Program

1. Artists Network of Riverdale

The original recommended allocation was \$0.00.

The Riverdale Art walk is a community based art exhibition along Queen Street East by local artists. The artists display and sell their art in community galleries. The artists also provide walking tours of the area to promote local artistic talent.

A representative of the organization addressed the Community Partnership and Investment Program (CPIP) Appeals Sub-Committee, and filed a written submission, with a revised budget. The anticipated in-kind and corporate donations were not realized. The organization anticipates a budget short fall that would affect the quality of the event without grant support.

An additional allocation of \$5,260 is recommended, for a total of \$5,260.

2. Chi-Ping Dance Group

The original recommended allocation was \$1,350.

The event celebrates Chinese culture and include Lion and Dragon dances, musical and classical Chinese dances, displays of Chinese brush painting, flower making, photography and other arts and crafts and fortune telling.

A representative of the organization addressed the CPIP Appeals Sub-Committee, and requested clarification on receiving a 10% reduction from their 2006 allocation. Staff explained the CFSE Investment Program guideline of decreasing grant allocations.

An additional allocation of \$0.00 is recommended, for a total of \$1,350.

3. High Park Initiative

The original recommended allocation was \$0.00.

The organization received funding for “Winterfest” for 4 years ending in 2005. In 2006 “Egg Fest,” received funding as a new festival. In 2007, “Egg Fest” was reviewed as a continuation of “Winterfest,” and therefore exceeded the 4 year limit for receiving CFSE funding, as stated in the CFSE program guideline.

Two representatives of the organization addressed the CPIP Appeals Subcommittee, explaining the difference between the two events.

An additional allocation of \$1,090 is recommended, for a total of \$1,090.