



STAFF REPORT ACTION REQUIRED

2009 Community Festivals and Special Events Investment Program Economic Development Allocation Recommendations

Date:	May 7, 2009
To:	Community Partnership and Investment Appeals Sub-Committee
From:	General Manager, Economic Development, Culture & Tourism
Wards:	All Wards
Reference Number:	

SUMMARY

This report recommends grant allocations for the Economic Development portion of the 2009 Community Festivals and Special Events (CFSE) Investment Program, which supports Business Improvement Areas and business associations stage events that attract visitors and customers to commercial areas. This report recommends a total allocation of \$44,500.00, setting aside \$1,670.00 for the appeals process. Unallocated funds in the amount of \$5,370.00 from the Commercial Research Investment Program have been used to provide additional festival support in 2009.

RECOMMENDATIONS

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

1. The 2009 Commercial Festivals and Special Events Program budget be increased from \$40,800.00 to \$46,170.00 by transferring unallocated funds in the amount of \$5,370.00 from the Commercial Research Investment Program;
2. Commercial Festivals and Special Events Program be allocated across the board on the basis of scale of events, so that category 1 (smaller) events receive \$1,100.00, category 2 (medium) scale events receive \$2,900.00, and category 3 (larger) events receive \$7,300.00, as described in the body of this report;

3. The Community Partnership and Investment Appeals Sub-Committee approve the allocations for the BIA portion of the 2009 Community Festival and Special Events Investment Program totalling \$44,500.00 as per Attachment No. 1, with \$1,670.00 be set aside for the appeals process;
4. This report be forwarded to the June 17, 2009, 2009 meeting of the Economic Development Committee; and
5. The appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

This report recommends that the Economic Development portion of the Community Festivals and Special Events Program totalling \$40,800.00 be increased to \$46,170.00 by transferring \$5,370.00 from the unallocated portion of the Commercial Research Investment Program (CRIP). Attachment No.1 shows the recommended grants totalling \$44,500.00, setting aside \$1,670.00 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. In 2009 the total budget for the CFSE program is \$140,060.00 and is allocated proportionately between the two divisions. Economic Development administers \$40,800.00 of the total, which is used to provide financial support for the development of festivals and events that attract tourists and shoppers to Toronto's business areas.

COMMENTS

Economic Development staff received a total of 15 applications within the deadline date. Of these, 13 are recommended for funding. The application by the Greek Community of Toronto is not recommended for funding because the event is a sidewalk sale taking place on a church property and is unlikely to result in any significant longer term benefit for the participating businesses or a particular business area. The other application by the Kingsway BIA has a budget of \$181,000.00, exceeding the maximum permissible event budget of \$100,000.00. Since this event is beyond the developmental stage, the event is ineligible for continuing City support under this program.

Demand for the 2009 CFSE Investment Program considerably exceeded funding. Events were categorized by the anticipated number of people likely to be attracted and the potential of the event to grow to a significant scale. Category 1 events primarily draw

participants from the local neighbourhood market radius of 500 to 1000 meters and attract up to 5,000 people. Category 2 events draw participants from the broader community (market radius of more than one kilometre) and attract up to 15,000 people. Category 3 events are, or have potential of becoming, regional-scale events, and are anticipated to attract more than 15,000 people. Sidewalk sales are excluded.

While the criteria in previous years provided that events which previously received funding should receive less funding in subsequent years, this year it is proposed that events in each category receive the same level of funding. This is proposed because in 2009 we have fewer applications and slightly more funding. As well, under the recently adopted approach to Economic Development grants, this is the last year for which a specific funding envelope will exist for commercial festivals and special events.

Proposed Distribution by Category of 2009 CFSE Grants

Event Category	Maximum Allocation	2009 Proposed Allocation
1 - up to 5,000 people, local event	\$1,500.00	\$1,100.00
2 - >5,000 to 15,000 people, community draw	\$4,000.00	\$2,900.00
3 - >15,000 people, potentially regional scale	\$10,000.00	\$7,300.00

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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ATTACHMENTS

- Attachment No. 1 – Summary of Recommendations
- Attachment No. 2 – Applicant Summary Sheets
- Attachment No. 3 – 2009 CFSE Program Guidelines