

2008 Community Festivals and Special Events Investment Program Economic Development Allocation Recommendations

Date:	April 28, 2008
To:	Community Partnership and Investment Appeals Sub-Committee
From:	Eva Pyatt, Director, Small Business & Local Partnerships
Wards:	All Wards
Reference Number:	

SUMMARY

The purpose of this report is to recommend allocations for the Business Improvement Area (BIA) portion of the 2008 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 2008 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 \$37,155.00 in allocations, setting aside \$2,845.00 for the appeals process, for a total of \$40,000.00.

RECOMMENDATIONS

The Director of Small Business and Local Partnerships recommends that:

1. The allocations for the BIA portion of the 2008 Community Festival and Special Events Investment Program totalling \$37,155.00 as per Attachment No. 1 be approved.
2. \$2,845.00 be set aside for the appeals process.

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

Financial Impact

This report recommended that the Economic Development portion (\$40,000.00) of the 2008 approved Operating Budget of Community Festivals and Special Events Investment Program (\$140,060.00) be allocated as per Attachment No.1 (\$37,155.00), with \$2,845.00 set aside for appeal purposes.

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 previous 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 two separate standing committees since 2007, 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, 20 are recommended for funding. Of the 3 not funded, 2 have access to another funding program (the “Shop St. Clair Sponsorship Program), and 1 application was for a promotional activity that does not meet the guidelines for the CFSE Investment Program.

Demand for the 2008 CFSE Investment Program exceeded funding. For the 20 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. A summary of the applicants is listed in Attachment No. 1 and the proposed events are described in Attachment No. 2. Organizations have been informed in writing of the recommended allocations and the appeals process.

CONTACT

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SIGNATURE

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Director, Small Business & Local Partnerships

ATTACHMENTS

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