

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

Date:	June 4, 2008
To:	Economic Development, Culture and Tourism Committee
From:	Director, Small Business & Local Partnerships
Wards:	All Wards
Reference Number:	P:/2008/Cluster A/EDCT/ECON DEV/ed0806-030

SUMMARY

At its June 3, 2008 meeting the Community Partnership and Investment Program Appeals Sub-Committee heard one appeal regarding the 2008 Community Festivals and Special Events (CFSE) Investment Program Economic Development Allocations. The Community Partnership and Appeals Sub-Committee referred the appeal from the St. Clair Gardens BIA to the Director, Small Business & Local Partnerships for further review and reporting to the meeting of the Economic Development Committee to be held on June 12, 2008.

This report recommends that the CFSE Investment Program Economic Development appeal funds of \$2,845.00 be divided amongst the St. Clair Gardens BIA and the other eligible first year applicants as per Attachment No. 1. The recommended allocations fall within an increased allocation range of \$1,240.00 for events with attendance of 900 or less and \$1,915.00 for events of 1,000 to 9,000 people.

RECOMMENDATIONS

The Director, Small Business & Local Partnerships recommends that:

1. The Community Festivals and Special Events Investment Program Economic Development appeal fund of \$2,845.00 be allocated to the St. Clair Gardens BIA, and seven other eligible first year applicants as identified in Attachment No. 1.

Financial Impact

There is no financial impact beyond what has been approved in the 2008 Approved Operating Budget.

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

DECISION HISTORY

At its June 3, 2008 meeting the Community Partnership and Investment Program Appeals Sub-Committee referred the appeal from the St. Clair Gardens BIA regarding the 2008 Community Festivals and Special Events (CFSE) Investment Program Economic Development Allocation Recommendations to the Director, Small Business & Local Partnerships for further consideration with a request to report back with further recommendations directly to the Economic Development Committee at its June 12, 2008 meeting.

COMMENTS

The Economic Development portion of the 2008 CFSE Investment Program supports BIA and business association efforts to create events that attract visitors and customers to their commercial area.

Economic Development staff received a total of 23 applications. Of these, 20 were recommended for funding. The amount recommended was based on the size of the event or the amount of previous funding. Of the 3 organizations not funded, one came forward to appeal. Upon reviewing the appeal made by the applicant, it is recommended that the \$2,845.00 set aside for appeals be allocated between the St. Clair Gardens BIA and the seven remaining eligible first year applicants as per Attachment No. 1. New events, such as that planned for St. Clair Gardens BIA, with attendance of 900 or less will now receive \$1,240.00 instead of \$1,000.00. New events with an attendance of between 1,000 and 9,000 will now receive \$1,915.00 instead of 1,700.00.

CONTACT

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SIGNATURE

Eva Pyatt, Director, SB&LP

ATTACHMENTS

Attachment No. 1 – Final Summary of CFSE Investment Program Recommendations for BIAs – 2008 Economic Development