



STAFF REPORT ACTION REQUIRED

Parks, Forestry and Recreation 2008 Community Festivals and Special Events Allocation Recommendations

Date:	May 12, 2008
To:	Community Partnership and Investment Appeals Sub-Committee
From:	Brenda Librecz, General Manager Parks, Forestry and Recreation
Wards:	All Wards
Reference Number:	

SUMMARY

This report presents the recommended allocations for the Parks, Forestry and Recreation portion of the 2008 Community Festivals and Special Events (CFSE) Investment Program. The CFSE program also funds the Business Improvement Area (BIA) under Economic Development. The 2008 council approved budget for the CFSE program includes a budget allocation of \$140,060. The Parks, Forestry and Recreation portion of this program is \$100,060, of which \$89,078 is recommended for allocations, and \$10,982 for the appeals process.

A total of 45 applicants applied for the CFSE program, including 1 applicant which applied to the Major Recreation Partnership Program (also known as Majors), but due to insufficient funding the application was transferred to CFSE, as the organization's proposed program will assist the division in meeting some of its goals and objectives. There were 20 new applicants. Of the 45 applicants reviewed, 1 withdrew, 4 did not meet the CFSE program criteria, and 6 were late.

The appeals amount for CFSE is reflective of the lack of resources in smaller community organizations, which often results in late and incomplete applications. These issues contribute to the residual amount available for appeals.

Community organizations are a critical partner for the division to meet its goals and objectives. The richness of diversity in the City of Toronto needs to be supported with

reliable and substantial financial resources for these varied community festivals and specials events.

RECOMMENDATIONS

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

1. The Community Partnership and Investment Appeals Sub-Committee approve the allocations for the Parks, Forestry and Recreation portion of the 2008 Community Festival and Special Events Investment Program totalling \$89,078 as per Attachment No. 1;
2. \$10,982 be set aside for the appeals process;
3. this report be forwarded to the meeting of the Community Development and Recreation Committee, and;
4. the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

FINANCIAL IMPACT

This report recommended that the 2008 approved Operating Budget of \$100,060 for the Parks, Forestry and Recreation portion of the Community Festivals and Special Events (CFSE) Investment Program within CPIP be allocated as per Attachment No. 1 (\$89,078), with \$10,982 set aside for appeal purposes.

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) Investment Program is jointly administered by Parks, Forestry and Recreation (PFR) and Economic Development, Culture and Tourism. The 2008 approved Operating Budget for the program is \$140,060, of which \$100,060 is allocated to Parks, Forestry and Recreation in response to program demand measured by applications received. There are two separate committees receiving reports on the allocated recommendations for the CFSE program: Community Development and Recreation Committee for the Parks, Forestry & Recreation CFSE grants portion (\$100,460), and Economic Development Committee for the BIA grants portion (\$40,000).

CFSE Investment Program a Strategic Tool for PFR

The CFSE program provides developmental financial support to help festivals and events grow, with the aim of self-sustainability. The CFSE program is viewed as a strategic tool for Parks, Forestry and Recreation to facilitate community engagement and development

at the neighbourhood level. Children, youth and adults can participate in various activities that are within their neighbourhoods or explore the diversity of neighbourhoods that make-up the City of Toronto by attending festivals and special events. The CFSE program aids in fostering civic pride in residents and encourages community engagement. Visitors to the City of Toronto can experience the variety of cultural activities that make the city a vibrant and energetic place to visit.

CFSE Investment Program in Priority Neighbourhoods

One of the division's objectives is to increase programs and services in the priority neighbourhoods. Some of the organizations recommended for 2008 allocations are in the priority neighbourhoods in the following districts: East District: Steeles-L'Amoureux, Eglinton East-Kennedy Park, Malvern, Kingston-Galloway, Dorset Park; West District: Jamestown; North District: Jane-Finch, Flemingdon Park-Victoria Village; South District: Crescent Town.

COMMENTS

Eligibility criteria (See Attachment 3) for the CSFE require that an organization have a Board of Directors or a Board of Management, be in existence for at least one year, produce a clearly defined community event, be open and accessible to the public, use volunteers in all aspects of the organizations, have financial support from more than one source, and comply with the City of Toronto Grants Policy. Funding of up to \$10,000 per organization may be allocated depending on available funds. Allocation cannot represent more than 49% of the event budget. Festivals or special events cannot receive funding more than four times, and each year of funding is allocated on a declining scale, with a 10% reduction.

The range of festivals and events include local and community celebrations, heritage and culture, art and music, and environmental stewardship. A summary of the applicants and the proposed events are described in Attachment 2. Organizations have been informed in writing of the recommended allocations and the appeals process.

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SIGNATURE

Brenda Librecz
General Manager, Parks, Forestry and Recreation Division

ATTACHMENTS

Attachment No. 1 – Summary of Recommendations – CFSE Investment Program
Attachment No. 2 – Summary Sheets – CFSE Investment Program
Attachment No. 3 – 2008 CFSE Program Guidelines