

Attachment 3:

GUIDELINES

INTRODUCTION

The Community Festivals and Special Events (CFSE) Investment Program is designed to provide developmental financial support to help festivals and events grow and increase their effectiveness while encouraging organizers to work towards self-sustainability for their community events.

A festival is a temporary gathering that brings people together for particular purposes. It may range in theme, scale and duration. To be eligible for support, the festival must be accessible to the general public and improve the quality of life of the community. Under this Program, grants to individual festivals are not to be provided more than four times and are available on a declining scale. Assistance may be granted to small and medium-scale local events that have the scope to attract people locally, city wide or regionally.

Events scheduled between May 1, 2008 and April 30, 2009 are eligible for funding in the 2008 CFSE Investment Program.

PROGRAM GOALS AND OBJECTIVES

The goal of the Community Festivals and Special Events Investment Program is to facilitate community development and community economic development throughout the City by providing developmental financial support to organizers of small to medium-scale community festivals. In order to achieve this goal, it is the objective of the Program to maximize support to those community festivals that:

- build pride in communities by showcasing local achievements, heritage, culture, neighbourhoods and business communities;
- strengthen local economies;
- encourage the development of new partnerships through local public and private sector groups working together;
- strengthen the volunteer sector by providing opportunities to learn new leadership skills;
- provide community events for people of all ages and abilities; and
- are accessible and open to the general public.*

*Notwithstanding, a fee to a component of the event may be charged, and the event may be targeted to appeal to a specific segment of the community (geographic neighbourhood, cultural group, special interest group, etc.).

FUNDING CATEGORY

Project Funding: funding for a specific community festival or special event that meets the eligibility criteria

ELIGIBLE REQUEST

- Small to Medium-Scale Community Festival: A volunteer not-for-profit organization, BIA, business association or committee representing a segment of the Toronto community who initiates, organizes and implements the event, and decision-making and accountability rests with the community organization.
- The maximum dollar budget for the event is \$100,000.

INELIGIBLE REQUEST

- Private Community Festival: A volunteer not-for-profit organization, BIA, business association or committee representing a segment of the Toronto community initiates, organizes and implements the event which is not open to members of the public.
- Privately Produced Festival: A private sector entrepreneur or company initiates, organizes and implements the event. The involvement and support of the local community may be sought in implementing the event, but accountability and decision-making rests with the private sector company.
- City Produced Festival: City staff initiate, program, organize, budget and manage finances and decision-making rests with the City.
- Major Festival: Dollar budget is greater than \$100,000.
- Artistic Component: Component of an event eligible for support from the Toronto Arts Council.

ELIGIBILITY CRITERIA

Organizations must:

- be a not-for-profit organization;
- have been in existence for at least one year at the time of application;
- be accountable to the community through an elected Board of Directors (incorporated groups) or other governing body (unincorporated groups). A majority of the Board members or other governing body members must be residents of the City of Toronto;
- utilize volunteers in all aspects of the organization, including service delivery;
- demonstrate financial viability and effective management of the organization, programs and activities;
- seek support from all other appropriate levels of government and the private sector;
- produce a clearly identified community event;
- demonstrate due diligence for participants safety; and
- comply with all City of Toronto general grant policies as set out in the application package.

Organizations may:

- hire people to help plan, market and produce the event.

GENERAL CRITERIA

Grants are not:

- to be provided to individual festivals more than four times;
- available to organizations that have not filed a final report on previous years' projects;
- available for program, projects and services that can be included in other City of Toronto budgets;
- available for programs, projects and services where duplicate funding is available from other sources;
- available in an amount exceeding 49% of total revenue or \$10,000 (including in-kind donations from the City), which ensures that the project or organization does not become, or appear to become, operated by the City of Toronto; and
- intended to be regarded as a commitment by the City of Toronto to continue such assistance in future years.

ASSESSMENT CRITERIA

Applications will be assessed using the following criteria:

- Value to the community: the role and relevance of the organization/project to the community it serves.
- Impact on the community: contribution of the organization/project to the community. This can be reflected in terms of public activity, outreach initiatives, community development, volunteer involvement, community participation, resource and service provision, and economic and social benefits.
- Achievement: project goals and lasting benefits to the community.
- Accountability: in terms of fulfilling its mandate, meeting its goals and objectives, and in its financial accounting. An organization/project is accountable to the community it serves, to its members (if applicable), and to its funders, and should have a means of assessing accountability to each.
- Financial viability: the financial impact of the grant to the project and the organization's ability to deliver the program.
- Self-sustainability: how the organization will replace City funds to obtain self-sustainability within 4 consecutive community festivals.

ALLOCATION CONSIDERATIONS

CFSE Investment Program allocations will consider how well the recommendations:

- provide support for neighbourhood and community-based projects across the City, ensuring geographic distribution of funded projects by location of activities according to the applications received;
- encourage the co-ordination and sharing of resources;
- are unique in the needs which they address and thereby add to the diversity of services;
- are held in high needs and under-serviced areas;
- support proposals or components of proposals to a level where they can be effectively completed; and
- support the festival's infrastructure, not artistic costs.

Application available: November 19, 2007

Application due date: Thursday February 7, 2008, by 4:30 pm
LATE APPLICATIONS WILL NOT BE REVIEWED

Please submit only **ONE** copy of the completed application. Please ensure that all supporting documents are included. Please use a stapler to attach documents together. Do not use binders, file folders, paper clips or other folders when submitting the application. **Faxed or emailed applications will not be accepted.**

Mail completed application to: Community Festivals and Special Events Investment Program
Parks, Forestry and Recreation Division
81 Elizabeth Street, 1st Floor
Toronto, Ontario, M5G 1P4
Attention: Fay Grange

Community Festivals and Special Events Investment Program
Economic Development, 77 Elizabeth Street, 2nd Floor, Toronto
Attention: Karen Keskull

Or completed applications may be hand delivered to one of the following locations:

1. Community Festivals and Special Events Investment Program
Parks, Forestry and Recreation Division, City Hall
100 Queen Street West, 1st Floor, East Tower, Toronto
Attention: Customer Service Desk
2. Community Festivals and Special Events Investment Program
Economic Development, 77 Elizabeth Street, 2nd Floor, Toronto
Attention: Karen Keskull
3. Community Festivals and Special Events Investment Program
Parks, Forestry and Recreation Division
Etobicoke Civic Centre, 399 The West Mall, Main Floor, Toronto
Attention: Customer Service Desk
4. Community Festivals and Special Events Investment Program
Parks, Forestry and Recreation Division
North York Civic Centre, 5100 Yonge Street, 3rd Floor, Toronto
Attention: Customer Service Desk
5. Community Festivals and Special Events Investment Program
Parks, Forestry and Recreation Division
Scarborough Civic Centre, 150 Borough Drive, 5th Floor, Toronto
Attention: Customer Service Desk