



**STAFF REPORT  
ACTION REQUIRED**

**2007 Community Festivals and Special Events  
Investment Program Economic Development Allocation  
Recommendations**

<b>Date:</b>	April 19, 2007
<b>To:</b>	Community Partnership and Investment Appeals Sub-Committee
<b>From:</b>	Donald G. Eastwood, General Manager Economic Development, Culture & Tourism
<b>Wards:</b>	All
<b>Reference Number:</b>	

**SUMMARY**

---

The purpose of this report is to recommend allocations for the Business Improvement Area (BIA) portion of the 2007 Community Festivals and Special Events (CFSE) Investment Program. The Economic Development portion of the CFSE Investment Program supports BIAs and business association efforts to create events that attract visitors and customers to their commercial area. The 2007 Council Approved budget for the Community Partnership and Investment Program includes a budget allocation of \$140,060.00 for the Community Festivals and Special Events (CFSE) Investment Program. The Economic Development portion of this program is \$40,000.00. This report recommends a total of \$37,090.00 in allocations, setting aside \$2,910.00 for the appeals process, for a total of \$40,000.00.

**RECOMMENDATIONS**

---

**The General Manager of Economic Development, Culture and Tourism recommends that:**

1. City Council approve the allocations for the BIA portion of the 2007 Community Festival and Special Events Investment Program totalling \$37,090.00 as per Attachment No. 1;
2. \$2,910.00 be set aside for the appeals process,

3. this report be forwarded to the June 7, 2007 meeting of the Economic Development, Culture and Tourism Committee, and;
4. 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 has reviewed this report and agrees with the financial impact information.

**ISSUE BACKGROUND**

The CFSE Investment Program is jointly administered by Economic Development, Culture and Tourism and Parks, Forestry and Recreation. The total budget for the program is \$140,060.00, which is allocated proportionately between the two divisions in response to program demand measured by applications received. The Economic Development portion of the CFSE Investment Program is designed to provide developmental financial support for festivals and events in business areas to attract visitors and customers.

In the past years allocation recommendations for the entire program, both Economic Development and Parks sections, have been reported to the Economic Development and Parks committee. As there are now two separate committees, two individual reports will be written addressing the Economic Development and Parks allocations on their respective sections of the program.

**COMMENTS**

Economic Development staff received a total of 23 applications. Of these, 17 are recommended for funding. Of the 6 not funded, 3 have access to another funding program (the “Shop St. Clair Sponsorship Program), 1 submitted two applications for the 2007 program of which one is recommended for funding, 1 is already receiving substantial capital funds from the City in 2007 for a component of the event they have applied for, and 1 application was received past the deadline and was therefore not reviewed. Demand for the 2007 CFSE Investment Program exceeded funding. For the 17 applications recommended for allocations the expected event attendance and size of the festival was used to help determine allocation recommendations. Approximate allocations were determined as follows:

Event Attendance	Approximate allocation
900 or less	\$1,000.00
1,000 to 9,999 – Small/Local event	\$1,700.00
10,000 to 39,999 – Medium events	\$2,500.00
40,000 + Large/Signature events	\$5,000.00

Events that received funding in previous years were allocated funding on a declining scale, as per program guidelines, with a 10% reduction.

The range, variety and scale of the applications were diverse and included such activities as community celebrations, arts and crafts showcases, music and heritage events, and food fairs and sidewalk sales. A summary of the applicants is listed in Attachment 1 and the proposed events are described in Attachment 2. Organizations have been informed in writing of the recommended allocations and the appeals process.

## **CONTACT**

Mike Major, Director  
Small Business & Local Partnerships  
Phone: (416) 392-0623  
Fax: (416) 392-1380  
Email: [mmajor@toronto.ca](mailto:mmajor@toronto.ca)

## **SIGNATURE**

---

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

## **ATTACHMENTS**

Attachment No. 1 – Summary of Recommendations  
Attachment No. 2 – Applicant Summary Sheets  
Attachment No. 3 – 2007 CFSE Program Guidelines